

What is an SRES®?

A Seniors Real Estate Specialist® (SRES®) is a real estate agent who is uniquely qualified to assist home buyers and sellers ages 50+.



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

SRES® designees also draw upon the expertise of a network of senior focused professionals who can assist in tax counseling, financial and estate planning, downsizing, estate sales, home care and other aspects of the sale and move and are familiar with local community resources and services. Their mission is to help seniors and their families navigate the maze of financial, legal and emotional issues that accompany the sale of the home and assist seniors in relocating to the home of their future.

What qualities make an SRES® different?

- Works first and foremost with the best interests of the client in mind.
- Has knowledge, experience, and compassion in dealing with the emotional issues that aging can bring.
- Can suggest housing alternatives, including ones that may allow an aging parent to remain in the home instead of selling it.
- Takes a no-pressure approach to the transaction and has a strong service orientation.
- Will take the time needed to help a client clearly understand and feel comfortable with the complex selling process.
- Understands the emotional demands a sale can make on a senior client, as well as their loved ones, and does everything they can to minimize them.
- Has the ability to interact with all generations, including adult children and caretakers.
- Is knowledgeable in senior housing options from active adult communities to assisted living.

Be sure to interview agents with the SRES designation and ask them about their personal experience with assisting senior clients. Ask for references. Choose wisely.

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