

# Senior Real Estate Specialist Designation Course

February 16 & 17, 2010 8:30 a.m. - 3:30 p.m.

WWOCAR Offices, 24125 Drake Road, Farmington, MI 48335



## Earn the SRES Designation

This education-based designation addresses the fastest growing market in real estate.

Why are 50-plus clients moving? To be closer to grandchildren. To start that vineyard they've always dreamed of. To address health concerns. The list goes on and on. Can you speak to the unique motivation they have? Do you know how to counsel your client on their options? This is the kind of distinction that can set you apart. You can be the hero.

SRES® Designation Course Learning Objectives:

- Learn about uses of pensions, 401k accounts, and IRAs in real estate transactions.
- Gain an understanding of how Medicare, Medicaid, and Social Security impact 50+ real estate decisions.
- Recognize mortgage finance & loan schemes and scams that victimize 50+ borrowers.
- Identify key life stages, viewpoints, and transitions in relation to housing choices.
- Recognize how a home can be adapted for safety, comfort, and aging in place.
- 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.
- 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 & gaining 50+ market share.

### 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. New Designees receive one-year membership in the Seniors Real Estate Council™ FREE. Annual dues are \$99 each year thereafter.



### Designation Course Cost

\*\*Members paying monthly membership fee:

**FREE!**

Please fax completed form to:  
(248) 478-3150

WWOCAR Members:  
\$312.00

Non-Members:  
\$362.00

Please fax completed form to (248) 478-3150 or register online at WWOCAR.com (members please login for discounted pricing)

### ATTENTION WWOCAR MEMBERS:

←You may be able to take this course for FREE\*\*!

Name: \_\_\_\_\_ License #: \_\_\_\_\_

Office: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Visa  MasterCard  Discover: \_\_\_\_\_

EDUCATION PASS Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\*\*Subject to seating availability\*\*

**LIMITED SEATING AVAILABLE!**