**RE/MAX Agent Earns Professional Designation  
to Better Serve Senior Homebuyers and Sellers**

**CITY, State**, Date – (First and last name) of RE/MAX (Office) in (City) has earned the prestigious Seniors Real Estate Specialist® (SRES®) designation presented by the SRES® Council of the National Association of Realtors® (NAR).

“(First name) has elevated (His/her) knowledge of home buying and selling and (He/she) is exceptionally prepared to provide seniors an outstanding quality of service,” said (First and last name), (Broker/Owner) of RE/MAX (Office). “Seasoned agents like (First name), and the thousands of RE/MAX Associates who are already SRES certified, know that extensive education and training is essential to thoroughly represent senior clients.”

The SRES designation program educates Realtors® by increasing their skills, proficiency and knowledge when serving the real estate needs of clients over age 50. SRES prepares real estate agents to meet the special needs of aging Americans when selling, buying, relocating or refinancing residential or investment properties.

“Senior homebuyers and sellers want and appreciate working with a professional real estate agent who is qualified and skilled to represent their unique needs in real estate transactions,” said (Last name), who has more than (Number) years of local real estate experience. “Achieving the SRES designation is a significant milestone for me and I’m eager to utilize my elevated skills and expertise when assisting mature clients buy or sell their homes.”

NAR and its affiliates offer designations and certifications for a wide range of real estate specialties. Earning these designations and certifications helps members increase their expertise and marketability, giving them a professional advantage.

(Last name) also has achieved (List other designations) designations. For more information about (Him/her) or RE/MAX (Office), please visit (Website) or call (Phone number).

For more information on the SRES designation, please visit www.seniorsrealestate.com.

# # #

**About RE/MAX (Office Name):**

RE/MAX (Company Name) is a locally owned and operated full-service real estate brokerage located in (Town and State or metropolitan City and State). Founded in (Year), the brokerage has (Number) Realtors® and specializes in (Residential and/or Commercial) real estate. RE/MAX (Company Name) is a proud supporter of (Children’s Miracle Network Hospitalsand other charities), and is located at (Mailing Address). To learn more, please visit (URL). Each office independently owned and operated.

Contact:

Name, Title

Phone, Email