



**The Only  
Minnesota-Focused  
Senior Option for  
REALTORS®**



## REALTOR® Senior Advisor

RSA stands for REALTOR® Senior Advisor. An RSA is a licensed real estate agent in Minnesota who has chosen to focus 18 hours of study toward skills specific to working with seniors.

The RSA designation is awarded to REALTORS® by the Minneapolis Area Association of REALTORS®. It is the only senior designation available that focuses on locally relevant content and resources that enable Minnesota REALTORS® to be more effective with Minnesota seniors.

The RSA course of study covers these topics:

- Minnesota resources for seniors
- Principles of aging
- Trends in aging
- Financial and estate planning
- Senior housing
- Continuum of care services available in Minnesota
- Introduction to local senior industry professionals
- Business ethics with seniors
- How to effectively work with seniors
- Unique real estate issues facing seniors

For more information, please visit [www.mplsrealtor.com](http://www.mplsrealtor.com) or call us at 952.908.2602. We would be more than happy to help get you on the path to senior-friendly real estate.



MINNEAPOLIS AREA Association  
of REALTORS®

**REALTOR® Senior Advisor:  
The Choice Designation  
for Working with  
Minnesota Seniors**



## Working With an RSA

Seniors face some unique issues when they are moving from their family home.

- What will I do with all my stuff?
- How do I get my home ready to sell?
- When I move should I own or rent?
- How do I choose a senior housing community?

When you work with a REALTOR® who has invested in earning the REALTOR® Senior Advisor designation, you know you're working with someone who has given time and thought to learning what matters most to this important group of consumers.

They have built the proper knowledge foundation to reduce unnecessary stress and expense during what can be an intimidating move. Clients will have the reassurance that the real estate professional has a specific understanding of what moving to a new home later in life entails.

The RSA designation offers agents an opportunity to become experts in working with this growing group.

At a time when there is so much at stake, seniors deserve to work with someone who will offer professional real estate services tailored to their needs.

Learn more at [www.mplsrealtor.com](http://www.mplsrealtor.com).

