



Senior Home Sale Stories – The Mission of SASH

We hear them all the time, the senior home sale stories. As I stand in line at Starbucks, one is being told between two men near me. In the bleachers at my son's soccer game, a parent is sharing her story with another. At a lavish law firm in a towering skyscraper, the lawyer tells me about selling his mother's home as we sit at the conference table. At a business event, a successful entrepreneur recounts her story over lunch.

These stories of selling a senior's home carry the same themes, the same emotional undertones, and often, the same outcome – an overwhelming, stressful, exhausting experience for all involved. Also common, is surprise at *how much work* it turned out to be.

It is the rule, and not the exception, that a senior's home sale is an event that is dreaded for years. It takes place over many difficult months, sometimes at great cost to the senior and family. We've heard from those who lost their job because they took so much time off from work for their senior loved one's home sale, or those who spent thousands of dollars in lost income and remodeling expenses to get the home fixed up and sold.

We believe this should not be so. At SASH, we believe that seniors' home sales should be dignified, simple, and even enjoyable. We've been working hard every day for years to provide this experience to the seniors and families that we serve.

SASH began with a senior home sale story, and it didn't have a happy ending. It was the year 2000, and we knew no other route but to "grin and bear it" to get his home sold. We pushed through the intense work and stressful obstacles, the months of waiting, and the tedious maintenance of keeping the home "show-ready", until the final day of closing. There were no easier options or senior-focused services to support us. The ordeal took a heavy emotional and physical toll on my grandfather, who was 82. He was hospitalized twice during the final months of the sale, and was ordered not to return home. The buyer moved his items in before closing, and ended up with a family heirloom that my grandfather had "given" him.

At long last, closing day came. We were spent, in every way.

Over the years that we've been providing our home sale services at SASH, we have heard hundreds of similar stories. They generally end with the phrase, "Had I known about SASH, I would have called you right away..." Our clients and their families urge us to expand our services soon, so that other families do not have to go through a difficult home sale as they did.

The SASH Team is passionate about making senior home sales better all across the country. The personal mission of our business inspires us to innovate daily, custom-designing the best home sale possible for each senior client we serve.

Since 2005, this has been our story, and we look forward to the opportunity to give your senior home sale a happy ending, too!

By Rebecca Bomann, CEO/Founder of SASH Senior Home Sale Services. © 2012 All Rights Reserved
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