



What is a Seniors Real Estate Specialist® (SRES®)?

Since 2007, Seniors Real Estate Specialist® (SRES®) designees have been helping maturing Americans with their needs. As a part of the National Association of REALTORS® family of designations, the SRES® designation is conferred to REALTORS® who complete in-depth training in a wide variety of topics related to homebuyers and sellers over the age of 50, including:

- Senior housing options—from active adult communities to aging in place
- Reverse mortgages
- Downsizing and rightsizing
- Using pensions, 401(k) accounts, and IRAs in real estate transactions
- The mission of the SRES® Council is to promote member success by providing high quality training and tools necessary to position the SRES® designee as the trusted real estate resource for the senior market.

Our vision is to create a community of REALTORS® and related professionals dedicated to serving the real estate needs of senior consumers.



Your East Central Coast of Florida SRES® Expert!

Michael Salamone, REALTOR® with Coldwell Banker Paradise. Providing home-buyers and sellers with professional, responsive and attentive real estate services. Committed To Your Success! Want an agent who'll really listen to what you want in a home? Need an agent who knows how to effectively market your home so it sells? Give me a call! I'm eager to help and would love to talk to you.

“Michael is the utmost professional real estate agent! He was always prompt in taking my calls and texts and addressed every issue I had almost instantly! I highly recommend using Michael for all your real estate needs and he will surely be my agent again if I should decide to list my home in the future!” - Dale R.

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5 Questions to Ask When Selecting a Real Estate Specialist

If you're considering buying or selling your home—or helping your parents with a move—you'll want to select a real estate professional who is both qualified and aligned with your priorities and preferences. These questions can help you make the best decision.

1. Are they qualified?

When you are going through significant life changes, you want someone with experience, knowledge, and a helpful attitude to help you sort through your options. An agent who's earned the Seniors Real Estate Specialist® (SRES®) designation has completed exclusive training on a wide range of issues that can impact real estate transactions when the client(s) are ages 50+.

2. Do they listen to your needs and answer your questions?

Listening is a crucial skill for a senior specialist. Your agent should ask you questions and ensure they understand your answers. That way, they can be more successful in identifying and

prioritizing your needs and can offer options best suited to your current situation and future expectations.

3. What do past clients say?

A friend or relative may have confidently referred you to an agent, but it can also be helpful to hear additional perspectives. Search for online reviews, or ask the agent for names and contact details for two or three past clients. Then, give them a call and discuss their buying or selling experience.

4. Can they offer helpful suggestions for related service providers?

Whether you're preparing a home for sale or gearing up for a purchase, an

experienced real estate professional may be able to shortcut the process of identifying reliable providers for various services, so you can pick and choose among people the agent knows and trusts. These resources can be precious if you are supporting a loved one from afar or need assistance cleaning out a home and preparing it for sale.

5. Do you feel at ease?

Working with a real estate professional is a partnership. But, as with any healthy partnership, there must be confidence and an ability to be open and forthcoming about your needs and desires. SRES® designees stand out as prioritizing service and trust in every real estate transaction.

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.

