



# Get ready for the Boomers

## Get up to speed with an SRES® designation

Learn distinguishing characteristics and trends of the 50+ market so that you can discern them in your own market area.

### TAKE THE COURSE!

**June 13-14, 2013**  
8:00 – 5:00 p.m.  
  
Sierra Vista Area Association of REALTORS

**Instructor:**  
Frank Dickens, ABR, SRS, SRES, rCRMS

c/e 6-legal/6-general  
  
\$159 (includes lunch)

**Register:**  
[www.regonline.com/2013sres](http://www.regonline.com/2013sres)

presented by...  
Sierra Vista Area and Arizona Associations of REALTORS,  
602-248-7787

## They're not your average grandparents.

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.

- Challenge stereotypes and draw valid generalities about 50+ real estate clients and customers.
- 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.
- Gain an understanding of how Medicare, Medicaid, and Social Security impact the real estate decisions of 50+ clients and customers

Requirements to earn the SRES designation:  
[www.seniorsrealestate.com/](http://www.seniorsrealestate.com/)