



AgeInPlace.com & Seniors Real Estate Specialists® Partner to Educate Consumers 50+ on Age in Place Planning

Ocala, FL, September 11, 2008 --(PR.com)-- AgeInPlace.com is proud to announce it has partnered with the Seniors Real Estate Specialists® (SRES®) group of the National Association of REALTORS® to provide aging in place real estate information and resources to Baby Boomers. This new partnership will give visitors to the website better insight into the role an SRES® agent can play in their aging in place planning and the importance of utilizing SRES® designated real estate professionals when buying or selling a home.

Seniors Real Estate Specialists® are REALTORS® who have undergone special training to give them the knowledge to counsel 50+ clients through the buying or selling process. These agents can offer the options and information needed to make good decisions about your home; both for now and as you age in place. SRES® agents understand federal laws for the Housing for Older Persons Act (HOPA), are knowledgeable of current financing options and can help you examine how additional sources of income can impact your real estate decisions. Each SRES® also has assembled a team of professionals to meet your needs in the areas of taxes, law and others.

"A person's home is an integral part of their aging in place plan," said Jay Hager, V.P. of Strategic Development for Age In Place Networks, LLC, the parent company of AgeInPlace.com. "Collaborating with the SRES® group enhances the offering to our users by giving them information on the important services SRES® designees provide and a direct link to the real estate professionals that understand their needs." For this reason, AgeInPlace.com is promoting the efforts of the more than 16,000 real estate professionals who have been designated as Seniors Real Estate Specialists® and are providing much needed real estate services to buyers and sellers age 50 and older.

To usher in this new partnership, AgeInPlace.com has launched a new real estate section on it's website. This new addition will provide visitors with news and information about real estate for Baby Boomers and older persons, as well as highlight information specific to Seniors Real Estate Specialists® and how these professionals can assist home buyers and sellers in accomplishing the housing goals specific to their aging plans.

When asked how this new partnership would impact the website community, Hager said, "We're very excited to support the efforts of the SRES® as they continue to assist older people with their housing needs. They are a great group of people doing important work. This is a definite 'win' for consumers."

To find out more about Seniors Real Estate Specialists® and the importance of real estate planning for your aging in place plan, visit <http://ageinplace.com/real-estate/>.

About Seniors Real Estate Specialists®

Seniors Real Estate Council®, founded in 2007, is the world's largest association of real estate professionals focusing specifically on representing senior clients in real estate transactions. There are



more than 16,000 active members of the organization worldwide. The NATIONAL ASSOCIATION OF REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing more than 1.3 million members involved in all aspects of the residential and commercial real estate industries.

About AgeInPlace.com

AgeInPlace.com is the Internet destination for people to discover relevant and useful information about aging in place. The site is uniquely positioned to provide a more encompassing look at the aging in place movement through topics such as home modifications, real estate, finances, health care, technology and resources. The site brings together news and information from a wide variety of sources to assist the aging population in increasing their quality of life as they age, while maintaining independence for longer. Visitors can partake in discussions with qualified professionals, take advantage of tools such as the Personalized Assessment and gain even more information through email newsletters. You can visit their website at <http://ageinplace.com>. AgeInPlace.com is an Age In Place Networks, LLC website.

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