

What Sets Certified Senior Housing Professionals® Apart?

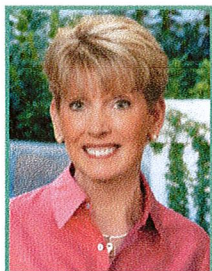
Certified Senior Housing Professionals® (CSHPs) are specialists who know that in order to best serve the distinct later-in-life transition needs of senior adults, they need to surround themselves with a resource team of trusted professionals.

Among the most respected REALTORS® in their individual markets, CSHPs have completed extensive prerequisite coursework and the in-depth review necessary to achieve the Certified Senior Housing Professional® designation.

As such, they are far more equipped than general real estate agents and are committed to serving as professional partners throughout the entire consultative process surrounding a later-in-life move.

CSHPs can be counted on for a lot.

- CSHPs recognize and appreciate that later-in-life moves involve both physical and emotional energy. Moves frequently include circumstances that require a special skill set and mind-set.
- CSHPs know that the term “senior” encompasses a broad age range.
- CSHPs base their services on the needs, desires, lifestyle choices, and unique circumstances of each client.
- CSHPs are well informed about the various senior housing options available in their communities.
- CSHPs appreciate that senior-related moves are unique and often require communication with a larger family unit as well as the involvement of multiple professionals from various fields.
- CSHPs are trained to collaborate and work within these relationships.
- CSHPs acknowledge that there may be a sentimental component, as well as a financial component, that drives decision making, and that often those two factors are intertwined.



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