

SASH Services

Summary of Videos on LeadThisIndustry.com

The Solution SASH Offers

What secret sauce does SASH have that potential competitors do not?
What key pain is SASH alleviating for seniors?
What is the key pain that SASH is alleviating for the families of our senior clients?
What problems is SASH solving for its target market?
Why is SASH's solution superior to any new start-ups that are addressing this market?

The Enormous and Fast-Growing Market

How acute is the need that SASH is solving?
What is the size of the market?
How stable is the market for SASH's services?
Why are SASH's services needed more every year?
What kind of demand has SASH received across the United States?
Why are the adult children of seniors such a big part of our market?
Can this business model be applied to homeowners of all ages?

Competition: How is SASH Different

How is SASH's competition falling short in meeting the needs of this market?
Is any other company reaching this market?
What competitors do all that SASH does?
Why do clients choose SASH over other real estate firms, even big brands?
What differentiates SASH from the competition?
Why aren't more companies doing this?

How SASH Works

How does SASH receive leads and potential clients?
How do we know which home sale options to offer to clients?
How do clients pay for SASH's services?
What types of properties can be sold within SASH's business model?
Is this work capital intensive?
What sources of revenue are in the SASH business model?
How do you provide quality control to prevent expensive mistakes?
What senior homeowners are or would be excluded from SASH's business model?

Contact Us
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Barriers Crossed Years Ago

What are the barriers to entry to this market?
How high are the barriers to entry?
Isn't it "high touch" to work with senior homeowners?
How has SASH earned the trust of the elder care community?
Why is endorsement of SASH's services by the elder care community so valuable?
What about the ups and downs of the real estate market?

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Iterated and Proven Since 2005

How has this business model been proven?

What challenges has SASH faced as it iterated and proved this business model?

What changes have been made in SASH's business model since founding?

Scaling Up SASH's Services

Have you trained other people to provide SASH's service? Is training scalable?

What are the manners in which this business model can be scaled up?

Could SASH's business model be implemented anywhere?

Does the requirement for capital inhibit scalability?

What kind of infrastructure is needed to support a SASH team?

Are SASH Team Members available to help scale up its services?

Could any real estate firm offer these services?

Stellar Reviews Since Founding

What kind of feedback does SASH receive from senior homeowners?

What kind of feedback does SASH receive from family members of our senior clients?

Company Values & Journey

What are SASH's core values?

How has SASH been vetted, and by whom?

Why hasn't SASH scaled up during its initial years since founding?

Why didn't SASH raise money early for expansion?

About The Founder

The Character of a Company

Who is the founder and why did they start this company?

What is the founder's background?

What kind of skin has the founder put in to helping SASH be successful?

Intellectual Property

What secret ingredient is baked into SASH's business model?

What part of SASH's business model is patent pending?

What intellectual property is available for an acquirer to scale SASH's services?

Due Diligence

What will due diligence uncover about SASH's journey?

How complex is SASH's cap table?

What litigation has SASH been a party to in its journey?

Does SASH leadership have a specific growth path or exit planned?

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