

CONFIDENTIAL
INFORMATION
MEMORANDUM

SASH
Services



Senior
Home Sale
Services



leadthisindustry.com



Multiply Your Share of This Inevitable, Fast Growing Market

In the US, home sellers age 65 and over are the most robust and yet the most underserved market segment. From 2020 to 2040, this population will grow from 56 to 80 million. Over 75% own their homes.

When life events compel the senior's home sale, older homeowners and families experience intense stress, overwhelming work, and impossible financial hurdles. Resources that alleviate this are hard to find.

No major real estate firm offers a comprehensive solution that addresses the acute needs of this market. Home sale services offered to senior homeowners are fragmented, unreliable, and inconsistent.

SASH has created a holistic, client-focused home sale process that relieves all pain points for the senior and their family, and yet also can increase their net proceeds from the sale.

Iterated and de-risked over hundreds of successful transactions, SASH's proprietary business model is ready to scale across the country. Time tested through diverse economic and real estate cycles, SASH Services offers many revenue sources and opportunities to scale in a massive market that is recession-proof and inevitable.

This CIM contains a summary of the growth opportunity that SASH offers. Interested parties are invited to learn more at leadthisindustry.com and to reach out via the Contact Info on Page 20.



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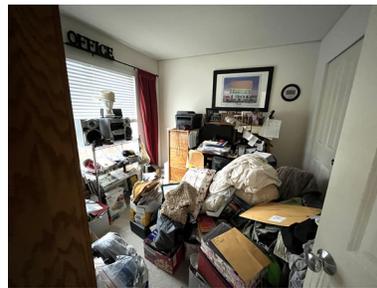
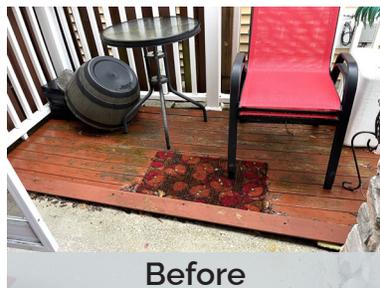
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The true story below is typical of what families face across the US. **SASH meets this need.**

Phyllis, in her mid-80s, had hoped to live out her years in her home. However, a series of health events and declining mobility pointed to the inevitable next step: Phyllis needed to move into assisted living. Her daughters, who both lived out of state, began to manage her care needs by phone, email, and frequent flights from their home state. With full time work, their own families, and living a distance away, they were completely overwhelmed by these responsibilities.

Their worrisome concern: How would they empty Mom's home? Neither one could take weeks of leave from work to sort and pack. Since funds were tight, they couldn't afford to hire the help, either. An "as-is" sale would have invited lowball offers from investors.

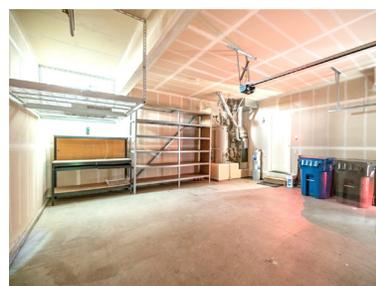
Another high stress: How would they pay for Mom's new assisted living apartment before the funds from the home sale were available? Cash was needed for her care, immediately.



They were so relieved to hear about SASH Services from the assisted living community. Here's how SASH took care of this family's specific home sale needs:

Provided a **\$20,000 cash advance** up front to the family • Managed a team of **downsizers** to sort, pack, and clean out all household items • **Provided funding** to pay for everything • Managed **cosmetic updates** to the home to prepare it for market • Provided cleaning, staging, and landscaping • Managed **every detail** of the sale of the home • Listed and sold the home in a **bidding war** • Delivered an outstanding outcome to Phyllis and her daughters

SASH made the family an estimated **\$128,000 more** than if they had sold the home "as-is". The daughters never had to write a single check, or take leave from work. **SASH handled everything.**

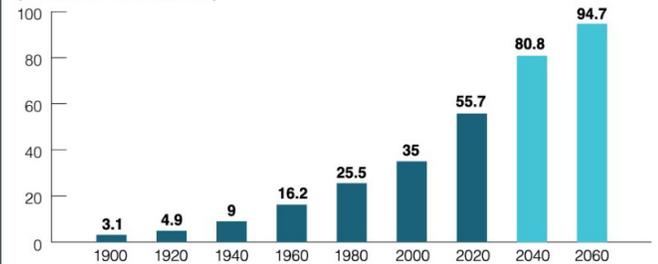


From the clients: "...We saw no way to success without professional help and were desperate and really tired and discouraged... Andrea (at SASH) did an over the top great job and every attention to detail was made in order to get this done in a timely manner. My sister and I thank you Andrea!"

Rapid Growth of the Population Age 65+

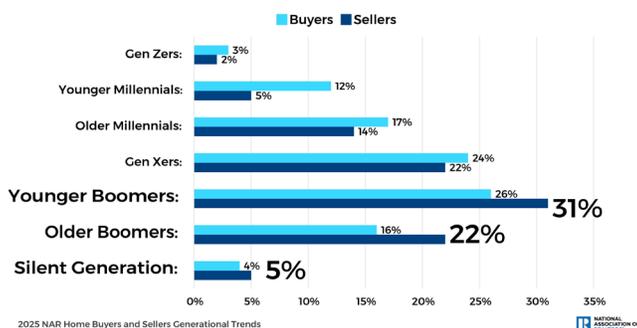
The number of Americans ages 65+ is projected to increase from 58 million in 2022 to 82 million by 2050, a 47% increase.⁽¹⁾ Currently comprising 17% of the US, the senior population has specific and acute needs. The US elderly care services market was valued at \$455.49 billion in 2023, and is **expected to reach \$651.48 billion** by 2029.⁽²⁾

Number of Persons Age 65 and Older, 1900-2060 (numbers in millions)



* Lighter shaded bars represent projections
 ** Source: U.S. Census Bureau: Populations and Projections

SHARE OF BUYERS AND SELLERS BY GENERATION



2025 NAR Home Buyers and Sellers Generational Trends



4 in 5 Seniors Own Their Home

The homeownership rate among US households **age 65+ was 79.1% in 2022**.⁽³⁾ More than \$12.7 trillion in aggregate home equity was held by seniors in Q2 of 2023⁽⁴⁾. This equity plays an essential role to cover long-term care. As shown in the chart to the left, seniors make up 58% of home sellers in the US (NAR 2025)⁽⁵⁾.

Life Events Force the Home Sale

While most older adults prefer to age in place, many factors make this untenable. These include: out of area family, the struggle to maintain the home on a fixed income, the cost of in-home care, isolation, loneliness, fall risks, the death of a spouse, and crisis health events. Often, the only viable option is to sell the home and move into care. The senior home sales market is **inevitable and recession-proof**.



Our Market: Seniors, Adult Children, Senior Living

SASH's first-to-market home sale services provide solutions to **three major market segments**: 1) Senior homeowners; 2) Their adult children / family; and 3) Senior living communities. Seniors and their family have multi-faceted needs during the the senior's home sale. Senior communities need low-stress solutions that allow potential residents to move in. SASH's all-encompassing services directly meet the needs of all of these major markets.

(1) U.S. Census Bureau, 2023 National Population Projections Tables: Main Series; (2) <https://www.focusreports.store/report/us-elderly-care-services-market-focused-insights>; (3) Housing America's Older Adults 2023: Joint Center for Housing Studies of Harvard University; (4) NRMLA/RiskSpan Reverse Mortgage Market Index; (5) NAR Home Buyers and Sellers Generational Trends.

When SASH was founded in 2005, there was no model to follow in specialized home sales for seniors. Innovating every year, SASH developed services to specifically meet the needs of this market. The following list describes why SASH Services stands apart:

NO OUT OF POCKET EXPENSES

SASH clients can enjoy our services with no money out of pocket. Every facet of support and assistance is funded by SASH, all the way to closing.

CASH ADVANCE

SASH can provide a cash advance to clients at the beginning of the transaction, of \$5,000 to \$120,000+, covering essential expenses of care, housing, and relief from pressing bills.

LEAVE KEYS AND GO

SASH's services are so comprehensive that families can just hand over the keys and leave the area with their senior loved one. We manage 100% of the work and expense of the home sale.

EMPTYING THE HOME

SASH partners with downsizers to sort, pack, and move all household items. Valuables can be monetized in online auctions or estate sales. Clients don't have to pack a single box.

REPAIRS AND RENOVATIONS

As a general contractor, SASH oversees improvements of each home. Repairs and updates expand the buyer pool, increase the sale price, and maximize the client's net proceeds.

DETAILED SALE MANAGEMENT

As the authorized home sale manager, SASH oversees every step of the sale to closing. Nothing is needed from the client. If they decline in health or cognition, or pass away, the sale still closes.

PARTICIPATION IN THE UPSIDE

While houseflippers "buy low, sell high", with SASH the senior client gets to participate in the upside of the sale. They benefit financially from the increased value that SASH creates.

DEEP DOMAIN KNOWLEDGE IN ELDER CARE

Over two decades of experience and elder care expertise is baked into SASH's processes, steps, and client care. This is why the elder care community trusts SASH with vulnerable seniors.



Elder Care Professionals Trust SASH With Vulnerable Older Adults



While the population of seniors in the US is massive, this demographic is also constantly targeted by predatory people. Justifiably, the professional elder care community is protective of the vulnerable older adults that they serve. They often keep real estate agents and houseflippers at arm's length.



Real estate firms believe there are easy profits in the senior homeowner market, accessible with just an SRES® designation and senior-focused flyers, or just by leaving business cards at an assisted living building. They soon discover that this is not how trust or referrals are earned in senior care.



SASH, in contrast, was **founded as an elder care service** in 2005. With transparent business practices, expert senior care knowledge, and a track record of integrity, SASH has built a solid, trusted reputation. We've hosted over 1,300 networking events for the professional elder care community since 2006. These create teamwork and collaboration among elder care providers. **Seven out of ten clients are referred to SASH by a professional senior care provider.**



Becoming a trusted elder care provider is an enormous barrier to entry. There are no shortcuts with TV ads or online clicks. It cannot be bought with billboards, magazine ads, or slick brochures. This trust is only earned by working with elder care providers "in the trenches" of caring for seniors year after year, demonstrating our integrity by the results we create, and generating many happy client reviews.



SASH's proven, time-tested business model is not the only valuable asset in this offering. Our stellar reputation as a company who is trusted with caring for vulnerable seniors is a cornerstone of potential growth opportunities.

"I have been referring to SASH for 10 years because they always go above and beyond for their clients. I love their full service options available to seniors to help them be able to move to senior living." Maricel, Elder Care Professional



SASH Services: Iterated, De-Risked, and Proven Since 2005

Every detail of SASH's first-to-market services has been proven in the field through hundreds of successful seniors' home sales over two decades. SASH is a trusted, established expert.

-  SASH holds **deep domain expertise** in the niche market of serving seniors through their home sale, deftly navigating critical factors unique to this age group.
-  SASH has hosted **Coffee Time** for the elder care community over 1,300 times, building countless referral relationships and a solid, trusted reputation since 2005.
-  SASH's services have been proven in **diverse economic conditions**, in bull and bear cycles, with high and low interest rates, and in every type of real estate market.



-  From a \$25,000 home to a \$2M home, SASH's **first-to-market services** have been proven at any price point, with any property type, in any condition, at any time of year.
-  Lessons learned through almost **110,000 days** of cumulative client care and field work are reflected in the design and utility of SASH's proprietary transaction software.
-  Over 25 Client Service Managers have launched since 2010 to successfully deliver SASH's services in both rural and urban areas. This is a **trainable, scalable business model**.



-  SASH has been vetted, audited, and scrutinized by multiple government and consumer protection agencies. Our services to vulnerable adults have **passed many integrity tests**.
-  Hundreds of successful closings with our proprietary services have built a **vast knowledge bank** of best practices, risk reduction steps, and time-tested processes.

SASH's business model has many flexible options for scaling to size on a national level. Four potential **growth options** are described below, and even more are possible. The manner of scaling SASH can be determined by the acquirer's existing infrastructure, resources, and goals.

An Advanced Service Scaled In-House

An established real estate brand can incorporate SASH Services into its offerings. Agents can receive specialized instruction, paying for training, ongoing coaching, and exclusive rights to serve in specific areas. This real estate brand would ideally already have a strong presence, and wants to significantly increase their share of the rapidly growing senior home sale market.



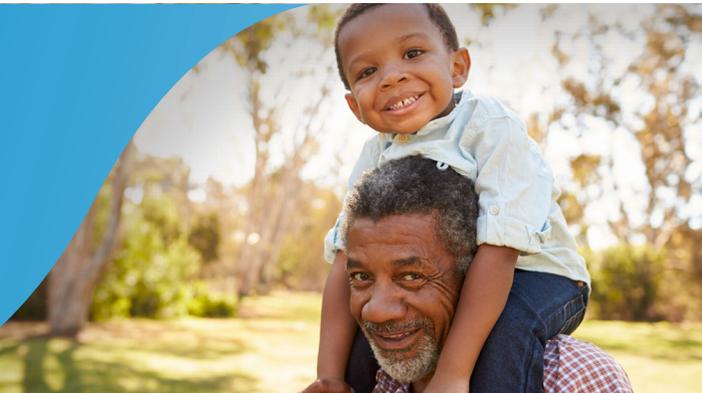
A Service Scaled by Franchise Territories

The elder care industry has scaled rapidly over the past two decades through the franchise model. In-home care, senior move management, retirement planning services, and even pet care have grown by selling individual territories to franchisees. This is a self-funding model that allows for quality control, brand recognition, and nationwide consistency.



Growth Through Licensing

The licensing model allows for more flexibility on the part of individual licensees. They can purchase a specific geographic area to serve, with optional ongoing coaching, but are free to rebrand SASH's services, modify the business model, and work independently. This growth model offers several revenue sources and can scale quickly.



Subscription Model

Instead of limiting SASH's services to a single brand, with these coverage constraints, the subscription model allows any real estate agent to offer SASH's services under their own local brand. Agents can purchase the rights to an area, and subscribe monthly to training, coaching, assistance, and collaboration. SASH's model enables them to double their income.



During the years of incubation and proving the business model, there have been two revenue sources for SASH. Scaling SASH's services up opens the door to a number of additional revenue sources, which can be multiplied by hundreds and thousands across the US.

Current Revenue Sources



1 Management Fee: SASH receives a percentage of the net proceeds from the home sale as the fee for our services. This profit sharing model aligns our goals with the client's. The fee amount depends on the scope of services provided by SASH.

2 Listing Compensation: SASH is the sole listing firm for each managed sale, and our listing fee is part of expected transaction costs. Our agents consistently outperform the market with superb skills, experience, and an expert presentation of clients' homes.



Potential Revenue Through Growth

3 Territory Sales: With very little competition in the senior home sale market, the field is open across the US to duplicate SASH's services. Territories can be created and sold, and owners can earn many multiples of their purchase fee with SASH's business model.

4 Initial Training Fee: Professionals who plan to deliver SASH's services will need training on elder care topics, transaction steps, processes, SASH's software, contracts, and tailoring SASH's services to each client. A fee can be charged for this initial training.

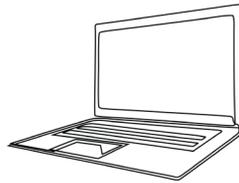
5 Loan Brokerage Fees: Each SASH home sale requires a loan to fund the expenses and services provided. SASH has borrowed and repaid over \$47M for such loans. Fees and interest can be earned by providing transaction funding nationwide.

6 Ongoing Coaching: Those who serve seniors through their home sale can encounter a wide variety of situations. An experienced coach who can answer questions, a supportive peer cohort, and ongoing training are all invaluable, and can be provided to participating real estate agents for a recurring fee.





A SASH Client Service Manager does a home visit at the property to gather information and meet with the client.



The CSM enters data about the client's specific needs, property, moving plans, and comparable sales into the SASH Property Analysis Worksheet.

Septic	\$117,129	2 weeks
1.1 Acre	\$1,829.50	\$35,000
5 months cash advance		\$27,000
		Excise Tax

The PAW incorporates hundreds of data points, accounting for all expenses surrounding the home, move, property sale, and client's needs.



LOAN AMOUNT NEEDED:
\$137,715



RENO 1: COSMETIC ONLY
RENO 2: COSMETIC + ROOF
RENO 3: FULL UPDATES

All expenses are tabulated to determine the exact funding needed up front to deliver a superb home sale to the client.

Variations of services can be designed that reflect the client's unique needs, goals, and circumstances.

Multiple renovation budgets can be created to gauge which plan will bring the most ROI to the client.



Each PAW is reviewed by a supervisor, ensuring quality control in all aspects. Multiple users can view and edit a PAW simultaneously.

Home Sale Options

- ~ Market Listing with Sprucing
- ~ Managed Sale with Cash Advance
- ~ Managed Sale with Full Reno

Estimated Net Proceeds

- ~ Option 1: \$417,560
- ~ Option 2: \$439,280
- ~ Option 3: \$473,610

Several home sale options are created, giving clients the ability to choose the one best suited for their needs and preferences.

Clients can compare net proceeds between the different home sale options available to them.



The SASH PAW reflects over 20 years of field tested expertise. It is currently patent pending with the US Patent and Trade Office.



CSMs can confidentially build home sale options for every client, in every scenario, with every type of property, using the SASH PAW.



The SASH PAW accounts for every detail, enabling clients to make significant decisions based on accurate estimated net proceeds.

Over two decades of serving senior homeowners and their families through the journey of their home sale has resulted in a vast bank of specialized knowledge within SASH for serving this market. Our expertise is reflected in countless details, steps, processes, safeguards, quality control measures, and best practices. This **time-tested intellectual property** is embedded throughout our transactions and operations, and will be integral to scaling these services nationwide.

Building a Referral Pipeline

SASH employs proven best practices for building relationships in and receiving referrals from the professional elder care community.



Listing & Selling the Home

SASH is known for high standards and superb listing and selling strategies that beat market averages all year long.



Renovation Systems

To improve our clients' homes, SASH has developed renovation steps and software tools for renovating hundreds of homes.



Expert Elder Care

SASH has deep knowledge in elder care that integrates with our real estate expertise. This guides the client care provided to each client and their family.



Detailed Processes

Transactions are guided by systems reflecting two decades of experience, with detailed checklists for every single step of the senior's move and home sale.

Winning Over the Client

Client Service Managers receive in-depth training for winning the client's trust and their business, by creating solutions that meet the seniors' unique needs.



Crunching The Numbers

SASH's proprietary software application (the SASH PAW) enables data entry of the client's specific information to create multiple, custom home sale options.



SASH increases the value of each client's home with our expertise and services. In many cases, clients make more than they would have in an As-Is sale, even after SASH's fees. Clients have no costs out of pocket, no work, and a higher net proceeds. No wonder SASH gets rave reviews!



Sold by SASH for **\$745,000**
Estimated Net in As-Is Sale: **\$291,892**
Actual Net Proceeds in SASH Sale: **\$358,229**
SASH created an extra **\$66,337** for the client
Client's Out of Pocket Costs: **\$0**
Cash Advance to Client: **\$45,000**

Sold by SASH for **\$715,000**
Estimated Net in As-Is Sale: **\$571,732**
Actual Net Proceeds in SASH Sale: **\$622,853**
SASH created an extra **\$51,121** for the client
Client's Out of Pocket Costs: **\$0**
Cash Advance to Client: **None**



Sold by SASH for **\$1,300,000**
Estimated Net in As-Is Sale: **\$639,841**
Actual Net Proceeds in SASH Sale: **\$826,813**
SASH created an extra **\$186,972** for the client
Client's Out of Pocket Costs: **\$0**
Cash Advance to Client: **\$25,000**

Sold by SASH for **\$615,000**
Estimated Net in As-Is Sale: **\$121,569**
Actual Net Proceeds in SASH Sale: **\$200,571**
SASH created an extra **\$79,002** for the client
Client's Out of Pocket Costs: **\$0**
Cash Advance to Client: **\$40,000**



A SASH home sale enables clients to avoid the steep cost of selling a home with deferred maintenance "as-is" to a house-flipper for a low cash price. With SASH, clients participate in the upside of the increased value, and benefit significantly from a higher sale price.



Sold by SASH for **\$379,500**
 Estimated Net in As-Is Sale: **\$179,318**
 Actual Net Proceeds in SASH Sale: **\$230,162**
 SASH created an extra **\$50,844** for the client
 Client's Out of Pocket Costs: **\$0**
 Cash Advance to Client: **\$12,391**

Sold by SASH for **\$499,950**
 Estimated Net in As-Is Sale: **\$365,450**
 Actual Net Proceeds in SASH Sale: **\$409,914**
 SASH created an extra **\$44,464** for the client
 Client's Out of Pocket Costs: **\$0**
 Cash Advance to Client: **\$30,000**



Sold by SASH for **\$435,000**
 Estimated Net in As-Is Sale: **\$160,814**
 Actual Net Proceeds in SASH Sale: **\$219,241**
 SASH created an extra **\$58,427** for the client
 Client's Out of Pocket Costs: **\$0**
 Cash Advance to Client: **\$36,027**



Sold by SASH for **\$758,100**
 Estimated Net in As-Is Sale: **\$273,471**
 Actual Net Proceeds in SASH Sale: **\$394,629**
 SASH created an extra **\$121,158** for the client
 Client's Out of Pocket Costs: **\$0**
 Cash Advance to Client: **None**



SASH has delivered hundreds of home sales to seniors, using our proprietary services and secret sauce. The resulting statistics offer a compelling case for who needs these services, what assistance is most requested, and the outcomes that bring significant benefit to our clients.

Clients learn about SASH Services from trusted sources: A referral from a senior care provider or care community, or by word of mouth. **72%** of clients are referred to SASH from the elder care community.

72%

A family member, caregiver, or provider usually contacts SASH first, demonstrating that the seniors' advocates are our market. In **73%** of transactions, the senior's advocate or family called SASH first.

73%

In **28%** of home sales, SASH never met the senior, working instead with family. These represent situations where seniors are already placed in advanced care. In **72%** of transactions, we met the senior homeowner.

28%

In **28%** of all transactions, the senior homeowner had no family involved and was alone. In **72%** of transactions, family was involved. SASH's services address the family's needs just as much as the senior's.

72%

SASH provided moving services for **58%** of clients to their new home. SASH contracts with experienced downsizers to deliver a gentle and supportive moving experience.

58%

In **94%** of transactions, the client requested that SASH clean out their home and property. These sorting, packing, and downsizing services often lead to an online auction or estate sale, and donations.

94%

Clients opted for a cash advance in **63%** of our SASH Managed Sales, relieving stressful financial pressure and providing for immediate needs.

63%

The average cash advance provided in SASH Managed Sales is **\$33,800**. This critical financial bridge is usually used for the senior's care costs.

\$33,800

The statistics shared on these two pages represent data from over 450 SASH Services transactions, beginning with our first closing in 2006 through the most recent closed sales in the past 60 days.

SASH improves every client's home with an eye on ROI, from a light sprucing to a full update. The average renovation cost is **\$41,736**. The highest renovation cost to date was \$251,314.

\$41,736

All expenses are covered by SASH, so clients have no costs out-of-pocket. The average amount SASH borrows per transaction is **\$114,510**. Our clients' credit is completely untouched by this loan.

\$114,510

From the first call to SASH, to completing the home sale, SASH delivers exceptional care to seniors and their families. The average time between first contact and the home sale is **244 days**.

244 days

From the day of signing an agreement with SASH, to the home sale closing, the average transaction is **146 days**. This includes the time-consuming sorting, packing, and emptying of the home, renovation, listing, and closing.

146 days

SASH's experience and expertise often outperforms original written estimates. On average, we make **11%** higher net proceeds for our clients than anticipated, creating essential funds for long term care.

11%

The age range of SASH clients is from the "young senior" of early 60s to nonagenarians, with our oldest at 98. The average age of SASH Services senior clients is **79 years old**.

79 years

Mirroring the demographics in the US, single women are our largest client base at **52.7%**; couples are the next highest at 24.1%; single men comprise 19.5%; and deceased/estate is 3.7% of our client base.

52.7%

The average sale price of SASH Services homes from 2020 to 2025 was **\$593,646**. Our lowest home sale in SASH history was \$10,000, and the highest was \$1,975,000.

\$593,646

Startup Capital

SASH was created using the founder's own seed capital, and with a low-interest loan from family. From 2005 to 2011, the SASH office was in the founder's home.

Countless bootstrapping strategies maximized the use of startup capital during the lean and tenuous early years.

Cap Table

Instead of multiple equity rounds, SASH employed private debt instruments during the years of iterating and proving our proprietary business model.

The result is a simple cap table with a handful of early shareholders, and an uncomplicated ownership structure.



SASH Client & SASH Founder 2007

Profitability of SASH Transactions

In the last 300+ SASH Services transactions, all were profitable (100%). Over 20 years of iteration have derisked SASH's business model. It is consistent, profitable, and recession-proof.

In 2024, SASH's average management fee per transaction was \$20,902; average listing fee was \$14,122.

Growth and Development Capital

During important steps on the company's development path, capital was needed: To pivot after the '07 real estate crash, to prove scalability, for franchisor approval, for service iterations, to create software, and more. Multiple small debt instruments and the founder's own capital paved the way.



SASH Client 2009

Profitability of SASH Since 2014

Every year since 2014 (a 12-year stretch), SASH has been profitable, with three exceptions: 2016, 2018, and 2022. This is mostly due to the months-long nature of SASH transactions. Their timelines extend for many months, swinging the profit forward to the following year.

Fiscal Responsibility

No new debt instruments have been created in 12 years. The opposite: over half of the startup funding notes have been paid off in full, and the principal of others has been reduced.

All development since 2014 has been self-funded by SASH's own revenue and by the founder. SASH operates on a lean budget and continually employs cost cutting measures.



SASH Client & Family 2015

Sample Annual Transaction Volume Per Client Service Manager:

12 SASH Services Transactions



10 Realty Transactions (non-Services)



Income Per SASH Services Home Sale

Each Transaction Has a Management Fee and a Listing Fee:

Average SASH Services revenue share per transaction in 2024:

\$20,902.97

Average gross listing compensation per Services sale in 2024:

\$14,122.70



2024 Average Income for a CSM: **\$244,000**

Transaction Revenue **Received by a CSM** in 2024, Solely from Direct Leads from the Elder Care Community:

\$282,674 Gross Income from Listing Fees **plus**

\$151,790 Gross Income from SASH Services Management Fees

Transaction Revenue **Generated for SASH** by a CSM in 2024, Solely from Direct Leads from the Elder Care Community:

\$34,033 SASH's Portion from Listing Fees **plus**

\$155,152 SASH's Portion of SASH Services Management Fees

Population-Based Territories in the US

Hundreds or thousands of units can be mapped based on area size and population, and then sold / franchised / licensed / designated / assigned, depending on the model of scaling determined by the acquirer.



Detailed due diligence and financial documents are available for a more complete look at SASH's business model and historical transaction performance.

2005	SASH is founded in the Seattle area as the first-of-its-kind senior home sale service.	The first few SASH home sales close. SASH hosts the first Coffee Times for elder care providers.
2006		
2007	Elder care professionals refer clients to SASH more and more, while SASH's services expand.	The real estate market crashes. SASH pivots its strategy, doesn't lose a single home, and survives.
2008		
2009	The first SASH Managed Home Sale closes with success. Multiple improvements follow.	The first Client Service Managers are trained and launched to prove the business model's scalability.
2010		
2011	Transaction funding moves from institutional to fully private. The SASH "PAW" is developed.	SASH Realty is established to list clients' homes. The volume of SASH Managed Home Sales increases.
2012		
2013	SASH receives approval as a Franchisor from Washington State Dept of Financial Institutions.	Overhead costs are trimmed by 65%. Transaction systems are further developed and iterated.
2014		
2015	SASH hosts the 500th Coffee Time for elder care providers, and is hosting 9 per month.	The first SASH Managed Sale of over \$1M closes. Many more SASH sales over \$1M follow.
2016		
2017	The 200th SASH Services sale closes. SASH reaches \$25M borrowed and repaid to date on transactions.	SASH has received referrals from hundreds of elder care providers, based on its trusted reputation.
2018		
2019	Perpetual development of operations, processes and systems create more value; SASH maintains a BBB A+ Rating.	In-house design and coding begins of a custom web app for calculating clients' home sale options.
2020		
2021	The web application is launched into use. SASH Realty sells its highest value home yet, at \$4,495,000.	SASH hosts the 1,000th Coffee Time for elder care providers. The web app is Patent Pending with the USPTO.
2022		
2023	SASH reaches \$40M borrowed and repaid for transactions, with a 100% repayment record.	In a year of low sales nationally, SASH increases its volume of seniors' home sales by 28%.
2024		
2025 & 2026	SASH undergoes preparation for a merger or acquisition. SASH's IP, systems, brand, software, processes, and track record become available for an acquirer to scale.	

Core Team Members

A couple dozen people contribute to execute every successful SASH Services transaction. Here are the core contributors to SASH's daily operations:



Rebecca Bomann
SASH Founder & CEO
Designated Broker
Client Service Manager

Rebecca founded SASH in 2005. Since then, she has overseen SASH's operations, team, outreach, innovations, and the development of the model.



Andrea Clibborn
SASH Realtor® &
Client Service Manager

With over 25 years in real estate, Andrea brings superb service and top notch results to her clients.



Yesenia Quintanilla
Operations Director &
Licensed Agent

Yesi manages the detailed steps of SASH Services transactions, supports the CSMs, receives new client inquiries, and ensures a smooth and successful completion to each transaction.



Lynn Jensen
SASH Realtor® &
Client Service Manager

Lynn's long history of senior care, deep industry expertise, and high quality work create stellar reviews.



Damien Kovacic
Project Manager of
SASH Services Renovations

Damien supervises the work of all SASH Services renovations, using the budget provided to accomplish the best possible outcome for each client.



Brandon Tuttle
SASH Realtor® &
Client Service Manager

A top Northwest broker, Brandon has won industry recognition for his work at SASH and for his clients.



Andrew Bomann
Bookkeeper (Part-Time)

Andrew manages the finances of each SASH transaction, as well as the books for SASH Inc, and its wholly owned subsidiary and full service brokerage, SASH Realty.



Don Gibbons
SASH Realtor® &
Client Service Manager

A Managing Broker with over 16 years at SASH, Don's commitment to excellence makes him a client favorite.



Veronica Garcia
SASH Realtor® &
Client Service Manager

Veronica constantly delivers exceptional service and great results to her clients and elder care colleagues.

Other SASH Team members who contribute include SASH's full stack engineer for its proprietary web application, graphic designer, transaction coordinator, real estate assistant, and more.

Explore More of This Opportunity

We've been providing impactful, valuable services to clients for over 20 years. SASH is ready to help more people in more places. If this interests you, let's connect.

Frequently Asked Questions

Access a library of short videos answering common questions about SASH's history, values, business model, traction, and secret sauce at www.leadthisindustry.com.

This format enables viewers to explore topics most relevant and interesting in their due diligence journey.

Online / Email

Visit our website at sashservices.com to explore before-and-after photos, testimonials, how SASH works, and resources for professionals and families. Visit our full-service brokerage's site at sashrealty.com.

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Phone

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SASH Main Office
206-501-4375

SASH Office

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Located in "The Atrium" building in the Centerpoint business complex, on the SE corner of S. 204th St. and West Valley Highway.

Gain a significant advantage in the enormous senior home sale market by leveraging SASH's expertise, reputation, history, systems, good will, processes, software, and experience.

Your infrastructure and resources + our deep domain skills = unparalleled market leadership.



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