

What is a Seniors Real Estate Specialist?

A Seniors Real Estate Specialist® (SRES®) is a REALTOR® who is uniquely qualified to assist seniors in housing sales and purchases.

The SRES® designation is awarded only to REALTORS® who have additional education on how to help seniors and their families with later in-life real estate transactions.

The mission of a SRES® is to help seniors and their families navigate the maze of financial, legal and emotional issues that accompany the sale of the home.



Qualities that make a SRES® Stand Out

Has knowledge, experience and compassion in dealing with senior issues.

Takes a no-pressure approach to the transaction and has a strong service orientation.

Takes the time to make a client feel comfortable with the complex selling process.

Works to minimize the emotional demands a sale can make on a senior.

Tailors the marketing of a home to the needs of an older client.

Can interact easily with all generations, including seniors, adult children and caretakers.

Has a wide network of other senior-focused professionals who can assist in tax counseling, financial and estate planning, and other aspects of the sale and move.

Sources: SRES Moving On Guide & A Place For Mom



Moving Forward

Tips from a Seniors Real Estate Specialist

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PREPARING TO SELL THE HOME

Downsize & De-Clutter

Start the process as soon as possible,
use these 6 tips to help the process
go smoothly. —————>

Be Wary of Cash Investors

If the home is not listed with a Realtor®,
be wary of all cash offers from investors,
which may be significantly lower than
true market value.

Hire a Specialist

Utilize the services of a Realtor® who is
a Seniors Real Estate Specialist®

Update as Needed

Update items in the home that will add
value and help the home sell quickly.

The Realtor® will be able to make
recommendations based on
current market conditions.

Price it Right

An experienced Realtor® will look at
comparable recently sold properties and
those currently on the market to determine
current market value of the home.

DOWNSIZING TIPS FOR SENIORS

1. **Use these key questions to figure out whether to keep, give away, or sell:**

Is this item regularly used?

Has it been used in the past year?

Does it truly enhance the quality of your older adult's life?

Would this item physically fit in their smaller living space & future lifestyle?

Does it have a significant dollar value?

2. **Pace yourself.** Plan on a realistic amount of time to go through everything. Take the time to make thoughtful decisions.

3. **Help seniors feel in control** of what's happening. If your older adult is able to take part in downsizing, they'll feel good about making these decisions themselves rather than leaving it to someone else.

4. **Remember special moments** as you are look through keepsakes and mementos.

5. **Give away family heirlooms.**

If your older adult has a chance to gift important family keepsakes and furniture, they'll get to see how happy those mementos make family and friends.

6. **Consider hiring a professional to help** with downsizing, which can be physically and emotionally draining for seniors and their families.

