

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.