



## Directly market to seniors who want to sell their existing home.

If you are a Realtor with expertise that can help seniors buy or sell property, make sure your name appears in Senior Living's August Special Housing Edition.

### For many seniors, moving isn't an option, it's a necessity.

Some seniors need a home with fewer or no stairs. Some have a house that is too big and they want something smaller and simpler to manage. Others need services that only a senior residence can provide, such as meals, housekeeping and planned activities.

Then there are those seniors who have been waiting all their lives to buy their dream home. Or they want a second home in a warmer climate that they can use during the winter months.

In any of these cases, they require the expertise and services of a Realtor who understands their needs and is willing to work with them to either sell their existing home, or buy a new one.

Senior Living's August Housing Issue offers a variety of articles helpful to seniors considering their future housing needs. In this issue you will find information about the various housing options available, what to consider when moving, as well as information about products and services that can help seniors transition smoothly to a new living arrangement.

We can help Realtors market their services to over 120,000 readers through our magazine and thousands more through our popular website that can have up to 70,000 unique visitors per month.

**Referred to by Government Agencies, Health Professionals and Realtors in assisting clients with their housing needs.**

### SENIOR BUYING TRENDS

- One in three say they currently have more house than they want or need
- 21% would prefer to stay in current home after retirement
- 35% would prefer to buy a different or new home
- 17% would prefer to build a new home
- 12% would like to purchase a second home (allowing them seasonal living)
- Of those 60+ who own homes, over 60% are mortgage free

**Booking deadline: July 15, 2011.**

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