



Insight Into Senior-Focused Businesses

AgeInPlacePros.com 2009 Aging in Place Business Survey Results

As the older population continues to grow in our communities, it is imperative that small businesses providing services or goods to seniors succeed. They must be equipped to respond to the demand and empowered to become pillars in the local network of care. As they flourish, their growth will help our loved ones age well.

Mark Hager, Founder, Co-Owner
Age In Place Networks, LLC
AgeInPlacePros.com

Contents

Acknowledgements	4
Executive Summary	5
Key Findings	6
Methodology	19
Appendix	20
About the Survey and How It Can Help You	33
About Age In Place Professionals	34

Acknowledgements

We would like to thank our sponsor the Seniors Real Estate Specialists®. Its involvement in this project reflects its dedication to people 50+ and to the local businesses that support the needs of this group. Without its assistance, this work would not have been possible.

www.seniorsrealestate.com



Thanks also goes to Laurie Orlov of Aging in Place Technology Watch for her insight and assistance in gathering the right information to make this survey valuable to small businesses.

www.ageinplacetech.com



A special thanks to the select group of people who contributed to the final version of the survey. Their input was invaluable in ensuring the survey was relevant to the businesses we are trying to help.

- **David Dickinson**
In Your Home
www.iyhusa.com
- **Alice Danis, CAPS, CKD**
Four Walls Design & Construction
www.4wallsinc.com
- **Glen Davis**
Right at Home North Phoenix
www.phoenixnorth.rightathome.net
- **Peter Durkson, CAPS**
The Silver Surfers Club
www.huladog.biz
- **Jamie Goldberg, AKBD, CAPS**
Jamie Goldberg Kitchen and Bath Design
www.jgkitchens.com
- **Leanna Hamil, Attorney**
Hamill Law Office
www.hamilllawoffice.com
- **Viki Kind**
Kind Ethics
www.kindethics.com
- **Laurie March, Interior Designer**
Laurie March Design
www.lauriemarchdesign.com
- **Jane Regan, CAPS**
HB Building and Design
www.hbbuildinganddesign.com

Appreciation also goes out to the business people across the nation who took the time from their busy schedules to participate in this survey. Your input has provided valuable insight into the current senior market, which will directly benefit other small businesses.

Executive Summary

The senior market is growing at an exponential rate across the nation. This is due, in large part, to the number of Baby Boomers entering their retirement years. This aging generation is increasing the demand for senior-focused services and products, including more local businesses that cater to the needs of seniors and to those caring for them. This demand creates new challenges for the local business person struggling to meet these growing needs; especially during this time of tough economic conditions and with so many communities lacking a viable or sustainable care effort. (See “About the Survey and How It Can Help You,” page 31.)

The AgeInPlacePros.com 2009 Aging in Place Business Survey shows that most small businesses encounter similar obstacles serving their senior clients. Obstacles that are common, for example, are seniors unwilling to make changes (59%) or are in denial over needs, and many clients are unable to pay for needed services or goods (48%).

Small businesses are struggling to gain ground in their local markets, with much of the issues revolving around marketing and education. An overwhelming majority indicated that marketing and advertising were issues, as consumers do not know about their services (78%) or do not understand their services (67%). And yet, 82% said word-of-mouth was the most common way they acquired new business.

As if to answer this struggle in part, most participants said it would be very helpful knowing how to educate local consumers about aging in place (75%). Education also is important to the business person as 56% said that information about aging in place and what consumers need to do it properly would be very helpful. There also was interest expressed in training, certifications and aging in place information specific to the respondent’s industry.

Businesses have embraced the use of technology as a way to run their businesses (88%). However, most are struggling to find ways to use the Internet to grow their client base. Only 31% indicated that their website was successful at bringing in new business, with only 14% saying social media was working for them. More than half expressed interest in learning more about making better use of both of these to gain new clients.

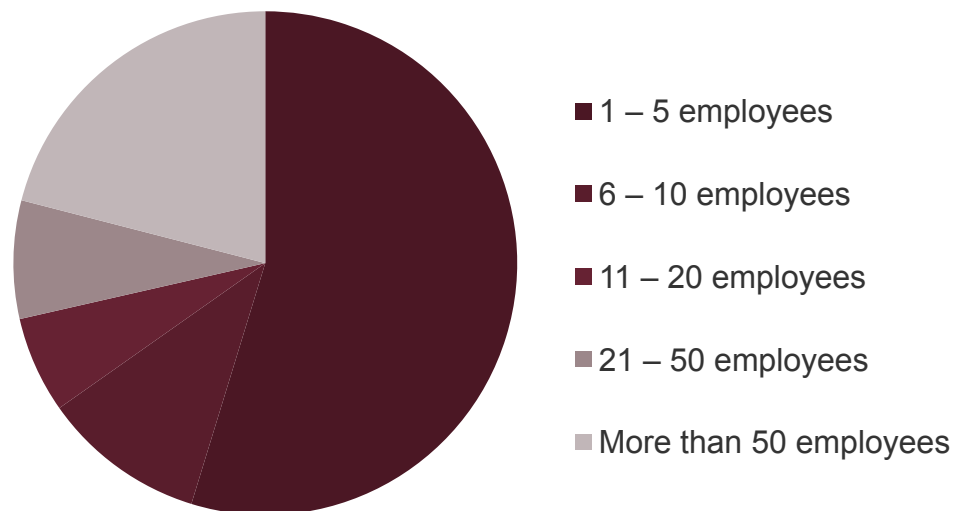
As communities continue to struggle to ensure the welfare of their older citizens, small businesses will continue to forge ahead. More than 62% said they were thinking of expanding their aging in place service or product offering to attract new business or better serve their current client base. They are willing and eager to learn more, do more and have greater impact as they grow their companies.

Key Findings

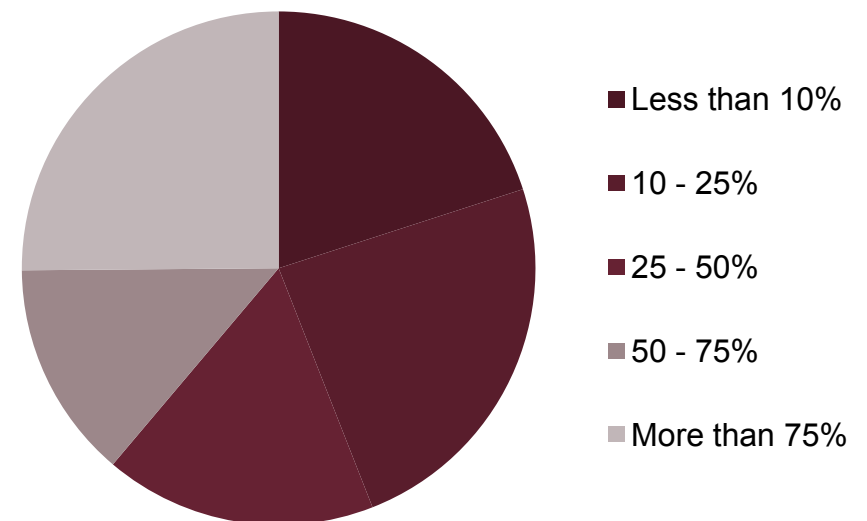
55% of companies providing services or goods to seniors are small businesses

Aging in place-related work accounts for 25% or less of total business

What is the size of your company?



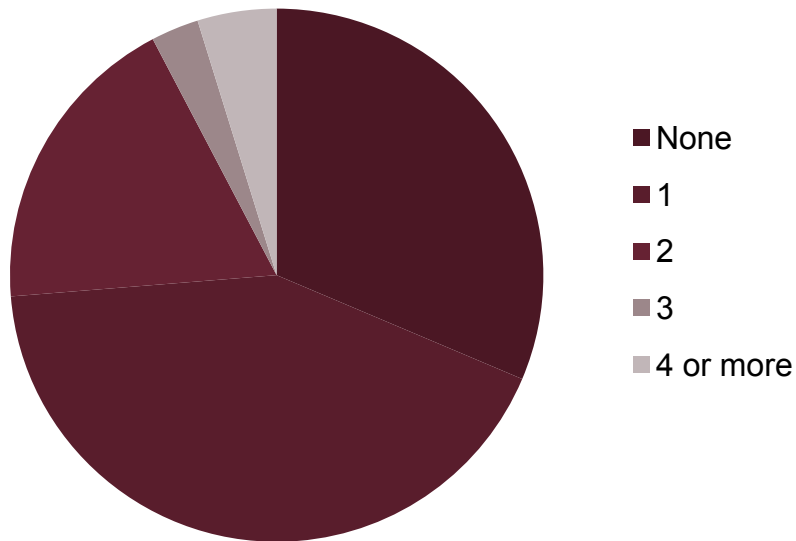
What percentage of your business is aging in place services or goods?



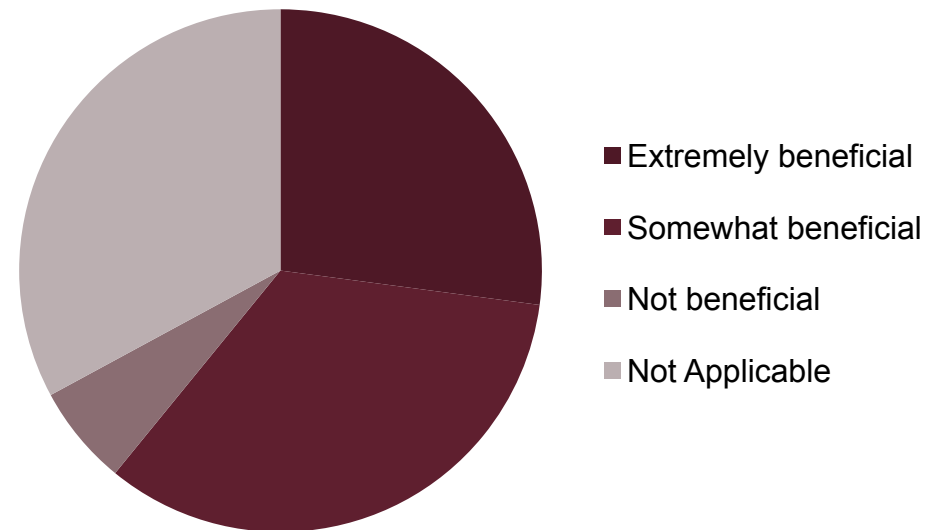
Nearly 69% hold certifications or designations pertinent to aging-related work

61% say these help them serve their clients

How many certifications or designations do you hold that are specific to aging in place, elderly care or senior needs?

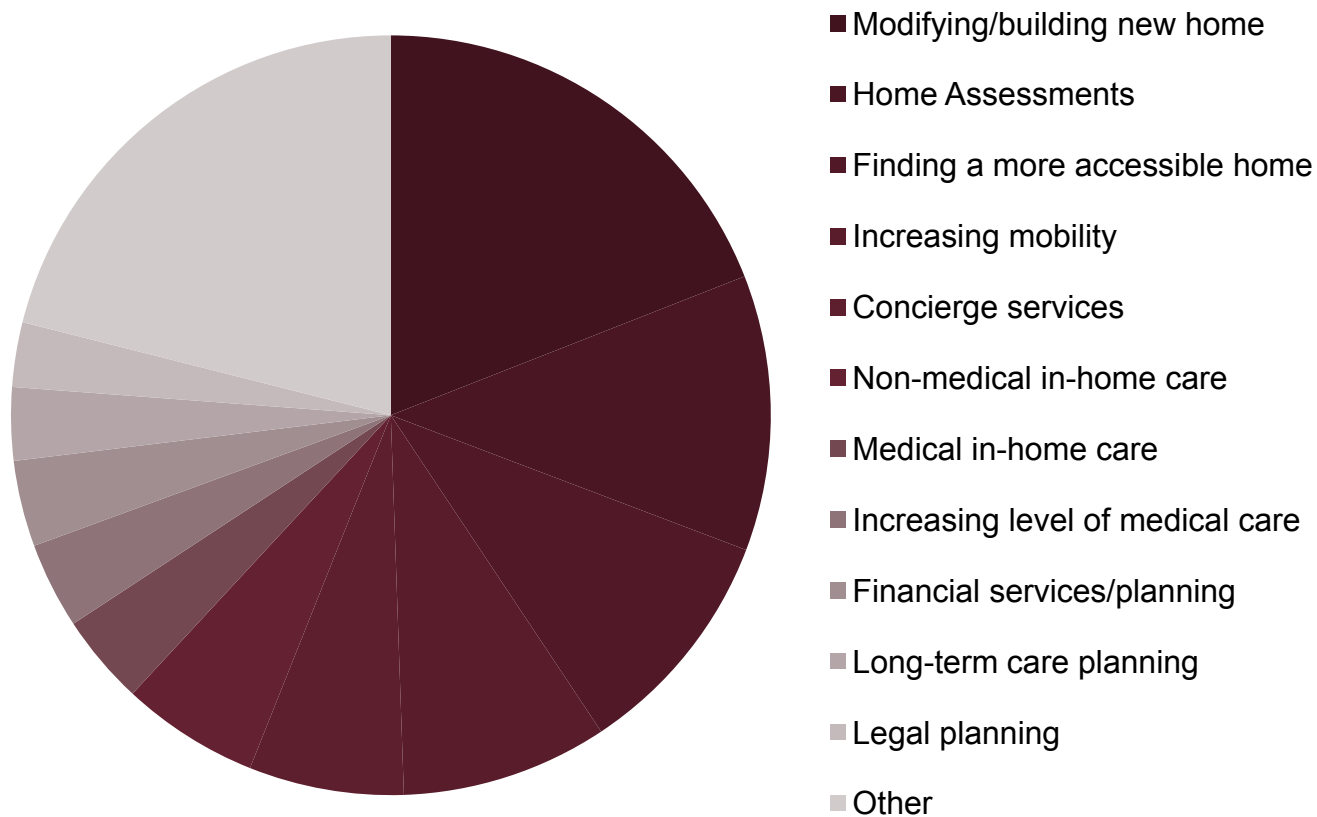


How beneficial have your certifications and/or designations been in helping you serve the needs of your clients?



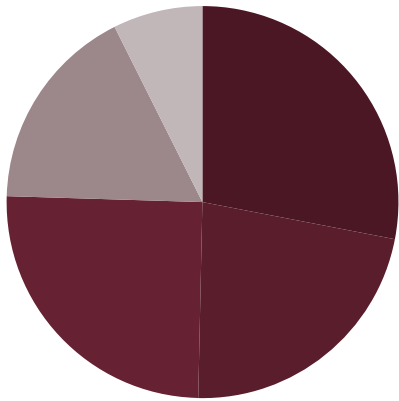
The most successful solutions are centered around the home

Which solutions that you have provided or coordinated have been the most successful for your business?
(See Appendix A)



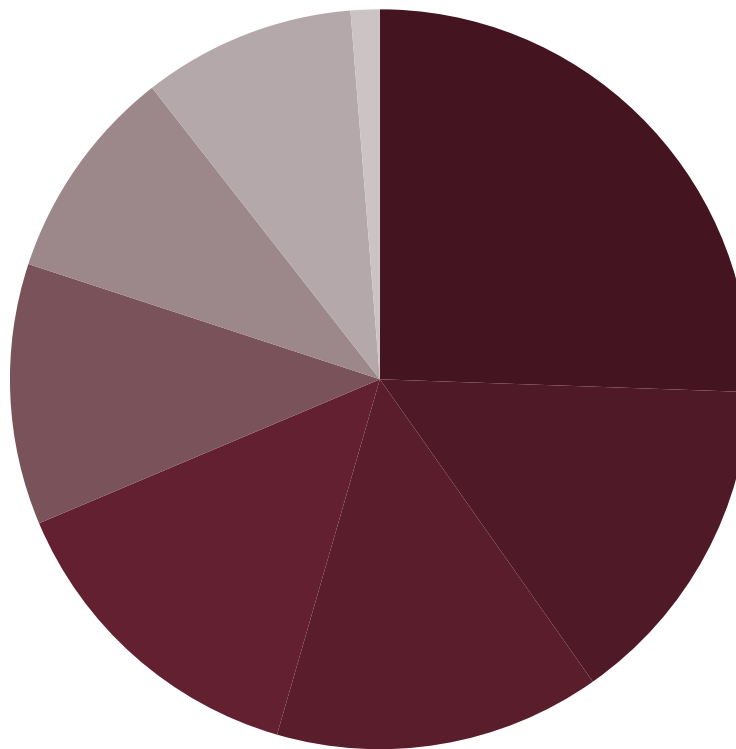
Denial of need and fear of losing independence are the most common consumer obstacles

Percent of clients who are unable to pay for needed services



- < 10%
- 10% - 25%
- 25% - 50%
- 50% - 75%
- > 75%

Common or very common consumer obstacles/objections you have encountered in the last 6 months. (See Appendix B)

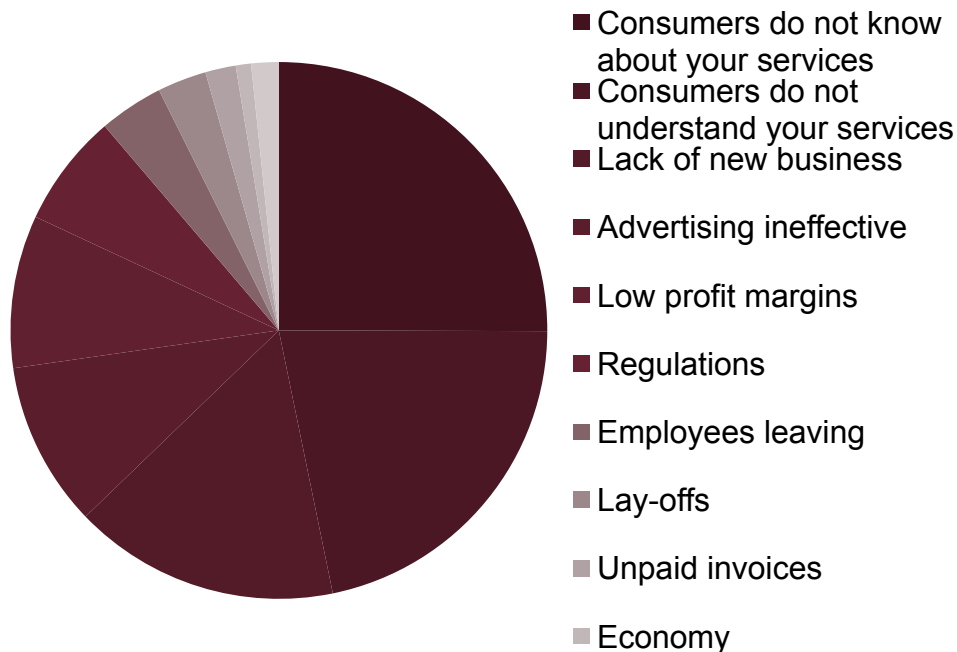


- Senior or family in denial over needs
- Senior expresses fear of losing independence
- Senior is unwilling to make changes
- Clients are unable to pay for services/products
- Adult children do not understand the aging in place concept
- Clients worry about invasion of privacy
- Clients express fear of technology
- Other

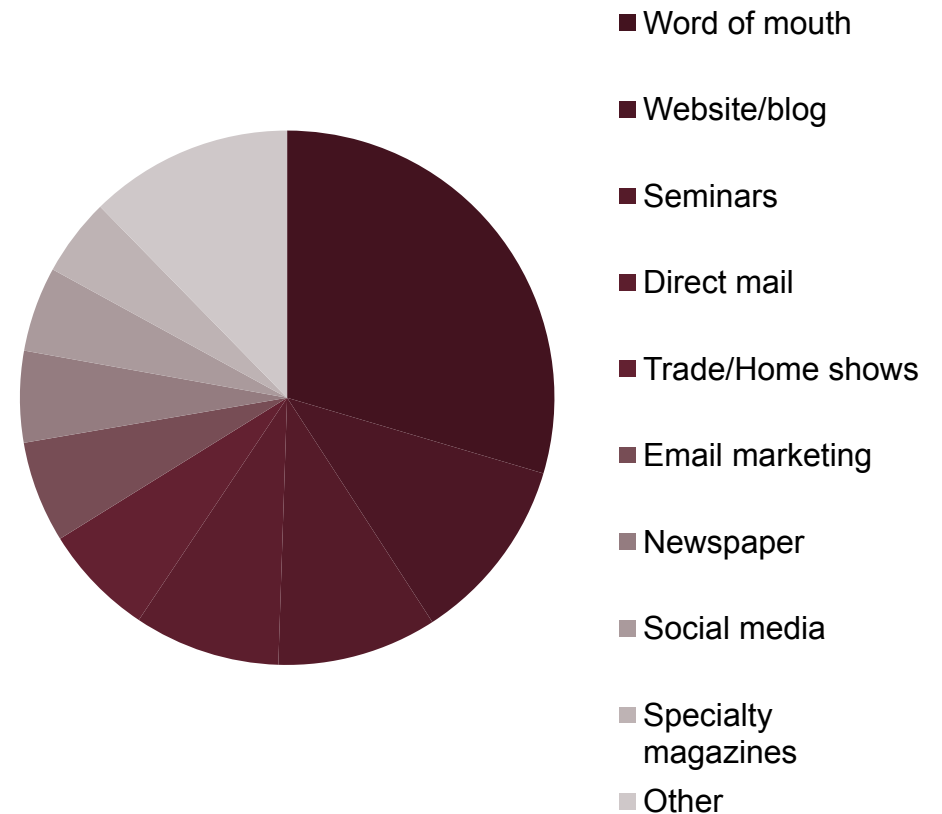
Consumers are unfamiliar with local aging-related services

Word-of-mouth is by far the most effective form of advertising

Which business obstacles have you encountered in the last 6 months? (See Appendix C)



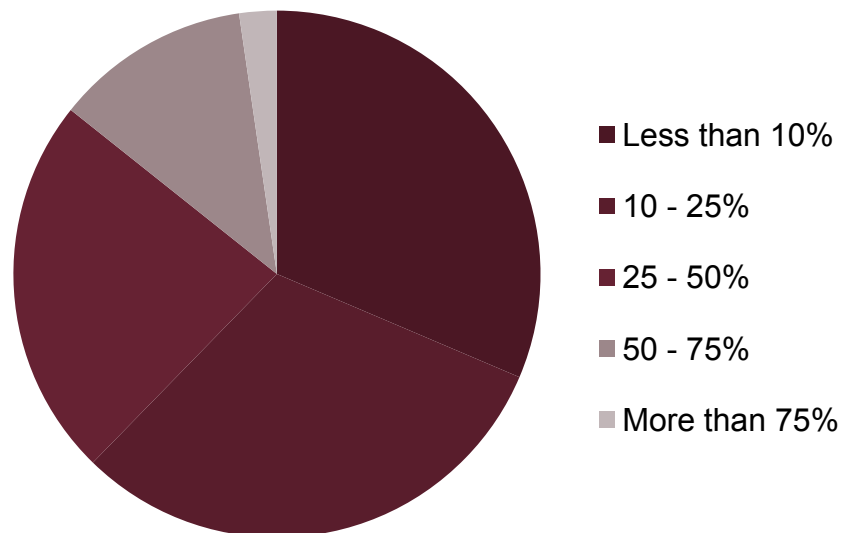
Which type of advertising is most successful at bringing in new aging in place related business? (See Appendix D)



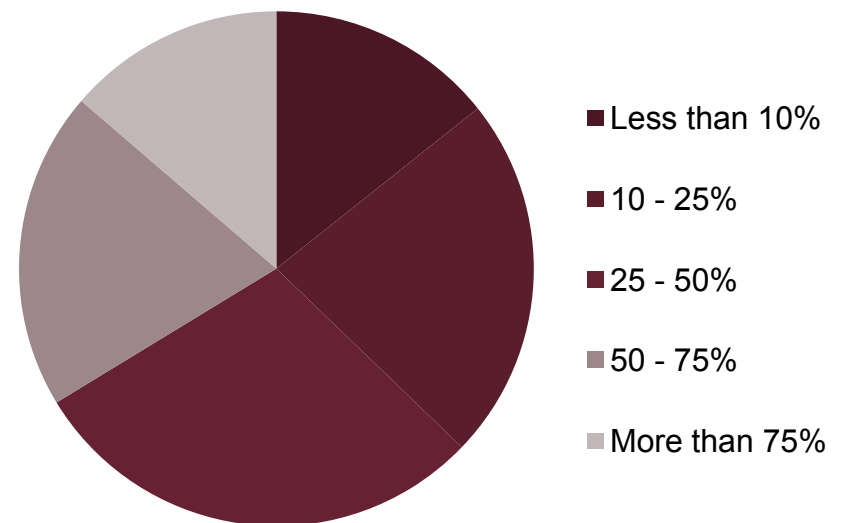
33% reported less than 10% of new business came from professional referrals

Consumer referrals are responsible for a significant amount of new business

What percentage of new business in the last 6 months has been by professional referrals?



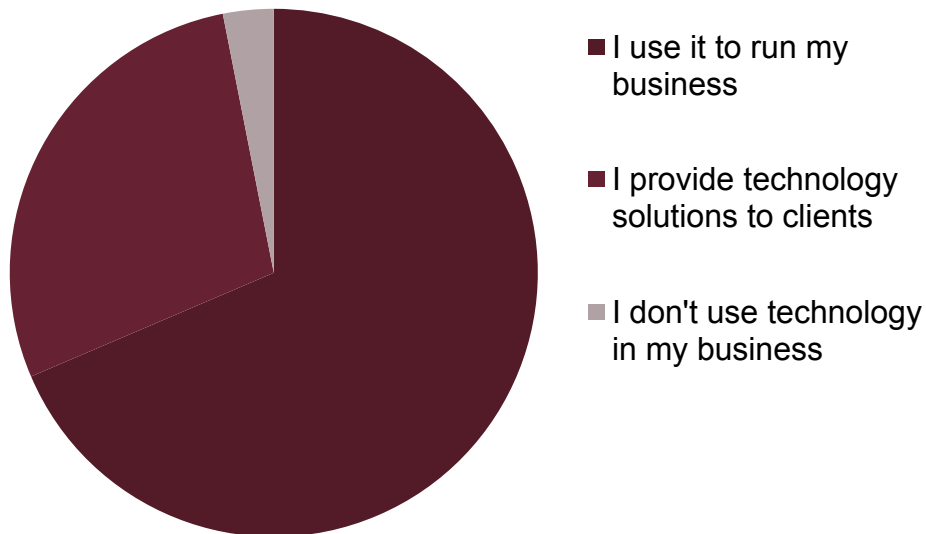
What percentage of new business in the last 6 months has been by consumer referrals?



89% use technology to run their businesses

37% provide technology products/solutions to their clients

What role does technology play in your business?



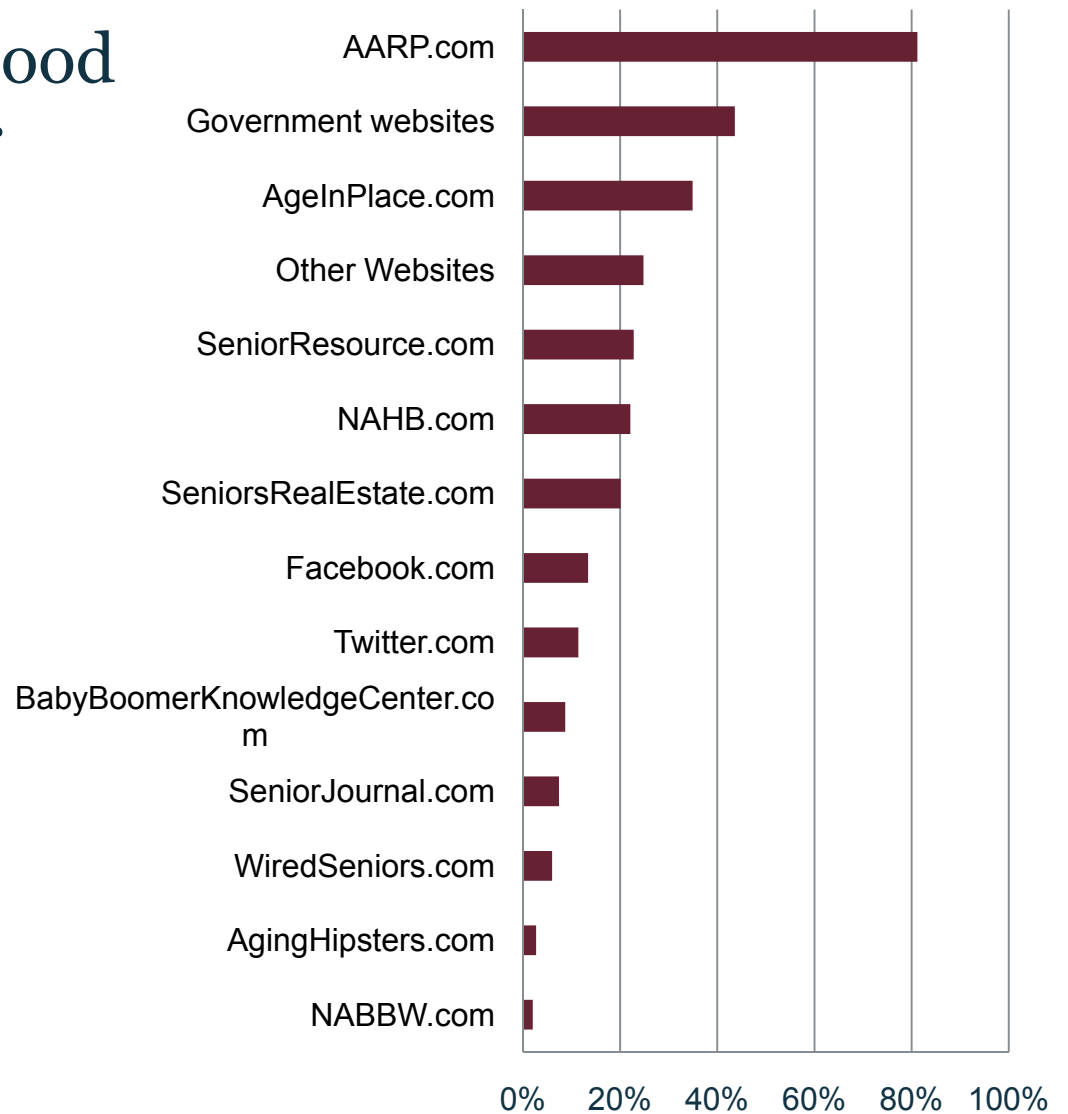
How is technology used for businesses? (See Appendix E)

- Computer, cell/smart phones, printers, digital cameras, Internet, email
- Bookkeeping, scheduling and other business systems
- Product/project management software
- Patient care software
- Product research and selection
- Home inspections, remodeling estimating, patient assessment, design/drawing and other specific task-software, lifestyle assessments
- Website/blog
- Client emails
- Social networks
- Client newsletters
- Virtual tours
- Flyers

What websites do you (or, if you know, your clients) believe provide valuable consumer content for information about 50+ issues? (See Appendix F)

81% say AARP.com is a good source for 50+ consumer information

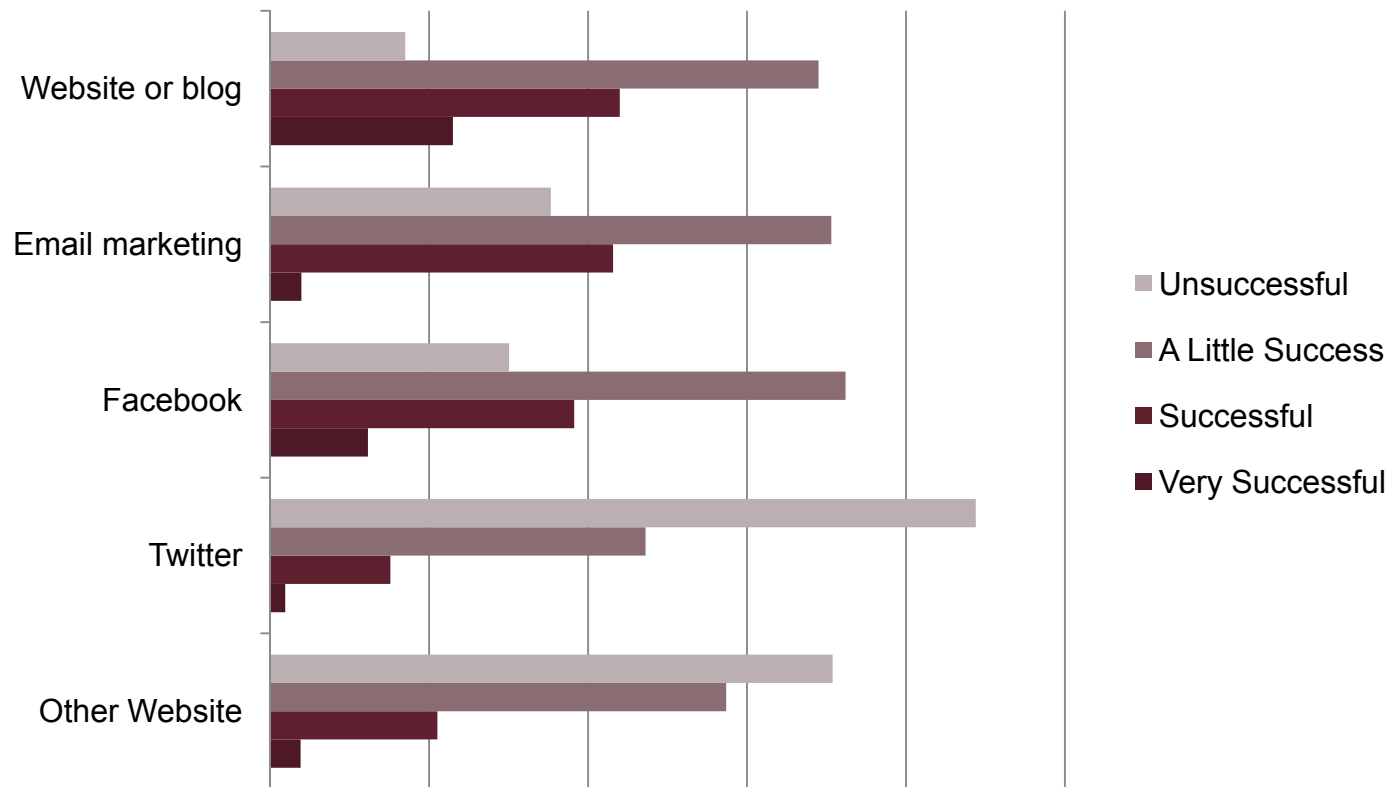
Less than 15% believe Facebook and Twitter are valuable sources for senior information



44% say their website or blog is successful or very successful for attracting new business

Facebook or Twitter are not proving to be successful for most

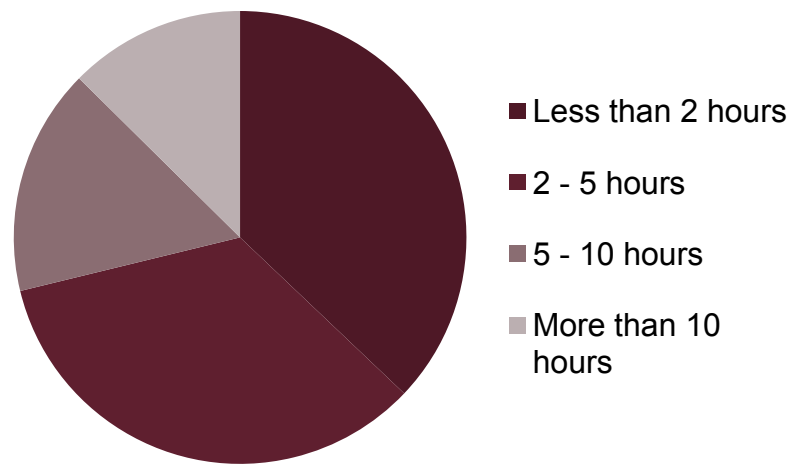
How successful are these sites or services at attracting new customers?



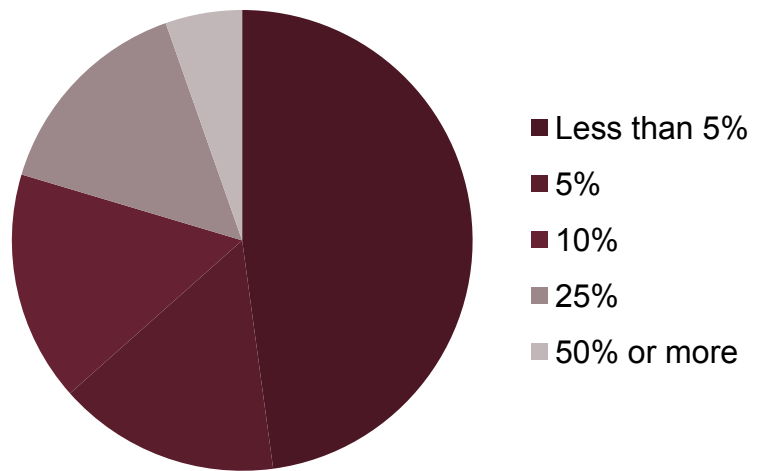
37% say they spend less than 2 hours a week using the Internet to grow their business

48% say those efforts increased their business less than 5%

How much time do you spend each week using those sites?



How much have these efforts increased your client base?



Is there any insight or advice for fellow business people you would be willing to share? (See Appendix G)

“When giving advice, stick with what you know well and bring in others to help in their field of expertise.”

“...trust is a huge factor. It must be earned and never broken.”

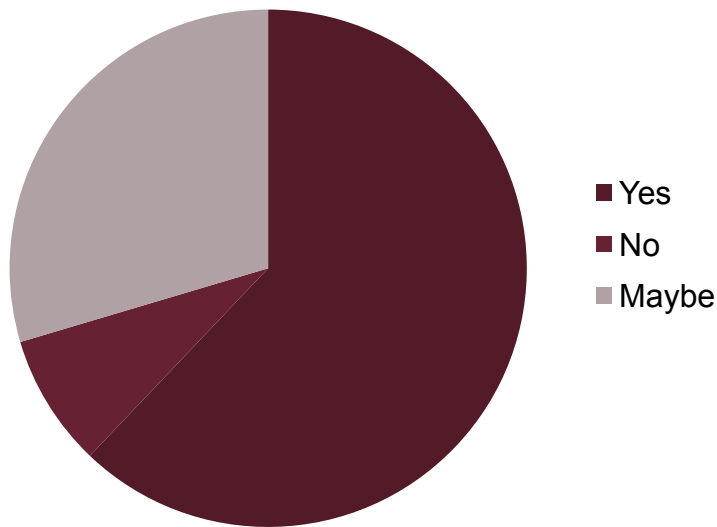
“Work with seniors, get to know them and their needs, be patient ... be caring and compassionate to their needs... Remember, it isn't all about the money!”

“Be persistent! Be focused! Have CLEAR goals!”

“Get involved in the community to get your name out there.”

62% are thinking of expanding their services to attract new clients or better serve their current clients

Are you thinking of expanding your aging in place service or product offering to attract new business or better serve your current client base?



Are these opportunities for you?
(See Appendix H)

"[There is] very little knowledge about the senior concierge business. Many families believe it is too expensive or don't even know it exists. I believe I can bring this opportunity to the community and it will be very profitable. It is very much needed"

"I am about to embark on walk-in bathtub sales to seniors to couple with my real estate business."

"The biggest need in our community is not for specific products or services, but rather for educating the community about the availability, cost and effectiveness of existing services."

"Senior transition services - I.e., de-cluttering, organizing, bookkeeping, estate sales."

Methodology

Age In Place Professionals conducted an online survey of 242 small business owners and employees that provide services or goods to seniors or their families and caregivers providing care to them. These locally focused businesses represented a wide variety of industries related to services for the aging.

Solicitation for participation began July 22, 2009, and collection continued through September 4, 2009. It was advertised predominantly via the Twitter and Facebook social networks. The survey also was advertised by the Seniors Real Estate Specialists® on the SRES® member website and in their member newsletter.

Appendix

Appendix A

This represents the list of services that were noted as “most successful in the last 6 months.”

- Modifying current or building new home
- Home assessments
- Finding a more accessible home to buy/rent
- Increasing mobility
- Concierge services
- Non-medical in-home care
- Medical in-home care
- Increasing level of medical care
- Financial services/planning
- Long-term care planning
- Legal planning
- Insurance planning
- Adaptive or assistive equipment/technologies (emergency response pendants, automated medication dispensers)
- Senior transportation
- Innovative products
- Liaison between agencies and seniors
- Daily living aids / ADA compliant products
- Senior entitlement programs
- Video memoirs
- Case management
- Wireless in-home systems for health/activity monitoring, communication and cognition tools
- Service provider resources
- Consumer information and assistance
- Accessible home design
- Homeopathic products
- Community education (churches)
- Construction for ADA modifications
- Driving assessment, fall prevention
- Senior moving, relocation and downsizing
- Medication management
- Senior transportation
- Interior design and space planning
- Assisted living
- Computer assistance

Appendix B

This represents the list of consumer objections/obstacles that were noted as “common or very common“ in the last 6 months.

- Adult children do not understand the aging in place concept
- Clients are unable to pay for services/products
- Clients express fear of technology
- Senior is unwilling to make changes
- Senior or family in denial over needs
- Clients worry about invasion of privacy
- Senior expresses fear of losing independence
- Depression and negativity is high
- Funding is not enough to do the work
- Seniors think that modifications mean that they are declining in function or will look as if they are, no matter how aesthetic or "invisible" I assure them it can be
- Denial or not understanding medical condition, i.e. Alzheimer's
- Client or family unwilling to pay for services
- No value proposition prepared to address needs of this market yet.
- Fear of outliving income
- Clients have difficulty in home upkeep
- Lack of resources for lower-income
- No adult children to assist or no available (local) adult children
- Fear remodeling for AIP will detract from home value

Appendix C

This represents the list of business obstacles that were noted as “common or very common“ in the last 6 months.

- Consumers do not know about your services
- Consumers do not understand your services
- Lack of new business
- Advertising ineffective
- Low profit margins
- Regulations
- Employees leaving
- You had to lay-off employees
- Unpaid invoices
- Lots of businesses starting like mine. No regulations to determine which ones are legitimate
- Economy
- Government policy
- Lack of advertising
- Business credit
- Difficulties interfacing with other businesses to both serve consumers and complement each other's areas of business
- Economic reporting, anticipated taxation and forced health care changes
- Too much demand, long waiting lists, reduced funding, inability to private pay
- Need to increase our web presence
- Structure and systems to make more profitable

Appendix D

This represents the types of advertising “most successful” at bringing in new aging in place-related business.

- Newspaper
- Social media
- Email marketing
- Trade/home shows
- Direct mail
- Seminars
- Website/blog
- Word of mouth
- TV
- Radio
- *Yellow Pages*
- Telemarketing
- Specialty magazines
- Professional networking
- Search engine keywords
- PR - media coverage, TV
- Information and referral Sources – 211
- Posted bulletins
- Newspapers are expensive and [not successful]
- TV, radio too expensive.
- Professional referral
- Personal contacts
- Face to face relationship marketing
- Referrals
- Lectures, write articles and teach others
- Angies list

Appendix E

This represents additional ways technology is used for business. Specifically, client solutions.

- Grand Care systems will be sold to clients.
- Medical equipment
- We offer "smart home" monitoring systems also.
- Assistive computer technologies such as screen readers, talking computer systems, CCTV to assist visually impaired people to use computers and technology.
- Lift systems (residential elevators, stair lift, ceiling lift)
- SMART home technology for client's ease of use
- Environmental controls, electric strikes and door openers for the clients.
- Caregiver systems
- Anti-wander systems or electronic door locks or touch-less faucets
- Lifeline
- Communication between senior and remote caregiver
- Home automation – faucets that turn off by themselves, home and entertainment controls and security, meds, safety, medication delivery, motorized shelving systems for upper cabinets, remote controlled or motion sensor lighting visual and hearing alerts for doors and phone, falling alerts
- In-home networks

Appendix F

This represents additional websites mentioned that provide valuable 50+ consumer information.

- Take It Easy Personal Concierge Inc. - <http://www.takeiteasytoronto.ca>
- Alzheimer's Association - <http://www.alz.org>
- Caregiving Corner – <http://www.caregivingcorner.com>
- Disaboom - <http://www.disaboom.com>
- Manufacturers websites
- NAELA - <http://www.naela.org>
- Elder Law Answers - <http://www.elderlawanswers.com>
- Specific consultants homepages
- Modern Geezer – <http://moderngeezer.com>
- Boomer Authority – <http://boomerauthority.com>
- AIP at Home – <http://AIPathome.com>
- American Association of Homes and Services for the Aging – <http://AAHSA.ORG>
- National Aging in Place Council – <http://naipc.org>
- Universal Design Online – <http://universaldesignonline.com>
- I Age in Place – <http://iageinplace.com>
- American Society of Interior Designers – <http://asid.org>
- Various homeopathic info sites
- Local area Council on Aging, Friendly for Seniors - <http://friendly4seniors.com>
- Local Champlain Valley Agency on Aging - <http://www.cvaa.org>
- Gotcha Covered - <http://GotchaCoveredDe.com>
- Ball State Univ. - <http://www.bsu.edu/wellcomehome>
- National Association of Home Builders, Certified Aging in Place Specialist - <http://www.nahb.org/page.aspx/category/sectionID=686>
- Lifespan Home Modifications - <http://www.homemodification.com>
- Rebuilding Together - <http://www.rebuildingtogether.org>
- National Resource Center on Supportive Housing and Home Modification - <http://www.homemods.org>
- Find Help 4 Seniors - <http://findhelp4seniors.com>
- Growing Bolder – <http://growingbolder.com>
- Family Caregiver Alliance - <http://www.caregiver.org>
- Ohio Department of Aging - <http://aging.ohio.gov>
- ProSeniors, Inc. - <http://www.proseniors.org>
- Right at Home Phoenix – <http://rahphx.wordpress.com>
<http://rah-phx.com>
- The Senior Care Online University for Professionals – <http://SCOUP.net>
- 50+ Fabulous – <http://50fabulous.com>
- Massachusetts Assisted Living Facilities Association – <http://MASSALFA.ORG>
- Move Seniors – <http://moveseniors.com>
- National Association of Senior Move Managers – <http://nasmm.com>
- Senior Moves – <http://seniormoves.com>
- Access Homes NC - <http://accesshomesnc.com>

Appendix G

This represents additional “insight or advice for fellow business people” that was shared.

- **Keep your business different.** Clients want to know why they are paying for your services and not someone else’s.
- Since we have just started our business in an area where there is no competition, we don't have a lot of information to share at this time. However, we are focusing our efforts 100% toward growing our business. We provide **professional home evaluations along with "cafeteria" menus of potential fixes directed toward the client's specific needs.** We also plan to offer financial assistance (through partnering with local financial companies) as part of a total package that includes providing remodeling and age-related equipment and amenities.
- **This is a time in which we need to focus on "giving back"** and attempting to help our fellow man and woman as much as possible with their needs.
- Network!
- **Business Networks International is a powerful networking group** found throughout the United States and abroad. [It] can be very beneficial depending on the members of each group.
- **Providing senior transportation** for shopping, church and doctor visits.
- **Although we haven't received the incremental increase in leads/clients as we had hoped from social marketing, we do believe that it is a necessity to keep building that media.** We know that we are light years ahead of some but need to learn how to best adapt what we do to improve our leads to clients ratio.
- **Know your resources.** Especially for home modifications, it's important that a very holistic evaluation includes consideration of all medical issues, medical and functional equipment, diagnosis knowledge (i.e. all the secondary symptoms), sensory issues, prognosis and much more. For that reason, it is very important to have a home modification specialist who also has a medical background on your team. Personally, I recommend an occupational therapist (since one of their main focuses is on daily task analysis and function and with their knowledge of a wide range of equipment) and one who has a knowledge of construction considerations as well.
- **Be aware of increasing government involvement** in all aspects of the home care industry and the cost impact that involvement will have on your bottom line.
- **Learn as much as you can** and actively participate in social media.

Appendix G (continued)

- A service to **check on seniors who live alone.**
- **Face to face** is still the best way.
- **Network with everyone;** speak to just about any group that will listen.
- **This age group takes a very long time to make up their minds.** There usually is no sense of urgency about making a decision.
- **Stick with it.** The recession is almost over and the need great.
- The AIP concept is a great concept. The challenge is AIP encompasses so many industries from home building/remodeling, community planning, finance, legal, tech, health, etc. **Getting these industries to understand each other and to work together is key.** Much work needed in educating and refining the concept/brand to make it easily understandable to the consumer, too.
- As I approach being a senior myself, I wonder how those 10 to 15 years older than me are looking for the services and help I can provide. I know **the majority over 70 are not online** where I spend a lot of time because of younger clients.
- Be open to **redefining your offering** in the context of newly discovered needs.
- Continue to **expand your knowledge.**
- I believe **authentic networking among reputable businesses** is second only to personal referrals.
- Being able to provide a **designated senior neighborhood with security** at the entrance.
- **Building the trust relationships with seniors the old fashioned way is paramount.** Time, visit, talk, listen, referral from a friend - and who has time when we are keeping up with thousands of 'friends' on Twitter, etc. Seniors want a rapport in time with natural human response time - not speed of light Internet-paced response time - we all need to slow down and be human with the people who helped us evolve to where we are now."
- **Direct mail** seems to get more attention.
- **My website is important because it is the face of my business.** It is how potential clients decide whether or not my services meet their needs. It also is where people go to find general legal information on elder law issues. Social networking is important for me as a professional networking tool, not as a source for direct client contact. I use Twitter and LinkedIn to connect with other lawyers and professionals, in order to create a network of professional referral sources. Most of my clients do not use social media.
- **My best resource is my referral network.** Especially regarding the age group that I work with most, trust is a huge factor. It must be earned and never broken.

Appendix G (continued)

- **We have established a separate non-profit organization**, Community Without Walls-Middle Tennessee. It's in a small geographic/community area providing services for seniors with needs using volunteers. There is a small (\$30) annual fee. We participate with a local church.
- **Get set up on the social networks** and have an interactive website before you launch your program.
- Education.
- Treat all people well.
- I found **personal networking is the most successful**. Also, find ways to advertise to certain neighborhoods that have a lot of seniors.
- **Specialization helps**, getting out and meeting people, doing free talks, having a good website with key words helps tremendously.

Appendix H

This represents additional opportunities that “exist in your community for an aging in place business” that were shared.

- Concierge services
- Providing "easy to use" Internet technologies for homes
- Home evaluation and remodeling services specifically targeting families faced with the problems associated with providing eldercare.
- New home construction, remodeling, showrooms for products, in-home assessments
- Transportation solutions in western Racine County
- Many contractors and/or remodelers are not interested in this market
- Our company was initially an in-home modification provider. We were one of many providers within our city and county area and primary funding was a major issue for these services. It became apparent that in order to grow our business plan and provide the service we felt was necessary to the aging in place and disabled community, we needed to address a larger public arena. We changed our focus from hands-on services to address a larger group with needs and questions. This is why we chose to build and maintain a website that works to provide a larger variety of products and product knowledge to address those needs.
- I believe the same issues abound as in all aspects of residential remodeling. Consumers are misinformed about the real costs to provide quality resolutions. We need to educate all customers to this affect and battle all the misinformation that is constantly distributed by uninformed, fraudulent or plain liars to the public.
- I live in an area with a lot of retirement communities and find it difficult to reach out and provide info to the "masses." Need to find the right media or approach.
- Incorporating Universal Design in homes and products
- Interior design services
- Senior transition services - i.e., de-cluttering, organizing, bookkeeping, estate sales.
- I would like to lead a seminar for seniors on building safety into their home.
- Transportation, care management, health and wellness programs, geriatric physicians, senior activities, legal and financial planning
- The need for more technology in homes to enable people to age in their own homes

Appendix H (continued)

- Team-oriented care planning for seniors and their families
- Transportation, in-home modification
- We've offered our products as a way for people to enjoy life longer and better. Until taking this survey, I've never considered addressing how they can help one "age in place." That in itself seems like an opportunity.
- Living alternatives for wealthy seniors
- I am looking into businesses for Boomers who have lost jobs or retirement income in their investment accounts and who need new sources of income. I will be adding them to my online directory.
- One story, two bedroom, two bath senior communities for seniors to occupy. An outdoor common area for socializing and being together to check on each other.
- Getting the information out to seniors that staying in the home may be better health-wise and financially.
- Definitely refer a lot to reverse mortgage consultants
- Automation in home renovations
- We are starting an NAIPC chapter and will be addressing these issues as there are many opportunities, but poor awareness and declined economy limits consumer purchases. We hear, "Sound nice, great ideas ... can't afford it..."
- Working with local builders and contractors
- Not enough contact with seniors. Many do not have or know how to use a computer. Maybe computer classes for seniors?
- Free transportation
- Aging in place continuum planning
- Education to help older adults understand that aging in place means staying in your home!
- Being invited to civic groups to educate them on aging in place
- Local paper articles
- Retail location/showroom, rental of products such as ramps
- As far as I know, there are just 2 realtors in my area with this focus. I focus on the whole disability community since I am fluent in American sign language, have a young son with autism and have worked in family support.
- Here in New Jersey, there is a large senior population and the market is basically wide open for CAPS consultants and contractors.
- Educate the public about planning process for aging in place

Appendix H (continued)

- A company catering to downsizing. Planning for a move from a house or condo to a condo or assisted living facility: planning the furniture placement, what to take, what not to take and how to dispose of it, recognition of the transition, arrange move, shop for furnishings/draperies/etc., all packing, connect/disconnect utilities, etc., change of address. A company that can take the senior from one home to the next with little disruption as possible.
- Increased awareness
- Many seniors in local churches are not aware of the aging in place services available to them. I conduct seminars on various elder law issues at local churches and contribute articles on elder law issues to church publications. Communicating with seniors on the local church level is important because many view the church as the best and/or only source of information on various lifestyle topics.

About the Survey and How It Can Help You

Intent of the survey

It is our belief that people should be able to live where they wish, for as long as they are able, while controlling their quality of life. And, we believe the success of this choice can be greatly influenced by local businesses that provide goods or services for them. We also believe that the current and future opportunities in serving seniors will pave the way for growing your business and having greater impact in your community. That is why Age In Place Professionals exists and why we conducted the survey.

These results and comments provide insight into the state of the small senior-focused business. They also are indicative of current business obstacles and hold ideas of how you can overcome some of them.

Core Focus

Business – Obstacles, customer objections, advertising, Internet, etc. What is working and what is not working? The goal was to provide other business people insight into other businesses, get ideas or help them not make mistakes others had made.

Customers – Common client objections, issues and successes. The goal was to provide information on what businesses are running into with clients, the sticking points and which services customers are buying.

Peers – Advice or insights from fellow business people. The goal was to have people share information that would be beneficial to other businesses serving the same types of clients.

Information you can use

If there was only one piece of information you could take away from these results, we would want it to be that you aren't alone. Thousands of small businesses across the country are fighting the same fight you are every day. And, just like you, they want to succeed, grow and provide needed services to their customers. If you read through the results carefully, you probably will see some of what you are experiencing in your business. (Don't discount the information just because it seems familiar, though.)

Obviously, we can't tell you what information would be useful or applicable to your business situation. However, there are many ideas and tidbits of insight; especially in the comments people provided. (See the Appendix) We encourage you to read through the entire results to find the things you can use.

About Age in Place Professionals



Helping Small Businesses Succeed in Their Communities

AgeInPlacePros.com was created with one goal in mind: help senior-focused small businesses across the nation meet the needs of elderly in their communities, while strengthening and growing their companies.

We believe that people should be able to live where they wish, for as long as they are able, while controlling their quality of life. And, we believe the success of this choice can be greatly influenced by local businesses that provide goods or services for them. Through quality, knowledge, dedication and respect. Age In Place Professionals is your partner, your advocate and your resource.

It's true. Age In Place Professionals is one-of-a-kind. But, it's not about us; it's about you. We do what we do to support what you do.

Age In Place Professionals is a website where people from the various industries relating to aging in place can further educate themselves on the ever-changing aging landscape. You can find information on meeting the growing demand for senior services, expanding your influence and growth. Whether you are with an established company or an entrepreneur just getting started, this site is for you.

Some of the most valuable resources, tools and information available anywhere are at your disposal. Expert contributions from your peers across the nation, tools to help you educate your clients and answers to some really difficult questions; all that and more can be found there.

About Age In Place Networks, LLC

As the publisher of AgeInPlacePros.com and AgeInPlace.com, Age In Place Networks, LLC is uniquely suited to help professionals and consumers alike gain a greater understanding of the aging in place process by providing products and services geared towards age in place education and preparation.

If you wish to contact us please do so using our online form.

Age In Place Networks, LLC
P.O. Box 6376, Ocala, FL 34478

Copyright & Licensing Information

YES! You are encouraged to share this work and include it in other works.

This work is © Copyright 2009 Age In Place Networks, LLC and is licensed through the Creative Commons Attribution-Share Alike 3.0 United States License.

