



NATIONAL
ASSOCIATION of
REALTORS®
Official Designation



Seniors Real Estate Specialist® Council
430 N. Michigan Avenue
Chicago, IL 60611

800-500-4564
www.sres.org
sres@relators.org

SCT_27062-A_SO_210

February 28, 2014

CSRE Member ID: CSRE-091015-CD4F97
NAR Member ID: 266501231

Barbara Edwards
5711 7th Ave NW
Bradenton, FL 34209

Dear Barbara,

It is with great pleasure that I welcome you to the Seniors Real Estate Specialist Council! The SRES® Council is known to have knowledgeable, passionate members that serve consumers in the 50 and older market.

By earning your SRES® designation, you demonstrated an understanding that the 50 plus demographic has very specialized needs when it comes to purchasing and selling property. The course you completed for this important designation has given you a formidable baseline to serve the needs of these consumers. The professional staff at the SRES® Council understands that there is a need to continually update you on issues and topics regarding this market. We also understand that we need to be your advocate and voice within the REALTOR® community and beyond.

Our commitment goes beyond advocacy. We are dedicated to providing you with real and meaningful tools to help you grow your business. Your annual dues provide you with access to customizable marketing tools, newsletters, numerous networking opportunities, relationships with business partners (such as AARP), and web-based referrals created with your needs in mind. We have also re-invented the SRES® brand identity. The look, feel, and tagline –“Where the future takes shape” was created to propel the SRES® designation into something real estate consumers come to recognize by name.

We believe that this is your Council and we are dedicated to serving your needs and interests. As this designation matures, it affords us the opportunity to evolve and meet the changing needs and demands of this ever-growing target audience. As such, we strive to create tools that add to your success. Please, do not hesitate to contact us with your thoughts about how we can best serve you.

SRES® is where the future takes shape!

Best regards,

Marc D. Gould

VICE PRESIDENT, BUSINESS SPECIALTIES GROUP
National Association of REALTORS®
EXECUTIVE DIRECTOR
Real Estate Buyer's Agent Council