



THE SRES® DESIGNATION

Baby Boomers represent the largest and wealthiest group of buyers in the country. Understand what motivates this growing market and how to address their mature needs with the prestigious SRES® Designation. The SRES® Designation is recognized by the National Association of REALTORS® and has over 16,000 members across the United States and Canada. *Course topics include:*

- Understanding generational demographics
- The myths and realities of aging
- How Baby Boomers are changing retirement
- Marketing strategies
- Recognizing the implications of tax laws, probate and estate planning

The SRES® Designation requires the completion of a two-day course and exam. The course can be delivered in the medium that works best with your schedule. *Choose from:*

- Classroom course delivery
- Online course through REALTOR® University

For a complete course schedule, visit coursecalendar.com.

Start taking advantage of all the SRES® Council has to offer!

SRES® Council updates company data from NAR's National REALTOR® Database System (NRDS). Please provide all new company information, including email address changes, to the AE, Membership Coordinator or POE at your local Board, who will then facilitate changes in NRDS and thereby SRES® Council's records.



MEMBER BENEFITS

The prestigious SRES® Designation is recognized by the National Association of REALTORS® and addresses the mature needs of homebuyers and sellers 50+.

SRES® is where the future takes shape.



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®



where the future takes shape

MEMBER BENEFITS

The SRES® Council's web site provides valuable information and tools available only to members and is accessed with a login ID and password.

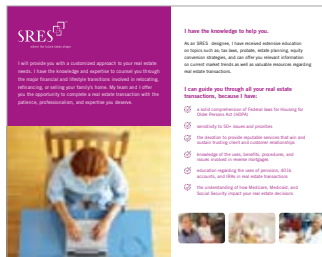
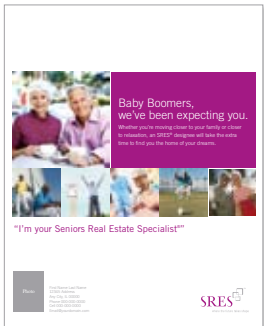
Examples include:

- Quarterly Newsletters and monthly member emails
- Hot topics (i.e., articles, trends, legal and financial information)
- Updatable bio page (personalized page that clients can view)
- Online networking forum
- Links to additional resources
- SRES® Print Shop
- SRES® Blog
- Webinars
- Lead Generation

If you have forgotten your login ID and password, call 1-800-500-4564 or email sres@realtors.org.

OUR MARKETING MATERIALS

A range of marketing materials will be available for members to personalize with their name, logo, photo, address and more. These pieces include consumer advertisements, postcards, and online banners.



Customizable Collateral



Quarterly HTML Newsletter

Members will also receive a customizable quarterly newsletter targeting homebuyers and sellers within the SRES® demographic. This newsletter, titled *SRES® Marketplace*, offers agents a unique way to stay in touch with both current and prospective clients.

SRES® Marketplace is also a monthly memo emailed exclusively to members and addresses topics ranging from council updates to marketing tips and industry trends.

OUR EXTENSIVE NETWORK

The SRES® Council's online referral database is accessible by potential clients and other REALTORS® throughout the United States.

Members are able to:

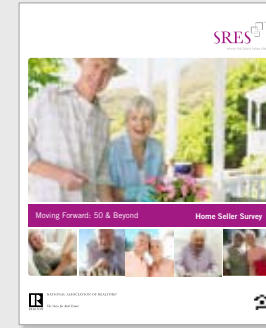
- Create a biography
- Link to your web site and email
- Upload your photo
- Receive "Contact Me" forms via email completed by potential clients

OUR INDUSTRY PARTNERS

The SRES® Council has partnered with a variety of companies to offer members-only discounted rates on additional information, marketing tools, and resources. Members can access a complete list of partners online.

OUR MARKET RESEARCH

The SRES® Council exclusively researches the home buying and selling trends of the Baby Boomer demographic. The SRES® Council provides the following surveys:



Home Seller Survey

Moving Forward: 50 & Beyond Home Seller Survey

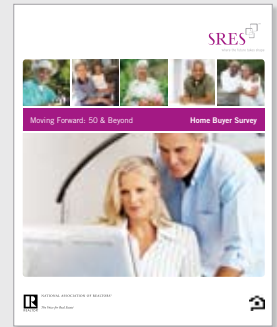
Learn About:

- Selling a primary home vs. a vacation or investment home
- Internet trends and geographic patterns
- Motivation for relocating

Moving Forward: 50 & Beyond Home Buyer Survey

Learn About:

- Demographics
- Marketing strategies
- Buying trends



Home Buyer Survey



Call 1.800.500.4564 or go to sres.org or email us at sres@realtors.org for more information.