



Category	General REALTOR®	SRES® (Seniors Real Estate Specialist)	Max Hahne – Lifestyle55+ MASTER
Training & Expertise	Standard real estate license focused on buying and selling transactions.	Basic training on senior downsizing and life transitions, primarily from U.S.-based content.	Advanced dual designations: Lifestyle55+ MASTER + Affiliate. Certified in Aging in Place, Certified Executor Advisor, and Adaptiv Home Renovation. Deep understanding of the 55+ client journey.
Approach	Transaction-driven. Focuses on listings, price, volume and timelines.	Supportive but still sales-focused; some emphasis on empathy and trust-building.	Person-centred, family-inclusive approach. Balances emotional, financial, and physical factors in every move. Guides clients through planning, decision-making, and change.
Knowledge of 55+ Housing Options	Limited to standard listings.	Introduces concepts of retirement living and downsizing.	Comprehensive Canadian knowledge of senior housing – from independent and assisted living to co-housing and aging in place, ADU, multigenerational. Direct access to SeniorCareAccess.com , Canada’s largest unbiased senior housing directory and networking opportunities.
Credentials & Affiliations	REALTOR® license – basic	Holds SRES® designation.	Lifestyle55+ MASTER, Affiliate, C.E.A., C.A.P.S., S.R.E.S., Adaptiv Specialist, Engel & Völkers Development Services, Urban Land Institute Member – unmatched expertise.
Estate & Executor Guidance	Not trained to assist executors or estates.	Limited knowledge; typically refers clients elsewhere.	Certified Executor Advisor. Provides professional guidance for estate trustees, valuations, and coordination with legal and financial professionals. Delivers a more holistic view in assisting future planning/lifestyle.
Community Integration	General local market familiarity. Will travel to gain clients.	Regional focus but limited integration with care and housing providers.	Deep roots in Collingwood–Georgian Bay. Strong network across retirement homes, health, land/farm, lifestyle options and community services. Recognized collaborator with local professionals.
Client Experience	Task-focused: list, sell, close.	Compassionate but limited to real estate outcomes.	Guidance-first model: personalized education, strategy, and advocacy for seniors and families through every stage of transition.
Support Team	Independent agent.	Usually independent.	Partnered with James McGregor, Lifestyle55+ Affiliate REALTOR®, with community, health, and hospice connections – providing broader support beyond the transaction.
Outcome Focus	Completing a sale.	Achieving a smooth move with senior awareness.	Empowering informed decisions. Every client gains clarity, confidence, and a plan that reflects their goals, care needs, and lifestyle.
Outcome Focus	This agent gets the job done – but the process often adds stress, confusion, or regret for seniors and their families.	This professional knows there’s more to seniors real estate – but often lacks the depth, tools, and ongoing community to confidently lead in Canadian markets.	This is where you move from being aware of the needs of seniors to actually being prepared to meet them, separating yourself from the generalists.
Value to 55+ Clients	General service suitable for standard sales.	Helpful understanding of senior transitions.	The gold standard in 55+ real estate expertise. Compassionate, qualified, and fully integrated into Canada’s senior living ecosystem.