

# News Release

For Immediate Release  
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## Years Working With Seniors Takes New Directions-Seniors Real Estate Services & Family Heritage Videos

After spending more than 26 years working with individuals with disabilities and more than nine years working with active seniors, Steve Fleisch, M.S., Masters Degree in Guidance and Counseling and SRES®, Seniors Real Estate Designation, has decided to utilize his training and experience to help meet the real estate and “family heritage” needs of the Baby Boomers and their parents.

During his last nine years of employment with Goodwill Industries of Broward County, Steve Fleisch was responsible for creating and supervising 3 Senior Centers for active seniors. These Centers were located in Fort Lauderdale, Lauderdale by the Sea & Lighthouse Point. “Our goal was to create comfortable environments where seniors would want to come to on a regular basis for social interaction and learning experiences.”

During the nine years of operation, thousands of seniors were served and new friendships were fostered. The most popular activities at all three Centers were computer classes. Fleisch personally helped thousands of seniors to overcome their computer fears and assisted many as they began what has become an extended “computer journey”.

Fleisch had a tremendous respect for the people he served and enjoyed his interactions with them. He found their life stories to be most interesting and often questioned if they ever shared any of their many stories with their children and grandchildren.

The answer was typically that they did not think that their children and grandchildren would be interested since they were so busy, so many stories went untold.

As an entrepreneur for the past three years Fleisch has decided to once again focus his efforts of the population that he effectively served for more than nine years.

With a Masters Degree in Guidance and Counseling, with years of training and experience working with seniors and as a Realtor with a Seniors Real Estate Designation, Fleisch has decided to now focus his Real Estate efforts on the Baby Boomers and their parents’ generation. His combination of education, training and experience make him a tremendous resource for those who utilize his services.

“Although Baby Boomers do not often like to be referred to as seniors, this generation is reaching retirement age in record numbers and are going to face tremendous opportunities and challenges. Their parents’ generation has already reached their retirement, and many are now facing the decision to downsize and or to find alternative living situations.”

“Seniors Real Estate Specialists are REALTORS® qualified to meet the special needs and concerns of maturing Americans. A national program since 1998, The Senior Advantage Real Estate Council® (SAREC®) offers a specific designation, SRES®, to identify those members who have successfully completed its education program along with other prerequisites.

By earning the SRES® designation, a REALTOR® has demonstrated requisite knowledge and expertise to counsel senior clients through the major financial and lifestyle transitions involved in relocating, refinancing, or selling the family home.”

**SENIOR ADVANTAGE REAL ESTATE COUNCIL® (SAREC®)** now has Seniors Real Estate Specialists® in all 50 states and Canada and adds hundreds of new members every month. Over 14,000 designees make SRES® one of the largest real estate designations.

As he expands his contacts with the Baby Boomers and their parents, Fleisch also decided to expand his notion that the personal life stories of those he meets should not go untold. For this reason he provides free guidance to those who decide to create their own “Family Heritage Documentation” or quality Interview and Production Services for those who want him to hire him to create a professional “Family Heritage Video” for them.

Fleisch believes strongly that the videos that he produces will become priceless family heirlooms, since they help to preserve a part of a person’s heritage.

“I was fortunate enough to give my grandfather a tape recorder a number of years before he past away. Although I only have 18 minutes of his story, it is amazing to hear his voice as he tells a part of his life story. I took this recording and I added pictures related to what he was talking about. I now have a priceless family treasure”. This video can be viewed at: [www.familyheritagevideos.com](http://www.familyheritagevideos.com). Click on the video tab and view the first video.

Excited to be expanding into this new phase of his career, Fleisch is eager to reach out to this growing population of seniors. He is committed to provide the quality, patient services that they desire and serve.

Fleisch’s commitment to this population is further demonstrated in his willingness to volunteer his time to teach seniors in a large local community how to begin to utilize a computer. “I missed teaching and this was a way to continue to expand the impact I have had on seniors who wanted to begin “their computer journey”.