



# GETTING READY TO LIST YOUR HOME?

Preparing a home for sale is always a significant undertaking. For seniors, in particular, the pre-listing process can feel overwhelming. An agent who has earned their Seniors Real Estate Specialist® (SRES®) designation can guide your efforts and help make the transition go as smoothly as possible.

You can trust your SRES® designee to help you:

## 1. Map out a plan.

An SRES® understands that each client faces different circumstances and challenges. They can advise you on a sequence of steps tailored to your situation. And they'll guide you through the process at whatever pace suits your needs. Your SRES® will take a no-pressure approach and look for ways to make your move more manageable and less stressful.

## 2. Set priorities.

Please don't assume that every aspect of your home has to appear picture-perfect before listing it for sale. Your SRES® understands what matters most to buyers in your market and can help you focus on the most critical projects. The top priorities are often decluttering living spaces and cleaning your home thoroughly, immediately before it is listed.

## 3. Evaluate renovations.

Is it essential to update your flooring, paint your walls, or replace your appliances? Your SRES® knows local buyers' top priorities and understands which renovations offer the biggest bang for the buck. They'll explain your options, but it's up to you to decide if you want to add these projects to your list.

## 4. Suggest trusted resources.

If you need help with any aspect of your move, your SRES® can provide suggestions. They've already vetted related service professionals that understand seniors' concerns and can assist in decluttering, packing, renovating, and more. The choice is always yours, but it's nice knowing you can turn to these trusted resources.

## 5. Discuss staging options.

Many sellers assume they need to stage their home before listing it. Again, this depends on your local real estate market and your personal situation. Often, staging isn't mandatory. Today's property marketing options include virtual staging techniques, which might be a good alternative. Your SRES® can discuss your options and offer recommendations tailored to your concerns.

Regardless of when and where you are moving, you'll have a better experience if you work with an agent who has earned the SRES® designation—someone who is committed to helping seniors navigate their housing transitions successfully.



**MAP OUT A PLAN**

**SET PRIORITIES**

**EVALUATE RENOVATIONS**

**SUGGEST TRUSTED RESOURCES**

**DISCUSS STAGING OPTIONS**

Count on an SRES® to guide you through the process of buying or selling your home, making the transaction less stressful and more successful.

The Seniors Real Estate Specialist® (SRES®) designation is awarded by the SRES® Council, a subsidiary of the National Association of REALTORS® (NAR).

To learn more about SRES® and access various consumer resources, please visit [seniorsresource.realtor](http://seniorsresource.realtor).

