



Get ready for the Boomers

Get up to speed with an SRES® designation

TAKE THE COURSE!

Date: March 12 & 13, 2012

Time: 8:30am to 5:00pm

Location:

450 Skokie Blvd
Bldg 1200 Northbrook, IL
60062

Instructor: Lori Cox

Tuition:

NSBAR Members: \$375.00

Non-NSBAR Members: \$399.00

*Tuition includes one year of REBAC membership valued @ \$110.00.

NAME: _____

Address: _____

Cell#: _____

Email: _____

License #: _____

PAYMENT: (circle one) VISA/MC/AMEX/DISC
Credit Card # _____

EXP DATE: _____

I authorize NSBAR to deduct tuition for this course from my credit/debit card in the amount of: \$ _____.

SIGNATURE: _____

They're not your average grandparents.

The largest and wealthiest buyer's group in the country is made up of Baby Boomers. Understand what motivates this mature demographic and make your business boom with an SRES® designation.

**The Seniors Real Estate Specialist Designation:
Where the future takes shape**



***NOTIFY UPON REGISTRATION OF DISABILITIES WHICH REQUIRE SPECIAL ACCOMMODATION.**
800-500-4564 www.sres.org SRES@REALTORS.org The Real Estate BUYER'S AGENT Council (REBAC) is a wholly-owned subsidiary of THE NATIONAL ASSOCIATION OF REALTORS®.

SRES® Designation Course

Course Description and Learning Objectives

Course Learning Goal

The SRES® Designation Course helps real estate professionals develop the business-building skills and resources for specialization in the 50+ real estate market by expanding knowledge of how life stages impact real estate choices, connecting to a network of resources, and fostering empathy with clients and customers.

Learning Objectives

1. Generations

- Learn distinguishing characteristics and trends of the 50+ market so that you can discern them in your own market area.
- Challenge stereotypes and draw valid generalities about 50+ real estate clients and customers.

2. The 50+ Market

- Adapt your communication and interpersonal approach to match generational expectations and preferences.
- Raise awareness of some dos and don'ts when striving to gain and serve the 50+ market.

3. 21st Century Retirement

- Consider how the economic challenges affect retirement plans and real estate choices.
- Develop sensitivities to 50+ issues and priorities when working with buyers and sellers, listing and showing properties, and managing transactions.

4. Aging in Place

- Learn definitions of aging in place
- Recognize how to make a home safe and comfortable for aging in place.
- Raise awareness of the issues and factors that influence the decision to make a move as well as choose a community and property selection
- Evaluate your market area's attractiveness to the 50+market

5. Independent Living and 6. Housing Options for Assistance

- Master the vocabulary of the range of housing options for the 50+ market.
- Learn the application of the federal Housing for Older Persons Act (HOPA).
- Identify key life stages and transitions in relation to housing choices.
- Gain an understanding of how Medicare, Medicaid, and Social Security impact the real estate decisions of 50+ clients and customers

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7. Financing Options

- Learn about the uses, benefits, procedures, and issues involved in reverse mortgages and other forms of home purchase finance

8. Tax Matters

- Gain an overview of tax issues of concern for 50+ clients and customers
- Recognize situations in which a tax-deferred 1031 exchange is possible and advantageous.

9. Legal Matters

- Maintain focus on the transaction and avoid inappropriate involvement in family matters.
- Manage legal liability risks, avoid conflicts of interest and maintain confidentiality of information when providing services for 50+ clients and customers

10. Marketing and Outreach

- Develop business-building outreach methods for communicating and gaining the 50+ market.
- Adapt presentation and counseling methods for 50+ buyers and sellers.
- Integrate social media effectively to serve the 50+ market

11. Working with Buyers and Sellers

- Develop services that win and sustain client and customer relationships and position you as a trusted real estate advisor.
- Adapt presentation and counseling methods for 50+ buyers and sellers.
- Counsel clients on preparing and staging a property for sale
- Maintain focus on the transaction and avoid inappropriate involvement in family matters
- Recognize financial schemes and scams that victimize the elderly

12. Building a Team and Resource Bank

- Assemble a team of experts to help you serve 50+ clients and customers.
- Compile a knowledge bank about your market area's housing options, programs, resources, and services for 50+ clients.
- Use your knowledge bank as a business-building tool.