



Senior Real Estate Specialist SRES®

The SRES® designation course seeks to instill knowledge and understanding of and empathy for 50+ real estate clients and customers. Develop the business building skills and resources needed for specialization in the 50+ real estate market.

SRES® Designation Course Learning Objectives:

- Learn distinguishing characteristics and trends of the 50+ market so that you can discern them in your own market area.
- Evaluate your market area attractiveness to the 50+ market.
- Master the vocabulary of the range of housing options for the 50+ market.
- Learn the application of federal laws for Housing for Older Persons Act (HOPA).
- Develop business building outreach methods for communicating and gaining 50+ market share.
- Adapt methods for counseling the 50+ buyer and sellers.
- Stay focused on the transaction and avoid inappropriate involvement in family matters.
- Develop sensitivities to 50+ issues and priorities when counseling buyers and sellers, showing properties, and managing transactions.
- Develop services that win and sustain client and customer relationships and position you as a trusted real estate advisor.
- And much more.....

September 17th & 18th, 2013

8am – 5pm

Registration: 7:30am

Instructor:

Frank Dickens

Class Location:

Holiday Inn

Casa Grande, AZ 85122

License Renewal Hours:

6 hours Real Estate Legal Issues &
6 General C/E hours

For more information, contact Amanda at
cgrar@cgmailbox.com or 520-421-1222

Fees:

WPAR Member (\$99.00)

Non WPAR Member (\$159.00)

For registration please go to <http://wpar.eventbrite.com>

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