

NAR teams up with AARP to bring new trove of data to REALTORS®

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## BREAKING NEWS

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# Partnership Will Help You Serve Senior Clients

The National Association of REALTORS® and AARP announced a collaboration Monday that seeks to inform NAR members of the various community factors that best support people as they age. Next year, AARP Livability Index data will be integrated into the REALTORS Property Resource® website and mobile app.

The announcement came during a discussion between NAR CEO Bob Goldberg and AARP CEO Jo Ann Jenkins, part of the 2020 REALTORS® Conference & Expo, an all virtual event.

NAR members serve millions of senior property buyers and sellers every year. NAR's Seniors Real Estate Specialist® (SRES®) designation is conferred to REALTORS® who complete in-depth training in a wide variety of topics related to home buyers and sellers over the age of 50.

"Understanding and better assisting older Americans in their real estate transactions has been a priority of NAR for some time, and partnering with AARP is a continuation of that focus," said NAR CEO Bob Goldberg. "Highlighting AARP's Livability Index to REALTORS® through the REALTORS Property Resource® will provide valuable insight to our members while positioning them to better safeguard and advise home and property buyers."

The Livability Index offers vital insight into aspects of a community important to senior property owners such as transportation and health care. Through RPR, NAR members will be able to access data at a ZIP code level and pass that information along to clients. The integration is expected to be completed by the spring.

"One of our goals is to help people better understand their housing needs over a lifetime," said AARP CEO Jo Ann Jenkins. "Clearly, home buyers and other movers can use more information to help them make choices that meet their needs. We want to address the barriers that prevent people from living in their desired communities as they age, and I know this relationship with NAR will help us better accomplish that goal."

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