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Alterna Home Solutions President Connects With National Senior-Focused Real Estate Professionals

Cathy Rosebaugh-Jennings Serves As Resource To Seniors And Adult Children With Parents Moving To Triangle

RALEIGH, N.C. – Cathy Rosebaugh-Jennings, president of Alterna Home Solutions (www.alternahs.com), has announced that she has expanded her network to include national senior-focused real estate professionals, providing seniors the ability to experience a seamless transition to the Triangle area. Through her network, Cathy has the capability to serve as a resource, not only to seniors moving to the Triangle, but also for adult children who are assisting their parents with the move, whether they are making a purchase or they need assistance entering an age-restricted rental community.

Numbers in North Carolina indicate that the senior population is growing at an unprecedented rate, far faster than any other age group. According to the 2003-2007 North Carolina State Aging Plan, by 2020 North Carolina's population of adults over 65 will have grown 71 percent from what it was in 2000. By 2030, this population will have grown 129 percent.

QUOTES:

"I am excited to expand my connections on a national scale, and happy to provide assistance in a variety of ways as more seniors move to the Triangle," said Rosebaugh-Jennings. "The Triangle is growing and with many families relocating to N.C. for various reasons, I believe that this network will provide seniors with a great tool to make the move easier."

"According to SeniorSurvey.com, the senior population is growing at an unprecedented rate, far faster than any other age group, and in another 25 years, more than 20 percent of the total population in most of Europe, Asia, Australia and North America will be at least age 60," said Marian Ingram of Keller Williams. "By creating this network of national senior-focused real estate professionals, Cathy has begun the process of better assisting our senior population as they come to North Carolina."

DETAILS:

- Alterna Home Solutions is a real estate firm which specializes in providing people 50 and older with solutions that meet their specific needs.

- Rosebaugh-Jennings is a licensed Real Estate Broker in North Carolina and has achieved the Certified Senior Advisor (CSA) designation from the Society of Certified Senior Advisors as well as the Seniors Real Estate Specialist (SRES) designation from the National Association of Realtors. She also received the distinguished Certified Aging in Place Specialist (CAPS) designation from the National Association of Home Builders.

ABOUT CATHY ROSEBAUGH-JENNINGS:

Cathy Rosebaugh-Jennings created Alterna Home Solutions solely to assist people 50 and better with their unique real estate needs. She is a licensed Real Estate Broker in North Carolina and has achieved the Certified Senior Advisor (CSA) designation from the Society of Certified Senior Advisors as well as the Seniors Real Estate Specialist (SRES) designation from the National Association of Realtors. She also received the distinguished Certified Aging in Place Specialist (CAPS) designation from the National Association of Home Builders. Cathy is one of fewer than

15 Realtor recipients of this certification in the country and the only Realtor designee in North Carolina. She currently serves as President of the Senior Resource Alliance of the Triangle and served as President for the Chapel Hill and Durham Eldercare Resources (CHADER) networking organization during 2006/07. Active in the community, Cathy serves as a member of the AARP Workforce Speakers Bureau; a planning committee member for the annual Eastern N.C. Chapter Alzheimer's Association Memory Walk; and volunteers for the Center for Volunteer Caregiving, for whom she previously served as a board member from 2005-2009. Additionally, she is a member of the West Raleigh Rotary Club. In 2008, Cathy was recognized by *Triangle Business Journal* with the prestigious Women in Business Award and honored by *Business Leader* magazine as an Impact Women Business Owners Award recipient.

ABOUT ALTERNA HOME SOLUTIONS:

Alterna Home Solutions is a real estate firm which specializes in providing people 50 and older with solutions that meet their specific needs. Led by Cathy Rosebaugh-Jennings, the firm has developed an extensive network of experts who understand the unique needs and challenges faced by the aging population. Alterna, which is affiliated with Ammons Pittman GMAC Real Estate, provides Lifestyle Transition Planning that helps clients choose the home solution that best meets their needs. With the resources and expertise to assist those in retirement years make wise, educated real estate decisions, Alterna's professionals use a personal, consultative approach to ensure they have an understanding of each individual's situation, needs and goals. In 2008 Rosebaugh-Jennings was recognized as one of the Triangle's top 25 businesswomen with *Triangle Business Journal's* prestigious Women in Business Award for her exemplary leadership skills in the entrepreneur category. For more information, please call (919) 460-1061 or visit www.alternahs.com.

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