

WEEKLY HOME SALES CAN BE FOUND ON PAGE B4

Real Estate

HOMES · RENTALS · COMMERCIAL · MORTGAGES

APRIL 27, 2007

Advertising supplement to The Alameda Journal

Iverson puts expertise to work for senior citizens on the move

HARBOR BAY REALTY

Janet Iverson, a Realtor with Harbor Bay Realty, has earned the Seniors Real Estate Specialist (SRES) professional designation by the Senior Advantage Real Estate Council.

"Earning the SRES designation will allow me to better serve seniors, who remain some of my most cherished clients," said Iverson. "My expertise is in assisting clients to reach their goals as their lives change.

"My grandmother (and her community of friends) have influenced me a great deal. She shared her rich life experiences through time as a world traveler, artist, scientist and parent. Her treasured memories expanded my horizons. Through her challenges and insights, I have gained a great appreciation for people of all ages."

Seniors Real Estate Specialists help seniors make wise decisions about selling their homes, buying/selling rental income property, managing the capital gains and es-



JANET IVERSON has earned the Seniors Real Estate Specialist designation. She works with Harbor Bay Realty.

tate tax implications of owning real estate, obtaining reverse mortgages, moving to a senior community or care facility and with

many other issues.

Iverson noted options we are each likely to consider in our mature years, including:

- Downsizing and preserving assets;
- Transitioning to a new home or specialized care;
- Adding a second home;
- Investing equity from a home.

Iverson's background as an architect and interior designer add to her knowledge and versatility.

"This multi-discipline professional knowledge enables me to assist clients as they bridge to a new lifestyle," said Iverson.

As an architect and interior designer, she has worked in the field, designing single-unit and multi-unit housing for seniors. Some important considerations include:

Accessibility – Attention to the heights of switches and outlets, counter tops and controls for appliances, pull-out drawers and easy-

See IVERSON, Page B4

Iverson

FROM PAGE B1

to-reach window latches, handrails at steps and right-height seating (not too low – easy to get in and out), and many other little touches together create an easy-to-live-in home.

Visual cues — Important visual cues about our environment need to be reinforced as vision becomes less clear. Bright lighting and higher contrast assist many. Color contrast between the floor (darker color), wainscot at the lower wall/doors (medium color) and walls (lighter color) allow easy navigation around your home.

Planning for future needs — Finding a home where seniors can “age in place” means looking for a low maintenance home where you

do not need to hire extensive help, such as gardeners and cleaners. Locate a floor plan that allows space for entertaining and favorite hobbies.

Look for a home with a separate bedroom and bath should you need assistance. Find a home that accommodates mobility issues with wider doors and hallways, open space to navigate through a room, accessible entrances, easy-to-reach door knobs, and few flooring level changes.

Neighborhood/Community

—Looking at the home or apartment as part of a community is important. Look for the ability to personalize the entrance to your home. Mailboxes, nearby shopping, coffee houses, and parks are great for an active social life.

“By earning the SRES designation, Janet has demonstrated that she has the requisite knowledge,

Finding a home where seniors can “age in place” means looking for a low maintenance home where you do not need to hire extensive help, such as gardeners and cleaners.

Janet Iverson

experience and expertise to be a Seniors Real Estate Specialist,” said Dennis Pagones, president of Harbor Bay Realty.

“Seniors needing advice about their homes and rental properties can turn to Janet when they need

a caring, respected, and reliable Realtor.

“We commend Janet for this achievement, and are proud to have her with us at Harbor Bay Realty.”

Iverson teams with other professionals who specialize in legal matters, financial planning, insurance planning, construction and staging to round out her services.

She is involved in the community serving on the City of Alameda Historical Advisory Board and volunteering at Bay Farm Elementary School.

To learn more or to receive her free Seniors newsletter, contact Janet Iverson at Harbor Bay Realty at 510.814.4800 or e-mail janet@JanetSells.net or her Web site at www.JanetSells.net. For financial questions, contact Peter Holmes at Sterling Mortgage at 510-749-7772.