

# MANAGING YOUR WEALTH

SPECIAL SUPPLEMENT

## Seniors Specialist Realtor Serves Beverly Hills Homeowners

**W**hen it comes to moving from the family home, longtime homeowners have different needs and wants. The Golden-ager or Baby Boomer—who has lived decades in the same home raising a family—often has a deep emotional attachment. For a surviving spouse who has never transacted a property sale or purchase, the task is daunting. Just the thought of selling and moving is overwhelming to most people. Who can a senior homeowner call for help?

Cynthia Radom is a certified Seniors Real Estate Specialist® (SRES) with Coldwell Banker Residential Brokerage, Beverly Hills South office, helping make transactions easier for owners 50 and older. For more than 20 years, Radom has helped the maturing generation, their family members and their professional advisors create a plan for selling or buying real estate in greater Los Angeles and the surrounding Beverly Hills areas.

Radom recognizes that each home and client are unique. “A cookie cutter approach just won’t get you the best results, Radom says. She designs a unique plan to market a home that combines her personal wealth of experience, information, ideas, connections and creativity with the internet resources of Coldwell Banker.

Radom offers a step-by-step, easy to adhere-to plan for any property transaction. She became a Realtor in the 1990s to take advantage of her mar-

keting and business management skills; and she helps clients look at the big picture, factoring in financial issues and future and current care needs to ensure that each client arrives at the best decision about selling a property and finding a new home.

Radom believes it’s important for adult children of her older prospects to know about her services. She keeps in touch with their parent(s) for years through monthly mailings, her self-published quarterly *Real Estate Newsletter* and periodic phone calls. “I am the ‘go-to’ Realtor and counselor for their parents’ questions,” says Radom. “I offer the same services to siblings, who are now Baby Boomers.

As primarily a listing agent, she works with Successor Trustees to sell the family home; often a sibling who lives out-of-state or locally needs help. This sale is often very emotional as their remaining parent has recently died.

“Plus, we may be selling their childhood home,” says Radom. “Sorting every item in the house to donate, keep or discard; going down memory lane as family photos are found; processing stacks of papers and closets full of saved stuff is not easy for them. Trustees need a Realtor who understands what they are going through and can guide them through the selling process, which is slightly different for a Trust sale.

She currently has almost 400

homeowners over 90 on her prospect list; and in addition to primarily the Beverly Hills area, she has listed homes, apartment buildings and commercial properties from Los Feliz to Malibu and the San Fernando Valley. “Knowing a Realtor who is patient, trusting and helpful is paramount for every transaction,” says Radom, who is known as a top-producer and is a member of Coldwell Banker’s International President’s Elite.

Many of the 2,000 senior homeowners Radom keeps in touch with have been on her prospect list since the beginning of her career. “Patience, perseverance and experience is required working with seniors who may sit on the decision-making fence for years,” says Radom. “In the interim, I consult with estate planning attorneys, CPAs and financial planners who offer basic advice to these folks. Many times my prospects need a referral to replace a professional who has retired or passed away. As a full-service Realtor, I also provide clients with a list of estate sale companies; charity organizations that pack items and pick-up; handymen for repairs; a relocation company; cleaning crews and anything that is needed to complete the move and make it easier.”

And when is the right time to move? “For my clientele it may be moving closer to children; or needing help with daily living chores; or financial issues requiring a sale to live on built-up

equity; or, simply a desire for camaraderie not wanting to live alone,” says Radom. Many empty-nesters just want a smaller residence, she reports. And, if off-spring don’t want to inherit the family home then moving to an updated, safer and more manageable residence is advised.

Then, there’s the choice of where to move; a decision that Radom says should be based on personal needs and finances, with a focus on future needs.

Depending on age, younger seniors may choose a smaller one-story home or a condo. Those who no longer want responsibility for property upkeep may rent instead of buying after selling a family home. “Also, today’s independent living residences and communities (college dorms for seniors) offer a wonderful array of benefits and amenities, but may require a bigger adjustment because of the apartment-like living quarters,” says Radom. “I recall one of my seller’s was so depressed about moving to a senior residence she would literally stay in bed when I showed her condo to prospective buyers. But after moving she was reborn, and became the belle of the place where she met new friends and participated in a lot of activities.

“Everyone has personal likes and dislikes, and deciding where to move should be based on personal preferences,” Radom says. “Once I consult with a homeowner, my goal is to find the next place they can call home.”



## Congratulations, Cynthia Radom!



Coldwell Banker Residential Brokerage honors our award-winning REALTOR® for an outstanding year of service.

Cynthia Radom is a **Certified Seniors Specialist** who helps longtime homeowners and Successor Trustees with all types of property sales. A twenty-three year veteran in Beverly Hills, where experience matters.

Contact **Cynthia** for a complimentary discussion and market valuation: **(310) 288-0479**. CalBRE #01184864

*Cynthia Radom*  
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where the future takes shape