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NEWS RELEASE

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New Aging-in-Place Remodeling Franchise Opportunity Fills Growing Need to Help Seniors Live at Home

PORTLAND, Ore. – As America's 50+ population swells and 90 percent of seniors prefer to age in their own homes, a new franchise opportunity in aging-in-place remodeling is available to qualified franchisees.

In Your Home, a pioneer of aging-in-place remodeling from its successful flagship operation in Portland, Oregon, is now offering qualified franchisees the opportunity to capitalize on one of the nation's fastest-growing and in-demand business niches.

Many respected sources acknowledge the tremendous market opportunity to be found in aging-in-place remodeling. Named one of the hottest new businesses to start by *Entrepreneur* magazine at the end of 2005, aging-in-place remodeling also is estimated by the National Association of Home Builders to capture at least 10 percent of the \$214 billion home improvement industry. In addition, seventy-five percent of remodelors recently reported to NAHB an increase in inquiries related to aging in place.

In Your Home provides a service that's more tailored to seniors' needs than what's already available in the marketplace from either general-purpose or niche remodelors. Unlike many general-purpose remodelors, In Your Home's Certified Aging in Place Specialists offer a solid track record focused on serving the needs of seniors, so seniors trust our specific expertise. And unlike many niche remodelors, In Your Home provides a comprehensive menu of services so seniors don't need to coordinate with multiple contractors.

In business since 2003, In Your Home's leaders have amassed specialized training and certifications, hands-on expertise, and a proven track record that enable them to be a valuable resource to franchisees. In Your Home will provide full franchise support services, such as complete training, a comprehensive operations manual, ongoing program oversight, and marketing expertise and support. **Interested parties should check out www.iyhfranchise.com and contact In Your Home at 503/443-2424.**

In Your Home's consultants and customers also benefit from a proprietary tool that facilitates needs assessment, and identifies appropriate and customized solutions. The free online assessment tool, found at www.iyhusa.com, allows seniors or family members to enter information about each senior's abilities and home set-up, then immediately receive recommended home modifications for aging in place.

In Your Home is led by David Dickinson and Brian Bartholomew. Both are Certified Aging in Place Specialists through the National Association of Home Builders. Both also have the University of California's Executive Certification in Home Modifications along with over 20 years of prior experience building strong, industry leading service businesses.

In Your Home helps seniors live in their own homes safely, independently and comfortably by providing a full spectrum of customized remodeling and modification services, as well as home maintenance. In Your Home customers see our Certified Aging in Place Specialists as trusted advisors who analyze and anticipate each individual's needs, and provide creative solutions on a one-time or ongoing basis. In Your Home is headquartered in Portland, Oregon, and is licensed, bonded and insured. For more information, visit www.iyhusa.com or call 503/443-2424.

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