

# Senior Real Estate Specialist.



**Sell with comfort.**  
**Samara is the ONLY Royal LePage Seniors Real Estate Specialist®**  
**(SRES®) on the island of Montreal.**

## What is an SRES® ?

A Seniors Real Estate Specialist® (SRES®) is a REALTOR® who is uniquely qualified to assist seniors in housing sales and purchases.

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

They also draw upon the expertise of a network of senior specialists, such as estate planners, CPAs, and elder law attorneys, 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.

### As a SRES® I:

- Have knowledge, experience, and compassion in dealing with senior issues.
- Can suggest housing alternatives, including ones that may allow an aging parent to remain in the home instead of selling it.
- Take a no-pressure approach to the transaction and have a strong service orientation.
- Will take the time needed to make a client feel comfortable with the complex selling process.
- Understand the emotional demands a sale can make on a senior and try to minimize them.
- Tailor the marketing of a home to the needs of an older client.
- Can interact easily with all generations, including seniors, adult children, and caretakers.
- Am knowledgeable about local senior housing options and elder support services.
- Have a wide network of other senior-focused professionals who can assist in tax counseling, financial and estate planning, and other aspects of the sale and move.

An SRES® maintains a professional network that includes individuals who can help with various steps of the sale and move, offering assistance on these and other matters:

- The decision to sell: reverse mortgage counselors that can look at ways to use the home's equity to allow a senior to remain in their home, if preferred
- Prior to listing: tax specialists and financial planners to examine ways to protect assets
- Preparing the home for showing: handymen, landscapers and clutter reduction specialists
- Legal considerations: real estate attorneys to help with estate planning or closing
- Moving: downsizing experts, senior moving specialists, estate sale planners, and storage facilities

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**SAMARA WIGDOR**  
REAL ESTATE BROKER  
COURTIER IMMOBILIER

## Issues to consider before starting the process

- **Are all relevant family members aware of the upcoming sale and the reasons for it?**

It's a good idea to have a family discussion about the decision to sell, prior to signing commitments. Adult children often have strong emotional stakes in the sale. Some family members may not want to say goodbye to the home. A family talk can help prevent later misunderstandings and avoid delays in the process. If the move involves significant downsizing, this may also be a time to bring up property and possessions issues.

- **If family members are assisting a parent in the sales process, has one member been chosen to be the contact in communicating with professionals?**

It's best to have one family member take the lead in communicating with the SRES® and other professionals. Multiple contacts can create confusion and delays.

## What to expect from your SRES®:

**A REALTOR® who chooses to become an SRES® does so because he or she enjoys interacting with seniors.**

Their decision to become an SRES® is rooted in a desire to help others. It means that your REALTOR® has respect for older individuals; has the ability to listen deeply and ask the right questions; knows how to communicate the old-fashioned way, with a handshake and a visit. Be prepared to sit and chat awhile. They'll want to take time to get to know you and your family's situation, as you'll want to learn more about them.

**An SRES® understands that this can be a stressful time for a family.**

It's hard to deal with leaving a home after spending many years in it. Perhaps the parent would actually prefer to go on living there. Your agent wants to understand the challenges you all face in this major decision. By doing so, they can present all available options, so that the outcome is one that will suit the family's needs.

**At times, the amount of information coming your way may seem overwhelming.**

An SRES® is there to help by tailoring meetings to a senior's needs. Don't be afraid to ask as many questions as you'd like until you feel comfortable with the steps to the sales process and other potentially-complicated details. An SRES® may suggest taking breaks so you can absorb the information, and may want to break up the prelisting-process over several visits to your home.

Curious to know more about how I can help as a SRES? Don't hesitate to ask for more information.