

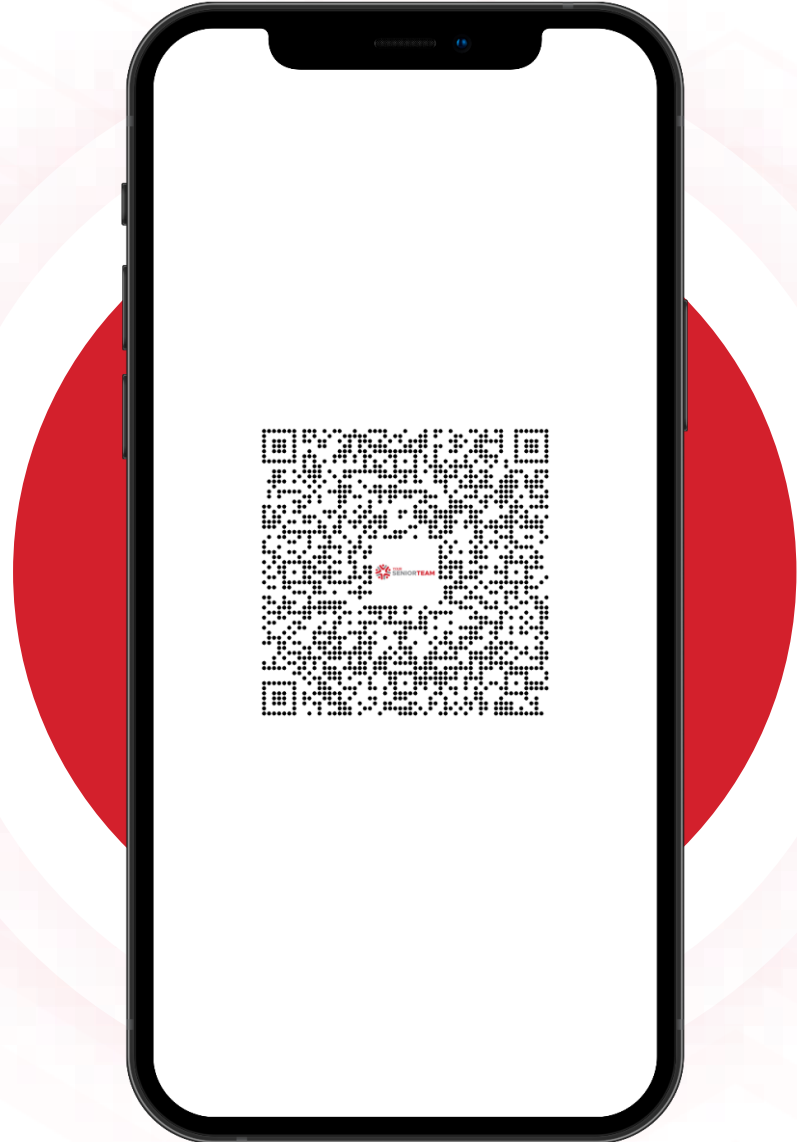


Become the Trusted Pathway Seniors and Families Need

Help clients, patients, members, and families find answers, compare options, and connect with trusted resources through the Intelligent Aging Marketplace.



You don't need to solve every aging problem.
You only need to give families a trusted place to begin.



The Senior Market Is Fragmented

Seniors and adult children often face aging decisions during moments of stress, urgency, or uncertainty.

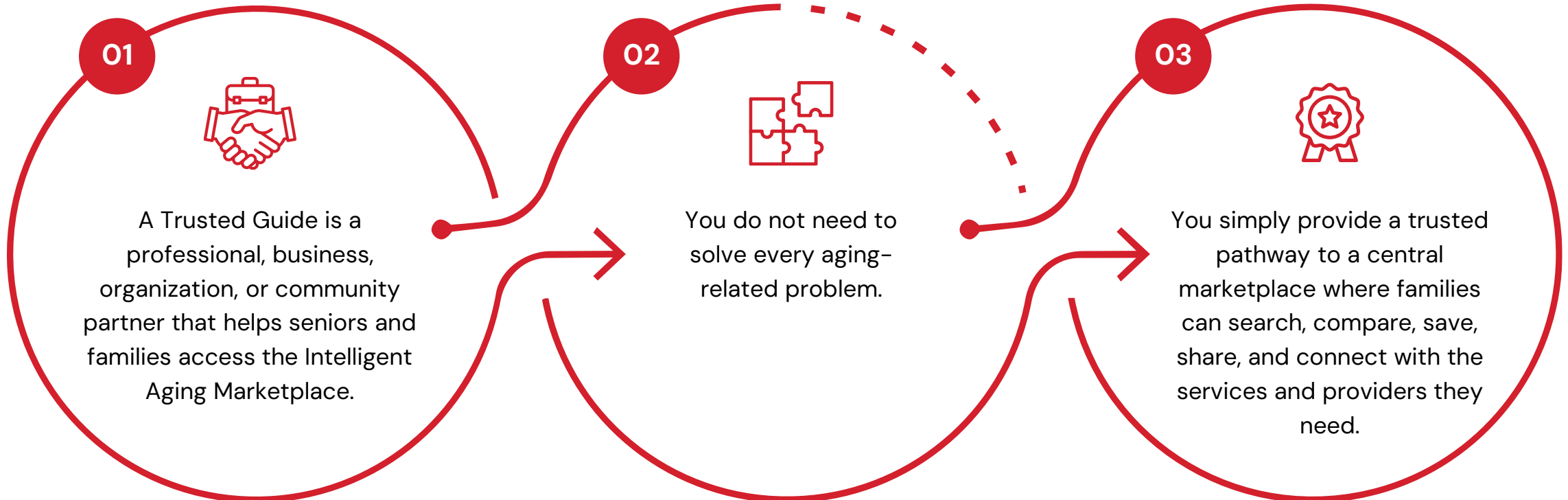
They may need help with

- Senior living
- Real estate
- Home care
- Legal planning
- Financial guidance
- Insurance
- Benefits
- Moving and transition support
- Healthcare and care resources

Families need one trusted place to begin.

















What Is a Trusted Guide?



You give families a place to begin.

You Already Have Their **Trust**

Trusted Guides are often already involved when aging decisions begin.

- | | | | | | |
|---|------------------------------------|--|--|---|---|
|  | → Senior Real Estate Professionals |  | → Elder law attorneys |  | → Financial advisors |
|  | → Insurance professionals |  | → VA benefit advisors |  | → Home care companies |
|  | → Organizers and movers |  | → Skilled nursing facilities |  | → Hospitals and discharge planners |
|  | → Pharmacies |  | → Churches and faith organizations |  | → Employers supporting caregiving employees |
|  | → Senior centers |  | → Primary care & medical clinics Meals |  | → Transportation & senior support programs |

You may already be the person they turn to first.



Add the Pathway to **What You Already Use**

From the Trusted Guide platform, you can generate, name, and assign QR codes or links at any time.

Use them in

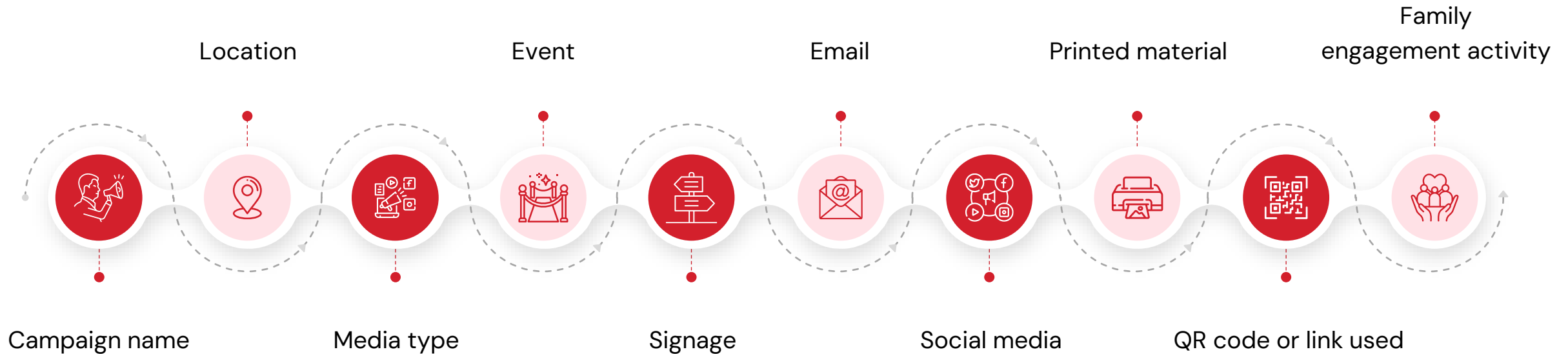
- Social media
- Email signatures
- Newsletters
- Brochures and flyers
- Business cards
- Websites
- Posters and signs
- Client folders
- Discharge packets
- Event materials

One QR code can turn existing communication into a measurable decision pathway.

Track What Works

Each QR code or link can identify where the family came from and what campaign created the engagement.

Trusted Guides can track activity by



This helps you understand which outreach works best, where families are engaging, and how your pathway is building interest over time.

Your outreach becomes measurable. Your activity becomes visible.

What Families Receive

Families entering through your Trusted Guide pathway can use the Intelligent Aging Marketplace to:



Families get a clearer path from confusion to action.

What Trusted Guides Gain

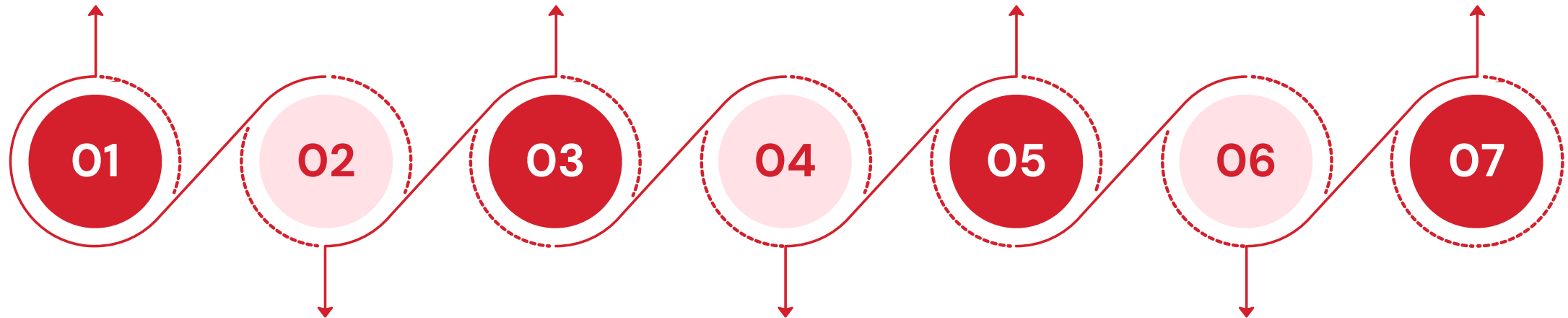
Trusted Guides can

Help clients, patients,
members, or employees

Stay connected as
family needs grow

Strengthen trust
and value

Participate in revenue
when eligible



Build a pipeline of seniors
and adult children

Create measurable
engagement

Expand referral
opportunities

Helping families can also build your senior-market pipeline.

Why This Matters for **Businesses Serving Seniors**

Professionals and businesses are often called when a senior or family is facing a major life transition.

A Trusted Guide pathway helps you support clients who may need

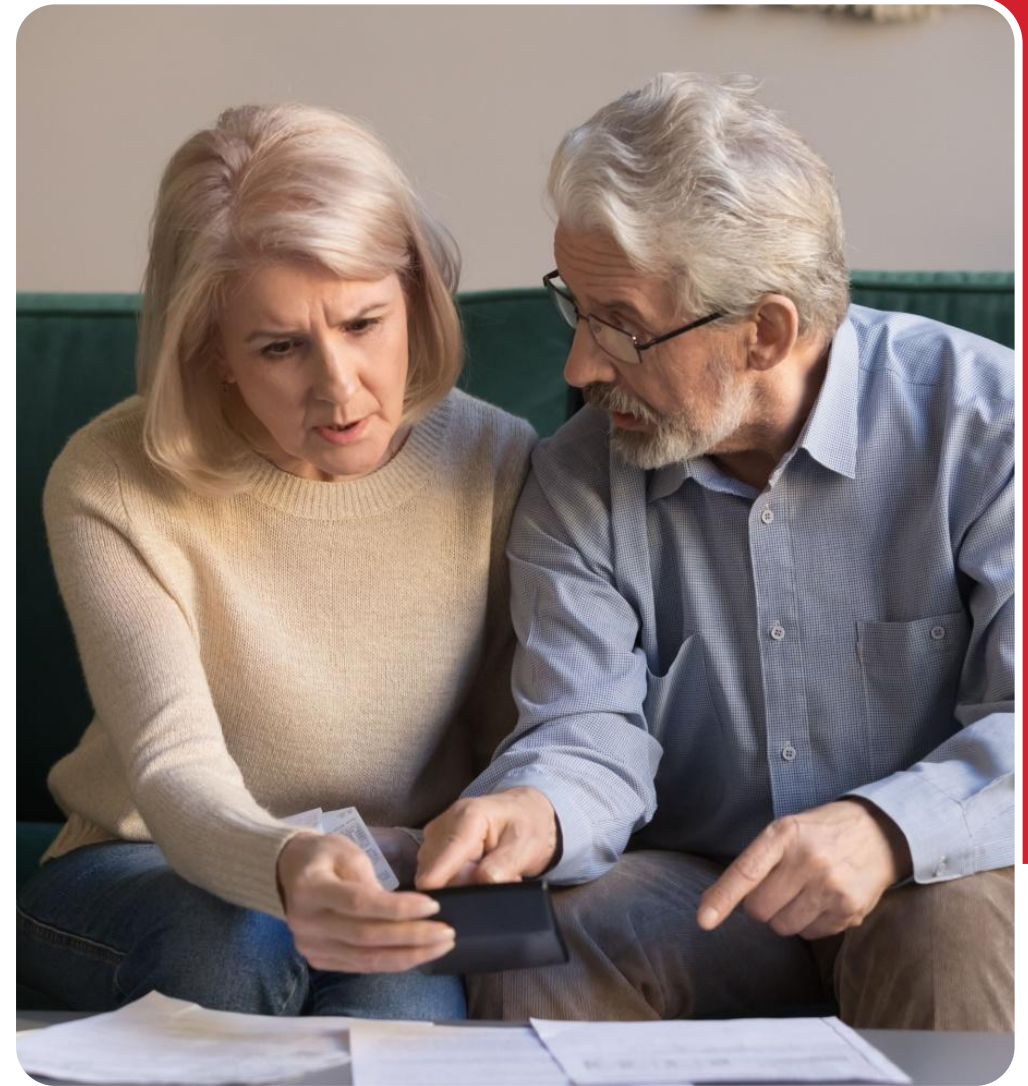


You become more than a service provider. You become a trusted pathway into the senior ecosystem.

Where This **Works Best**

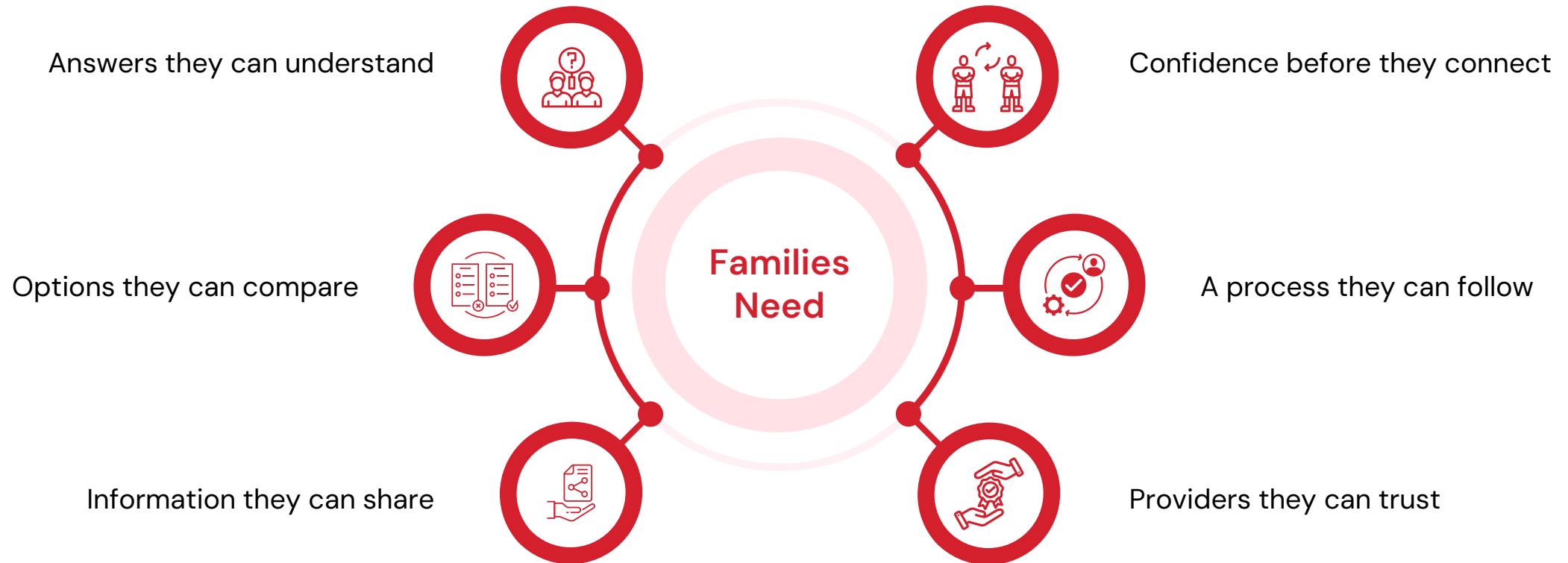
Trusted Guide pathways work best at the places where decisions begin

- A senior can no longer live safely at home
- A family begins discussing assisted living
- A parent is being discharged from rehab
- A home may need to be sold
- Caregiving begins affecting work
- A spouse passes away
- A fall creates concern
- Legal, financial, or benefit questions arise
- Family members need to compare options together



The earlier families receive a pathway, the better prepared they become.

Better Information **Creates Better Decisions**



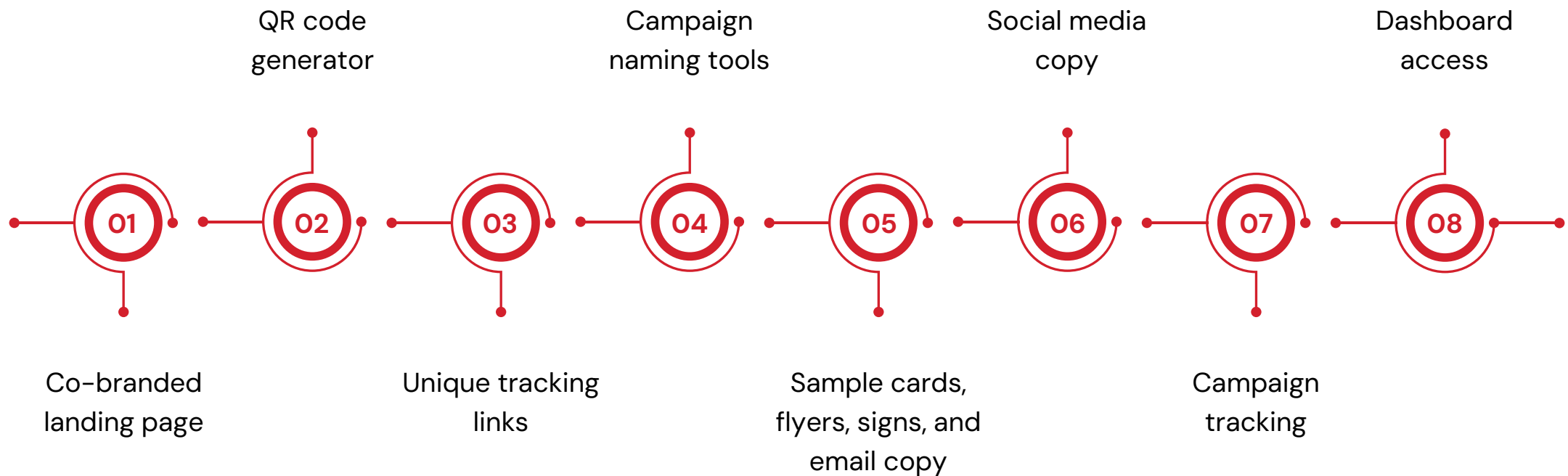
Trusted Guides help extend that pathway.

You help families move from uncertainty to clarity.

Easy to Start. **Easy to Use.**

Your Senior Team provides the platform tools to help Trusted Guides activate quickly.

Trusted Guides can access



You do not need a new marketing system. Add the pathway to what you already do.



The Bigger **Vision**

The Intelligent Aging Marketplace is designed to connect seniors and families to the products, services, benefits, providers, professionals, and resources they need as they age.

Trusted Guides make the marketplace accessible when families need it most.

Together, we are building a central decision pathway for the aging economy.

The senior market becomes stronger when trusted people help families find the right path.

Become a **Trusted Guide**

Help families find answers sooner, make decisions with confidence, and connect to the right resources when they are ready.



You don't need to solve every aging problem. You only need to give families a trusted place to begin.



Become a Trusted Guide

Start building your pathway into the
Intelligent Aging Marketplace.

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