

SRES® Seniors Real Estate Specialist

(Where the future takes shape) 12 Hr CE Credit Designation with final exam and additional requirements.



Thu Sep 18, 2025 - Fri Sep 19, 2025
10:00am to 5:00pm EST



Coastal Carolinas Association of REALTORS®
951 Shine Ave - Myrtle Beach, SC

Register At www.AmericanREU.com/classes



Sponsored By



SRES® Seniors Real Estate Specialist

Get Ready For The Baby Boomers.

A generation of opportunity. Right at your fingertips.

Workshop for Real Estate Professionals That Want to Stand Out in a Boomer's Market

Baby Boomers represent the largest and wealthiest group of buyers and sellers in the country.

Understand what motivates this growing market and how to address their needs with the prestigious SRES® designation.

This two-day training program offers real estate professionals the unique opportunity to learn and build key skills in counseling adults age 50+ through selling their family home, buying rental property, moving to a senior community, among many other issues. Seniors Real Estate Specialists® learn how to:

- Identify the power of generational demographics
- Develop and maintain relationship marketing skills
- Counsel rather than sell to seniors
- Understand the implications of tax laws, probate and estate planning