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FOR IMMEDIATE RELEASE:

Kester-Berger Team Earns NAR Designation in Seniors Real Estate

Reno, Nev. (September 18, 2019) — Agents Carrie Kester and Stacey Berger of the Kester-Berger Team with RE/MAX Realty Affiliates (RRA) have earned the nationally recognized Seniors Real Estate Specialist® (SRES) designation from the Seniors Real Estate Specialist Council of the National Association of Realtors®.

The Kester-Berger Team joins more than 15,000 real estate professionals in North America who have earned the SRES® designation. They were required to successfully complete a comprehensive course in understanding the needs, considerations, and goals of real estate buyers and sellers aged 55 and older.

“Specializing in a segment of the population has proven to be very successful for the Kester-Berger team,” said Amy Keith-Lessinger, broker/owner, RRA. “I couldn’t be more proud of their passion and advocacy for helping the senior market.”

“Over the last few years, the Kester-Berger Team has had the pleasure of helping more seniors than ever before,” said Stacey Berger. “We’ve found that this often requires more time and greater compassion. While most seniors are quite tech savvy, many prefer a more personal transaction. The pace may be a bit slower, but the end result is extremely rewarding.”

SRES® Council, founded in 2007, is the world's largest association of real estate professionals focusing specifically on representing senior clients in real estate transactions. There are more than 15,000 active members of the organization world-wide.

“We’ve learned to slow down a bit and focus more on developing and nurturing these relationships,” said Carrie Kester. “In an effort to increase our skillset and knowledge base to serve this segment, we recently obtained our SRES designations. We now have access to some tremendous strategies and tools to help our seniors plan for their future housing needs.”

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing more than 1.1 million members involved in all aspects of the residential and commercial real estate industries.

For more information, visit SRES.org.

For more information on RE/MAX Realty Affiliates, visit www.RenoToTheMax.com

About:

RE/MAX Realty Affiliates, a locally owned and operated RE/MAX franchise, was named the RE/MAX Southwest Region Brokerage of the Year, and it ranks among the top 50 large brokerages in per-agent productivity, based on home sales data from 500 top firms in the prestigious 2018 REAL Trends 500 survey. For more information, visit www.RenoToTheMax.com

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