



Get ready for the Boomers

They're not your average grandparents.

The SRES® designation is the only real estate designation addressing the needs of today's home buyers age 50-plus within your market. This unique designation is designed for the real estate agent who wants to focus on working with mature clients through major financial and lifestyle transitions. When you earn the SRES® designation you'll learn **how to:**

- Identify the power of generational demographics.
- Develop and maintain marketing skills.
- Counsel local seniors rather than selling the family home.
- Use team-building skills with other SRES® professionals.
- Understand the implications of tax laws, probate and estate planning.
- Create a unique marketing opportunity separating you from the competition.

You will also be listed online in the SRES® referral database which provides direct client contact and referrals from other SRES® designers.

This course is Bureau of Real Estate (BRE) accredited for 12 hours of Continuing Education (CE) in Consumer Service (0001).



The California Association of
REALTORS®

Presents

**NAR's Senior Real Estate Specialist
(SRES®) Designation**

C.A.R. Member Price \$225

Non-Member Price \$450

Both includes breakfast & lunch

Date: Oct 1, 2018 & Oct 2, 2018

Time: 9:00 am – 4:00 pm both days

**Location: Brookdale Senior Living
1009 Blossom River Way
San Jose, CA 95123**

Register: on.car.org/SRES

Course taught by:

John "Skip" Frenzel

Sponsored by:

WERBA • RUBIN
WEALTH MANAGEMENT, LLC



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