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Greater San Diego Association of REALTORS® Launches Elder Initiative On World Elder Abuse Awareness Day, June 15

County Supervisor Dianne Jacob and District Attorney Valerie Tanney to Speak

SAN DIEGO (June 12, 2017) – The Greater San Diego Association of REALTORS® (SDAR) is launching a local initiative to help combat the heartbreaking and devastating instances of financial elder abuse, specifically through fraudulent real estate transactions.

The SDAR Elder Initiative kicks off on June 15, World Elder Abuse Awareness Day (WEAAD), with an invitation-only event from 2 - 3 pm at the SDAR East County Service Center, 220 West Main Street El Cajon, CA 92020. Featured speakers are San Diego County Supervisor Dianne Jacob and Deputy District Attorney Valerie Tanney.

Jacob, who represents District 2, the largest of San Diego's five supervisorial districts, is a crusader on issues affecting the elderly. She will speak on the social, economic and health impacts of financial elder abuse. Tanney leads the real estate team of the San Diego District Attorney's Economic Crimes Division. She will speak on the challenges in prosecuting perpetrators of fraud against the elderly.

Attending will be approximately 30 of San Diego's most influential REALTORS® who will work with the support of SDAR's 14,000+ members to raise awareness of and combat financial elder abuse in real estate transactions by:

- Educating REALTORS® on how to recognize the warning signs of potential abuse
- Connecting elderly clients with community resources
- Mobilizing efforts to support elder abuse prevention with local police and law enforcement

World Elder Abuse Awareness Day was launched by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations which provides an opportunity for communities around the world to promote a better understanding of abuse and neglect of older persons. For more information visit eldermistreatment.usc.edu.

SDAR, through its 501(c)3 nonprofit organization, the Ambassadors Foundation, was inspired to launch the SDAR Elder Initiative by San Diego Attorney Robert Muir's article, "Financial Elder Abuse in Real Estate Transactions." Visit sdar.com/financialearabuse to read the article.

The SDAR Ambassadors Foundation works to strengthen our community through support of charitable groups and events throughout the year.

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With 14,000+ members, the Greater San Diego Association of REALTORS® is the largest trade association in the county. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights. You can follow SDAR on [Facebook](#), [Twitter](#) and [YouTube](#).