



## Working with the Senior Citizen

Part of the **Florida Realtors®** Virtual Campus Series Live Webinar

**3 Hours CE Credit!**



**Date:** Friday, September 18, 2020

**Time:** 9:30 – 12:30 PM

**Place:** Your Remote Location

**Cost:** \$15.00 (non-refundable)

**Instructor:** Patricia Sherman

**Course Description:** According to the Florida Department of Elder Affairs, there were 5,505,600 residents in Florida, over the age of 60, in 2018. With that number reaching close to 7 million by 2020 REALTORS® can be busier than ever by focusing on the Senior Citizen niche.

**Course Objectives:** Working with the senior citizen often means working with their family. Learn techniques to blend the needs and wants of the senior citizen as well as their family, find what marketing skills work best with this demographic and identify the special needs of the senior consumer.

**Please note this is an invitation to participate from your remote location. Florida Realtors will be sending you the information to actually register for this webinar as we get closer to the date. It is very important that you do this additional step.**

**If you have any questions, please call Diana at the Board – 727-848-8507.**