

# Empowering Seniors in Real Estate

Written By Jaime-Lynn Dyck  
Photo Submitted



**R**ana Wilkinson, a dedicated real estate agent from Royal LePage Martin-Liberty Realty, has carved a niche for herself in the competitive market by focusing on an often-overlooked segment: seniors. Working alongside her mother, Sue Hargreaves, they bring a compassionate and specialized approach to real estate, particularly in helping seniors downsize and transition to new living arrangements. With a combined 37 years of experience, Rana and Sue are a formidable team in the real estate market.

Rana's journey into real estate began under the guidance of Sue, who has been a pillar in the industry for decades. This strong foundation allowed Rana to develop a deep understanding of the market and the unique needs of various client groups. Over time, Rana's focus sharpened towards assisting seniors, a demographic that often requires more than just standard real estate services. Her commitment to this cause is underscored by her successful completion of the Senior Real Estate Specialist® (SRES) designation.

One of the standout aspects of Rana's service is her holistic approach. Recognizing that older adults with physical limitations often need more than just a REALTOR®, Rana has expanded her role to provide comprehensive support during the downsizing process. This includes creating decluttering plans and connecting clients with non-profit organizations in our community, for pick up of household donations. Her network of reliable tradespeople ensures that any minor repairs needed before a sale are handled promptly, relieving her clients of additional stress. From hiring cleaners, packers, and decluttering, her services go above and beyond her job title offering her clients a hassle-free experience.

Rana's dedication extends beyond her professional services. Together with Sue, she volunteers for the Seniors for Seniors program in Brandon, specifically delivering meals through the *Dinner is Served* initiative. This hands-on involvement in the community not only enriches the lives of those they serve but also keeps them closely connected

to the needs and challenges faced by older adults. Sue's role on the board of Seniors for Seniors further reinforces their commitment to the senior community.

In addition to her one-on-one services, Rana actively educates seniors and their families through seminars. These events are designed to provide valuable information on preparing homes for sale and discussing future living arrangements. By addressing both the practical and emotional aspects of downsizing, Rana ensures that her clients are well informed and confident in their decisions.

Rana's expertise, integrity, and genuine care have made a significant impact on her clients' lives. Her ability to empathize with seniors and their families, coupled with her extensive knowledge of the real estate market, allows her to facilitate smooth transitions. For many seniors, the prospect of selling a long-time home and moving to a new environment can be daunting. Rana's compassionate guidance helps alleviate these fears, making the process seamless.

In a market where the personal touch can often be overlooked, Rana Wilkinson stands out as a beacon of dedication and compassion. Her work with seniors is not

just about real estate transactions; it's about providing support, understanding, and a sense of security to those who need it most. Through her professional expertise and volunteer efforts, Rana has built a legacy of trust and care that truly makes a difference in the lives of older adults and their families in our community.



## Expert Guidance for Your Next Chapter: Specialized Real Estate Services for 50+

Navigating life's transitions with confidence - whether downsizing, finding accessible options or exploring new communities!



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Contact us today for a free consultation on your next move, whether it's soon or in the future!

