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## Local Realtor® Earns National Designation To Assist Senior Home Buyers & Sellers

ASHEVILLE, N.C. / Nov. 2, 2018 — Weichert, Realtors® - Unlimited is proud to announce that Carol McFalls has been named a Seniors Real Estate Specialist (SRES) by the National Association of Realtors.

McFalls is a licensed real estate agent at the Asheville-based Weichert® affiliate.

“It truly is an honor to be recognized as a real estate professional who is committed to working with seniors to address their specific home buying or selling needs,” said McFalls. “I learned a great deal about the unique real estate challenges seniors face while working towards my SRES designation. I definitely plan to use all that I learned to help senior home buyers and sellers through this transition.”



Carol McFalls

Seniors Real Estate Specialists are Realtors that are uniquely qualified to address the needs of home buyers and sellers over the age of 50.

McFalls earned the SRES designation after completing intensive specialized training covering a variety of senior topics, including: how best to work with baby boomers, generational marketing, use and benefits of reverse mortgages, and assembling a team of experts to assist senior clients.

The highly-coveted national designation is designed to develop business-building skills and resources to better serve the senior real estate market by expanding knowledge of how life stages impact real estate choices.

The National Association of Realtors created the SRES designation as a way to provide a comprehensive foundation of skill development, training and resources to help real estate professionals better represent clients over age 50 through major financial and lifestyle transitions in relocating, refinancing or selling the family home.

“Carol is a highly decorated Realtor who is willing to go the extra mile to ensure her clients receive the best real estate service in the area,” said Aaron Kraft, managing broker at Weichert, Realtors® - Unlimited. “Obtaining her SRES designation further demonstrates how dedicated Carol is to her profession.”

McFalls lives in Hendersonville, North Carolina.

Weichert, Realtors® - Unlimited is an independently owned and operated Weichert® affiliate. The office serves Western North Carolina.

For more information about Weichert, Realtors® - Unlimited, located at 802 Fairview Road in Asheville, contact Elizabeth Kraft at 828-687-1083 or visit [www.weichertunlimited.com](http://www.weichertunlimited.com).

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**About Weichert Real Estate Affiliates, Inc.:** Weichert Real Estate Affiliates, Inc. has grown steadily since Jim Weichert, president, chairman and CEO of Weichert Companies, launched the company’s franchise division in 2001. The affiliate division was created to offer a business model for franchisee ownership candidates described as “a clearly defined operating system for marketing and managing a real estate business.” Weichert Real Estate Affiliates, Inc. announced its first affiliate in 2002, was ranked as one of the top traditional residential real estate franchises in *Entrepreneur’s* 2018 Franchise 500 and was identified in 2018 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 37 states. For more information about Weichert, visit [Weichert.com](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*