



Why Turn to an SRES®?


You're thinking about selling your home. Maybe you're retiring, downsizing or a major life event has made you consider a move. A Seniors Real Estate Specialist® (SRES®) has unique training and experience in helping home buyers and sellers in your situation.





Why ask a Seniors Real Estate Specialist® to assist you?

 **An SRES® understands that the decision to sell can be difficult.**
Selling a home can be an emotional time, potentially involving other life decisions. An SRES® understands the issues facing older adults. By taking a no-pressure approach, they can help you navigate your choices and may be able to suggest alternatives that help you stay in your home.

 **An SRES® can patiently support you through each step.**
Your SRES® will take the time needed to make you feel comfortable with the complex selling process. Your specialist understands the demands a sale can make on you, and works hard to minimize them. They will tailor the marketing process to your specific needs, and be there when you need them.

 **An SRES® will stick with you throughout the entire process.**
Your SRES® is interested in looking out for your best interests through all aspects of your transition, not just the sale of your home. They've invested time in becoming an SRES® because they enjoy working with clients in your situation and helping others.

 **An SRES® can draw upon a network of other professionals focused on 50+ clients.**
They've already identified other helpful experts, including tax counselors, financial advisers and estate planners who can help you understand the financial consequences of selling your home; interior staging specialists and trade contractors to get your home prepared for showings; estate sale organizers, senior moving specialists and transitional coaches to deal with post-sale issues.

 **An SRES® also has ties throughout the 50+ community.**
They're familiar with active adult and community service organizations in your area. Your SRES® can provide referrals to a variety of resources at the local, state and national level, and on the Internet. They're knowledgeable about local senior housing options, and can refer you to another SRES® if you're planning to move outside the area.

You can count on an SRES® to guide you through the process of selling your home, making the transaction less stressful and more successful.

The Seniors Real Estate Specialist® (SRES®) designation is awarded by the SRES® Council, a subsidiary of the National Association of REALTORS® (NAR).

To learn more about SRES® and access various consumer resources, please visit SRES.org.

