

# HOW to Choose a Realtor



**Finding the right realtor to buy or sell a home is a challenge, especially for seniors who are looking to downsize or move into a retirement community.**

Home equity is often their greatest asset and the main source of wealth for retirement which is why picking the right real estate agent is so important for seniors.

“Choose an agent like you would have chosen an employee when you were working or like you would have chosen a caregiver for your children,” said realtor Nancy Goldcamp of Coldwell Banker, Palo Alto, CA. “Choose someone you believe and feel you will like to have around as you will be in an intimate, sometimes intense, relationship with her/him.”

“A good agent is a lot like a solid, reliable business partner—someone who will look out for your best interest.”

Other questions to ask realtors include:

- Experience—how long in business
- Knowledge of the area you’re moving to
- Type of properties sold and how many
- Marketing tools used to promote your property
- Communication tools used to stay in touch with you

### Importance of a Seniors Real Estate Specialist (SRES®)?

“Hugely important,” said realtor Skip Frenzel of Agape Long Term Life Insurance who teaches a SRES course.

“We help realtors understand that seniors are at a different stage in their lives and need to be treated accordingly. A SRES designee can help determine the best residence option for you because they understand your needs.”

Adds Carla Griffin of B&A Realtors at the Villages Golf & Country Club in San Jose, CA— “Moving or downsizing at age 75+ is totally different than at 40 or 50. “A real estate agent specializing in seniors knows the differences and how to make the transition as smooth and easy as possible.”



## Memory care like you’ve never experienced before is coming soon to Redwood City

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**K**ensington Place is a new memory care community opening this September. We will offer personalized assistance, services and programs that are clinically comprehensive, highly supportive and tender—*like no other area provider*. We will care dearly for our residents—and for you. Our two neighborhoods will accommodate varying degrees of loss. **Connections** will serve residents in the early to middle stages of dementia, and **Haven** will serve those in the middle to late stages. Call soon to schedule your visit.



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**KENSINGTON PLACE**  
*A Memory Care Community*

REDWOOD CITY

**650-363-9200**

*Information Center:*

**536 El Camino Real, Redwood City, CA**

[www.KensingtonPlaceRedwoodCity.com](http://www.KensingtonPlaceRedwoodCity.com)



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