

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. Is 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.

Why Use an SRES®?

Over the age of 50 and considering selling the family home?

You need a REALTOR® with senior experience, knowledge and marketing savvy.

Those qualities, along with a special knowledge of managing the sale of a home for those over the age of 50, are what SRES® designees can bring to your next real estate transaction.



SRES® designees are certified senior specialists and astute to the financial and emotional challenges senior clients face when they sell a long-held family home.

SRES® designees not only can create a customized approach to marketing and selling your property, but they also can work with you to explore your housing options to ensure that your next home best serves your current and future needs.

Such certified specialists have special knowledge about everything from reverse mortgages and the importance of universal design to the uses of pensions, 401k accounts, and IRAs in real estate transactions.

They'll also help you steer clear of loan schemes and scams that victimize aged 50+ borrowers.

And when you need help from other professionals, SRES® designees can tap their network and put you in touch with qualified home inspectors, movers, attorneys, CPAs and other experts.

SRES® designees have all the resources and knowledge to simplify the transaction and eliminate the anxiety of selling your home.



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