



# Navigating Senior Housing? Take Heart, You're Not Alone.

Whether you're downsizing, transitioning to a senior community, or exploring options for aging in place, making housing decisions later in life can feel overwhelming. That's why it's essential to turn to someone who understands not just real estate— but **you**.

**A Senior Real Estate Specialist® (SRES®)** is more than an agent. They are trained to address the emotional, financial, and lifestyle needs of older adults with care, patience, and deep expertise.

## Ten Things a Trained Senior Agent Should Provide a Senior Client

### 1. Patience and Active Listening

Seniors often face emotional transitions. Agents must listen attentively to understand their concerns, motivations, and timing.

### 2. Clear, Simple Explanations

Explain all steps of the real estate process in plain, jargon-free language, with written takeaways or summaries if needed.

### 3. Housing Options Guidance

Help compare downsizing, senior living communities, aging-in-place modifications, and multigenerational housing — with pros and cons.

### 4. Trusted Professional Referrals

Connect clients with trusted professionals: attorneys, CPAs, contractors, movers, estate planners, and many more.

### 5. Financial Considerations

Understand the financial realities of retirement, Social Security, pensions, reverse mortgages, and home equity concerns.

### 6. Downsizing & Decluttering Help

Offer resources or referrals for estate sales, packing, donations, and transitions that reduce stress and simplify the process.

### 7. Local Resource Knowledge

Stay up to date on nearby healthcare, transportation, recreation, and senior programs to enrich quality of life.

### 8. Market Expertise with Senior Focus

Understand how to market properties to attract buyers who value accessibility and senior-friendly features.

### 9. Family Communication Support

Help keep adult children and family members informed and involved—while prioritizing the senior's wishes.

### 10. Protection & Advocacy

Guard against scams, predatory practices, and bad advice. An SRES® agent is your advocate—start to finish.

## A Relationship That Doesn't End at Closing

The relationship a Senior Real Estate Specialist® builds with you doesn't stop when the sale closes. Your SRES® agent will continue to be a trusted resource — checking in as you settle into your new living situation and always available to offer future assistance, guidance, or referrals when you need them.

*\*See the reverse side of this flyer for **agent photos** and **contact information**.*