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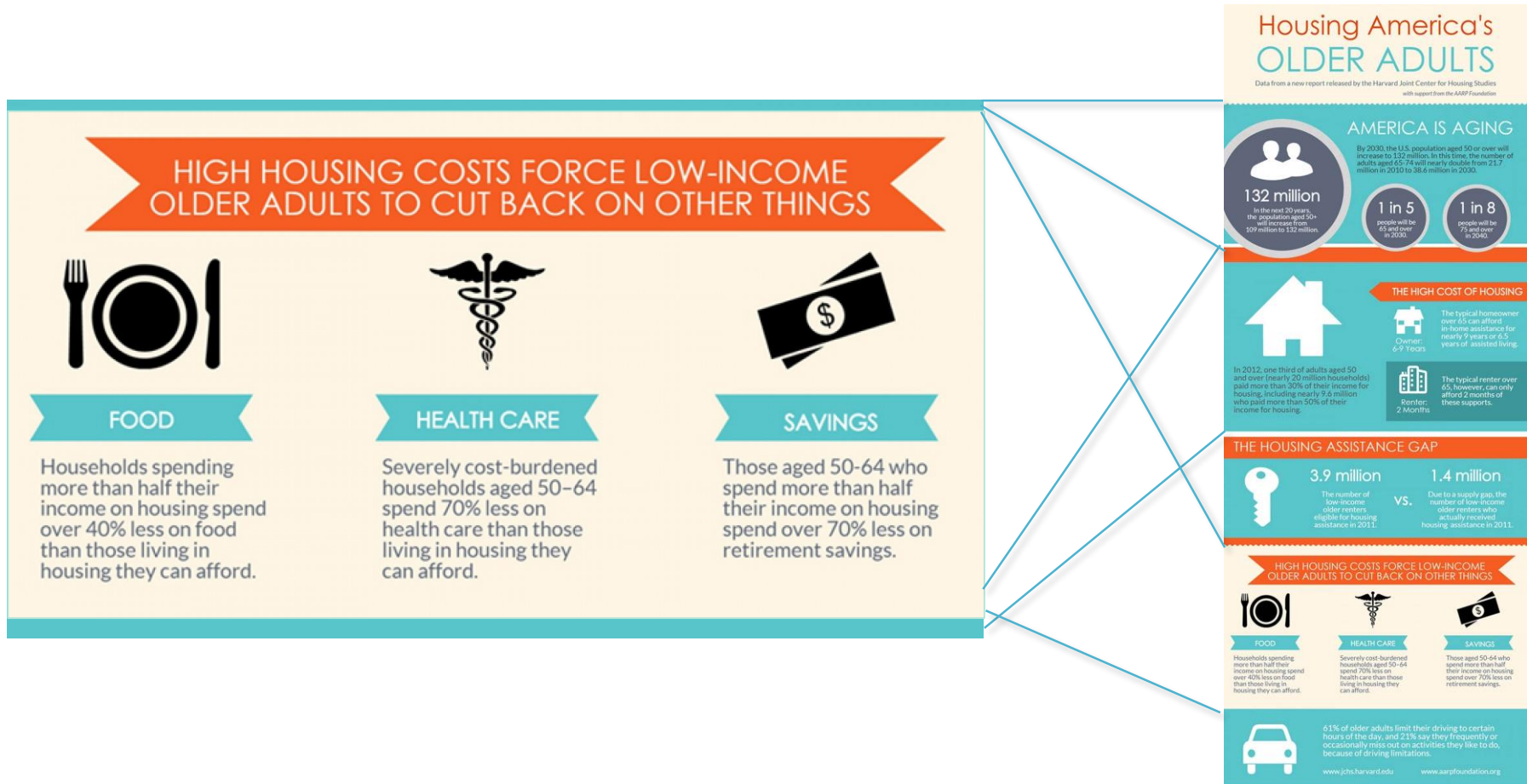
# Homesharing for Seniors: A Practical Guide

Stephanie Heacox  
Executive Director, SeniorHomeshares.com

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# The issues are known



# Most want to age in place



## Challenges

Health



Safety



Social Isolation



## Solutions

### In Home Support

- Medical
- Daily Task
- Architectural Accommodation



### Supportive Technologies

- Monitoring & Safety
- Medication Management
- Communication



### Intentional Community

- Senior Cohousing
- Village Movement
- Homesharing



# The Homesharing Solution

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The sharing economy can bring technology to bear on this problem

- Address financial, safety, health and isolation issues
- Existing options had limitations
  - Craigslist and online roommate services were daunting, and had younger users
  - Existing services (online and in-person) were local and small scale
  - Fees were a barrier for many potential users
- Building an online homeshare service for seniors creates scale and reach
  - National scope
  - Not for profit, virtual organization eliminates cost barrier
    - Supported by donations, grants, and partners

# Technology and this user population

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## Design for older users

- Universal Design that works for everyone
- Mobile-friendly, as many members can't afford PCs
- Fonts, contrast, white space
- No walking menus (fine motor skills test)
- Instructions, not assumptions

## Bridging techniques

- Helpers
- Intermediaries
- Peer support

# How it works: Step 1, create a profile



Select path for “Homeowner” or “Homeseeker”

- About you – the basics
  - Gender
  - Age
  - Smoking
  - Pets
- About your home (or the home you seek)
  - Location (by radius)
  - Amenities
  - Budget
- Introducing yourself
  - Text section to talk about who you are, hobbies, etc.
  - Ability to create your own questions

The screenshot shows a web form for creating a profile on the Senior Homeshares website. The form is titled "YOU'RE GETTING STARTED" and includes a welcome message. It has several sections: "I am looking for a place within:" with input fields for "Location" and "Radius"; "BUDGET" with a question "What is the monthly rent you would be willing to pay?" and a text input field; "DESCRIPTION" with a question "What type of property would you like?" and radio button options for "House or Condo" and "Apartment or Private Bedroom"; and "AMENITIES" with a list of questions and "Yes/No" buttons: "Do you need air conditioning?", "Do you need parking?", "Do you need a lawn?", "Do you need internet?", "Do you need outdoor space?", "Should it be furnished?", and "Do you need wheelchair access?".

# Step 2: Review your matches



Members are matched by algorithm

- Review current match list
  - Percentage match
  - Basic characteristics
  - Drill down for detail
- If you want more matches
  - Review and adjust preferences (at top)
  - Location
  - Budget

The screenshot shows the 'MATCHES' tab selected in the top navigation bar. Below the navigation bar, there's a 'SEARCH PREFERENCES' section with a summary: 'You are currently looking for a house within 35 miles of zip code 80304, for up to \$2000/month.' Below this are icons for various preferences: wheelchair accessible, accessible shops, internet, unfurnished, no air conditioning, no outdoor space, and condo. An 'EDIT' link is on the right.

The main content area displays a match for 'Alease', a 63-year-old female. A red badge indicates a '47% match'. Below her photo, it shows '\$460/month' and 'Boulder CO'. To the right of her profile is a list of characteristics with icons: 'Is wheelchair accessible' (checked), 'Accessible shops' (checked), 'Has internet' (checked), 'Unfurnished' (unchecked), 'No air conditioning' (unchecked), 'No outdoor space' (unchecked), and 'Condo' (unchecked). A 'NEW' badge is next to the list. On the far right, there are three buttons: 'MORE DETAILS' (blue), 'NOT INTERESTED' (grey), and 'REPORT' (grey).



# Step 3: Review our Safety Tips



## Basic online safety

- Don't share personally identifiable information
  - Create/use a username, not email
  - Don't include name, email or phone in profile
- If someone seems promising
  - Meet at a neutral location
  - Take a friend, relative or neighbor
  - Ask for (and check references)
  - Credit and criminal checks, but they are not guarantees
  - Money is exchanged only as part of the agreement
- If you decide to be housemates
  - Discuss and sign a homeshare agreement
  - Read [\*Sharing Housing: A Guidebook for Finding and Keeping Good Housemates\*](#), by Annamarie Pluhar





# Step 4: Message and Meet!



## Good “netiquette”

- Important to verify email (via welcome message)
  - We will notify you of new messages
  - Also notice of new matches when they join
- Check in (or check email) frequently
  - Members appreciate prompt responses
- Respond kindly even if you are not interested

Glendale

Boulder Valley Ranch

charlotte 58, female

ADD TO FAVORITES

SEND A MESSAGE

I am a keen cook, enjoy crosswords, and I have been told I am a bit of a chatterbox. Hope you enjoy conversation!

About Charlotte's Place

**\$600/month, including utilities.** Deposit is **\$1000**

1318 Mapleton Ave  
Boulder  
Colorado  
80304

2 bedrooms

1 bathroom

# Q&A

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Please feel free to contact me:

Stephanie Heacox, Founder and Executive Director

[Stephanie.Heacox@SeniorHomeshares.com](mailto:Stephanie.Heacox@SeniorHomeshares.com)

844-54-SHARE (844-547-4273)