**IST 263 Project Milestone 2 – Website Text**

**Name**: Matthew Castagnozzi

**Description (From Milestone 1)**:  
I would like to create a website for a business start-up idea I have called “Life Goes On”. Life Goes On is a consulting firm to help senior citizens remodel and renovate their homes to age-in-place. Essentially, a Certified Aging-In-Place Specialist would go to a client’s house, learn about the client’s physical limitations, needs, and wants as they grow older, then give advice on how the home should be remodeled or renovated with equipment to meet the client’s requests safely. The website would be a funneling point for those who come across my services where they can learn what aging-in-place entails, what kind of services we would offer, the benefits of aging-in-place over going to an assisted living facility, and who the members of our team are.

**Home Page**

**Short Description**

The main page would include the company name and logo, information about what aging-in-place is, why one may want to age-in-place, and why they should seek out my services.

**Actual Page Text**

Company Logo (top left of page) **Life Goes On Lifestyle Consulting**

Welcome to the next step on your journey of living the life you desire.

As we grow older, we go through changes that may or may not cause complications relating to how comfortable and functional you are in your home, but what does this mean for you?

**Put simply, it means you have a choice to make:**

-Do you adapt your home to fit your changing needs?

Or

-Do you move on to someplace that was built to adapt for you?

While this choice may be hard to make, just know that you’re not alone. Our team at Life Goes On Lifestyle Consulting is here to help! With our qualified team of Certified Aging-In-Place Specialists we aim to help you understand your options and plan the best approach for you to take on the next stage in your life. But before you decide anything, its important to understand what your options are.

**What Is Aging-In-Place?**

Aging in place is when an individual decides to stay in their home and community safely, independently, and functionally regardless of age, income, or ability level by adapting their home to fit their specific needs, with the help of external assistance if necessary.

**Reasons to Age-in-Place**

**-Cost Efficiency:** Assisted living and nursing homes get expensive very fast, considering most insurance plans and Medicare don’t offer support for long-term care. If your home can be adapted so that you can safely and independently function as your needs change, it can save you money in the long run. This is especially true if your home is already paid off.

**-Independence:** Eventually, all individuals will need help completing tasks to some extent as they age. However, if you aim to maintain your independence longer, this can be done through an aging-in-place plan. This endeavor becomes even easier if there are family, friends, or hired assistance, such as a home health aide available to help. Not only is staying independent important for some individuals to stay satisfied with their lives, it also helps keep the mind and body healthy.

**-Familiar Setting and Routine:** Keeping a regular routine and familiar setting as we grow old is very important to a lot of individuals. In most cases, there is sentimental value attached to an individual’s home and way of life. Aging-in-place is a great way to keep the things that make us happy around us as we age. While some individuals are okay with the changes in lifestyle as they move to an assisted living community or nursing home, others struggle with it.

**Reasons not to Age-in-Place**

**-Safety Concerns:** Aging-in-place does not come without its downsides. Although it can be a practical and fulfilling way of life with the right support system, without that support system one may face safety risks. If you plan to live by yourself with little to no access to capable outside help from friends, family, or hired assistance you risk your safety through physical or cognitive impairment. If an individual was to forget to take their medication or finds themselves in a situation that they cannot get out of without help, it could be detrimental to their health.

**-Home Maintenance:** As we grow older, so do our homes. It’s important that we take this into account before deciding to age-in-place. Some individuals may not be physically capable to complete home repairs on their own, or struggle to fund reliable help to do so. With that said, it is important that home maintenance is kept on top of since neglecting it could result in safety risks.

**Why Choose Our Services?**

Our team of Certified Aging-In-Place Specialists are determined to help you find out what is right for you. Our goal is not to convince you that aging-in-place is what you need, it is to help you understand this unique alternative so you can make an informed decision on what is best for you, and regardless of what you do, we will be there to help along the way. Not only will we be able to provide you with a plan given you do choose to age-in-place that includes home renovations and equipment that would help you thrive given your specific needs, but we can also help you decide if aging-in-place is something that you should consider to begin with, from a home functionality and financial standpoint. Learn more about our team by clicking here. (\*link to page 3\*)

**Check Out the Data**

To learn more about the common expenses and comparative costs of living between aging-in-place, assisted living, and nursing homes click here. (\*link to page 2\*)

**Page 2**

**Title:**  Aging-In-Place Statistics

**Short Description**

The Aging-In-Place Statistics page would include statistical references on the benefits of aging in place vs assisted living.

**Actual Page Text**

**National Median Costs of Care Annually (2021)** “Genworth Financial” \*https://www.genworth.com/aging-and-you/finances/cost-of-care/cost-of-care-trends-and-insights.html\*

**In-Home Care**

Homemaker Services: $59,488

-Yearly Growth Rate: 10.64%

-5 Year Compounded Growth Rate: 5.39%

Home Health Aide: $61,776

-Yearly Growth Rate: 12.50%

-5 Year Compounded Growth Rate: 5.92%

**Assisted Living Community**

Adult Day Health Care: $20,280

-Yearly Growth Rate: 5.41%

-5 Year Compounded Growth Rate: 2.78%

Assisted Living facility: $54,000

-Yearly Growth Rate: 4.65%

-5 Year Compounded Growth Rate: 4.40%

**Nursing Home Facility**

Semi-Private Room: $94,900

-Yearly Growth Rate: 1.96%

-5 Year Compounded Growth Rate: 2.93%

Private Room: $108,405

-Yearly Growth Rate: 2.41%

-5 Year Compounded Growth Rate: 2.25%

**Page 3**

**Title:**  Company Page

**Short Description**

The Company Page would be an “About Us” page which would include information about the company’s CAPS team, the CEO, why we are working in the aging-in-place consulting market, and a means of contacting the company for inquiries.

**Actual Page Text**

**About Us**

**What is a Certified Aging-In-Place Specialist (CAPS)?**

A Certified Aging-In-Place Specialist is someone who is trained to understand the older population of individuals, their common needs/limitations, and how to address those needs/limitations through home remodeling.

**Our Team**

(\*picture of Matthew Castagnozzi\*)

**Matthew Castagnozzi**

Co-Executive Officer & Chief Financial Officer

Background Expertise: To be Bachelor of Science in Economics, minoring in Information Technology, Design, and Startups, and to be Certified Aging-In-Place Specialist

**(\*picture of Denise Castagnozzi\*)**

**Denise Castagnozzi**

Co-Executive Officer & Head Consulting Advisor

Background Expertise: Master of Physical Therapy, Concentration in Individuals with Special Needs, and to be Certified Aging-in-Place Specialist

**Contact Us**

Feel free to reach out to us with any inquiries at [Mcastagn@syr.edu](mailto:Mcastagn@syr.edu). (\*link to email address\*)