

seniorDECISION

RATINGS & REVIEWS FOR SENIOR CARE & HOUSINGsm

For Immediate Release

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What Do You Really Know About Your Mother's Nursing Home?

New Service Gives Users First Opportunity to Rate/Review Senior Care & Housing No Charge, No Advertising, No Regrets

(Washington D.C.) September 17, 2007 – Launching this month is seniorDECISION (www.seniordecision.com), the first and only website service devoted to giving caregivers a collective voice about personal day to day experiences in senior housing and care. Choosing senior care for an aging family member is one of the greatest emotional and financial decisions adult children will make. Unfortunately, due to logistics, timing, and/or unfamiliarity with the issues, decisions are often made quickly with little or no referral information. That is about to change. With seniorDECISION, reviewers can rate a provider on their opinions on topics ranging from costs to cleanliness, administration to activities. Detailed compliments or complaints are encouraged, not just to speak one's mind, but to give others a helping hand as they navigate the myriad care and housing options available for loved ones.

Unlike many websites which provide nothing more than text lifted from company-produced brochures, seniorDECISION offers first-hand accounts from people who are receiving senior care services, living in senior housing or by their family members. Industry advertising is not accepted and users must register to post a review. Site visitors can choose to make a review, read previously posted reviews, participate in senior care topics, and read the latest news on senior issues provided by industry experts. In addition to user reviews, seniorDECISION currently contains more than 65,000 national listings for senior housing and care, one of the most comprehensive lists on the web.

seniorDECISION was founded by husband and wife team Rob and Jennifer Liebreich in response to the frustrating and emotionally-draining experience of arranging housing and care for their grandparents. Motivated by a desire to make the process easier for other caregivers, Rob left his career in the telecommunications field, returned to school and earned an MBA through Johns Hopkins University's Senior Care and Housing Program.

This professional move led to a position as Director of Marketing and Sales for a top-50 east-coast senior housing provider. Despite his success in this role, Rob and Jennifer, a former senior advocate for the Southwest Suburban Center on Aging, were challenged by the idea of how they could help caregivers on a national basis.

“We knew from personal experience the difficulty and heartbreak in researching and choosing the ‘right’ senior care,” said Jennifer Liebreich, co-founder of seniorDECISION. “Finding unbiased reports is difficult and first-hand experiences, almost impossible. We wanted to change that. With so much at stake, caregivers should feel they’ve made the best choices with the best, unbiased information available.”

For additional information, please contact Leslie Gilliam at 877-222-1845 ext 11 or email leslie@seniordecision.com

seniorDECISION is the first and only website service featuring independent consumer reviews of home health care, nursing homes, assisted living communities, and retirement homes. The site contains one of the web’s largest senior care and housing provider databases featuring more than 65,000 listings. seniorDECISION does not accept provider advertising, though companies may subscribe to read and respond to posted reviews. The company is the brainchild of Rob and Jennifer Liebreich. More information may be found on the website at www.seniordecision.com. For interviews, screen shot images and other media needs, please contact the Director of Media Relations, Leslie Gilliam at 877-222-1875 ext 11 or leslie@seniordecison.com.

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