

The vast majority of seniors are homeowners. AARP estimates that of the 83% of seniors who own their homes, nearly three million of them will change residences in the next two years. These prospective clients need someone who can advise them on the best way to maximize their equity and plan for the future.

To help REALTORS® meet the specialized needs of seniors, the founder of the Senior Advantage Real Estate Council® (SAREC®) spent 10 years developing this designation and comprehensive marketing plan. Earn the trust of this untapped market segment and earn their business with the national SRES® designation.

Key benefits of earning the SRES® designation:

- Placement on the website for viewing access by potential clients and referrals across the United States and Canada .
- Customizable quarterly newsletters
- Direct response special reports and contact plan
- Ongoing education: regular updates on senior-related issues to keep current with developments in financial or legal matters, and trends in senior housing.
- Customizable ad templates designed by a professional ad agency to be used in local publications and newspapers.
- Marketing tools, such as brochures and postcards that can be used with prospective clients.

This course counts as an ABR® elective!

We will be offering the ABR® Course August 20-21, 2008. For more information, please contact Cara Mottershead at 919-654-5400 or visit www.rrar.com

The SRES course counts as a NC Real Estate Commission CE Elective!

The Raleigh Regional Association of REALTORS® Is Proud To Present:



Senior Real Estate Specialist



September 15-16, 2008

9:15am-4:30pm

\$399

Instructor: Mark Given

111 Realtors Way Cary, NC 27513

Phone: 919.654.5400

Register Online at: www.RRAR.com



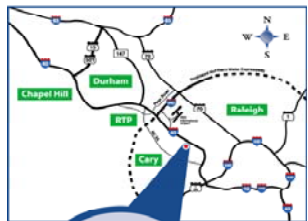
RALEIGH REGIONAL
ASSOCIATION OF REALTORS®

By earning the SRES® designation, the licensee demonstrates that he/she has the requisite knowledge, experience and expertise to successfully provide seniors with professional consultation about real estate.

Through completion of this course, the REALTOR® will:

- Understand the range of housing and developmental needs of each of the three major segments of the growing mature population.
- Develop and maintain “senior” client relationships while earning the respect and trust of the mature client.
- Understand the major concerns and fears facing each segment of today’s mature client population and have the tools needed to effectively address them.
- Create a personalized housing plan for mature clients to reduce their fears and concerns about selling or buying.
- Use counseling tools that reinforce the comfort and confidence required by today’s mature clients.
- Learn how to help maturing clients take positive action in estate, real estate and financial planning without offending them.
- Understand differing professional services and lifestyle needs of our maturing clients.
- Develop concepts of how to move from a selling (salesperson) style approach to one of the professional counselor/advisor.
- Provide the maturing client and their family with a housing plan outline for their consideration when the time arises.
- Learn how to develop team-building skills with family members and other professional senior service providers in the community.

SRES® Designation Requirements Three (3) requirements must be met to attain and use the SRES® designation: Successful completion of the two-day SRES® Designation course, including an 80% passing grade on the exam. Maintain active membership in the National Association of REALTORS®. Maintain an active membership in the SRES Council. The first year of membership in the SRES Council is included with the SRES Designation course fee. However, every year thereafter will require payment of annual dues of \$99.



Class is held at the Raleigh Regional Association of REALTORS®
(Off Weston Parkway, behind Sam’s Club)

Check-in begins 60 minutes prior to class time. If you arrive late or are absent during any of the instruction, you may be DENIED CREDIT for the course!

Cancellation fee of \$60, or entire tuition is forfeited if written notification is not received prior to September 1, 2008.

To Register

Please mail or fax this completed form with total payment to: Cara Mottershead

Register online at www.rrar.com

Raleigh Regional Association of REALTORS®

111 Realtors Way Cary, North Carolina 27513

Phone: 919.654.5400 Fax: 919.654.5401

\$399

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

License Number _____

Please circle preferred method of Payment:

Check Visa MasterCard Amex

Account Number: _____

Exp. Date: _____

Signature: _____

_____ Please check here if you have a disability which will require special services at the course and attach a description of your needs.