



## What is Solo Agers Connect?

Solo Agers Connect LLC is an online hub ([SoloAgersConnect.com](https://SoloAgersConnect.com)) for the 16 million+ Solo Agers in the U.S. to easily locate services and information they need, connect to similar people to build community, and develop friendships.

## Who are Solo Agers?

Solo Agers include people 50 and older (generally over 60) who, by choice or circumstance, are single, unmarried, or unpartnered with no or estranged children involved in their lives. Solo Agers are making decisions about their future alone without the benefit of a partner or family support.

## How Does Solo Agers Connect Generate Revenue?

The site is funded through advertising revenue obtained from service businesses in good standing with good reviews securing exclusive listings on the site. Think of this as a “one stop shop” to find what you need to navigate through life’s many challenges.

## Is Solo Agers Connect available only in Connecticut?

The website is launching in Connecticut with plans to expand in the following year across all states. The Solo Agers Connect Blog and resources on the site contain information for anyone anywhere.

## Listing your business on the Services page

The website has a Services section for businesses to list their unique services. There is no member fee to use the site. Visitors go there to find local providers in a variety of categories, including:

- **Home:** Moving, Realtors, cleaning, handyman, transportation, pet care, and other services.
- **Legal & Life Planning:** Elder law attorneys, Elder Care Consultants, End-of-Life arrangements.
- **Financial Management:** Financial investment planners, and money and bill-paying services.
- **Medical & Health:** Medical providers, in-home care, holistic services.
- **Personal Happiness:** Travel agencies, hobbies, volunteering, lifelong learning, life transitions.

### Pricing & Support

- Each listing is billed at \$100 per month.
- Solo Agers Connect will provide social media, blogs, and other support to help promote the services to our target audience.

### Terms

- A service provider may “lock in” an exclusive listing in one of eight Connecticut counties.
- Advertisers must meet a list of criteria to be eligible to purchase or renew a listing.

[www.SoloAgersConnect.com](https://www.SoloAgersConnect.com)

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**Solo Agers Connect**

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