

Serving the Solo Aging Market



A Working Definition of the Solo Market

“Elder Orphans or Solos are individuals who, by choice or circumstances, function without the support system traditionally provided by family.” Maria Carney, M.D. Geriatrician

Broader definition includes:

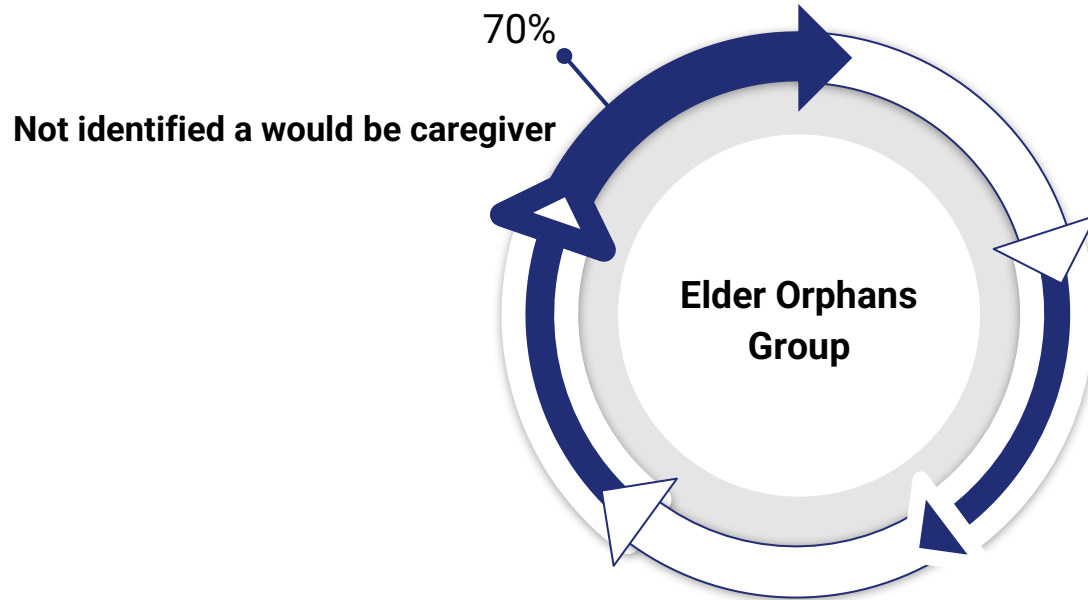
- Persons without children
- Persons without family
- Persons estranged from family
- Persons whose family is far-flung

27 percent of 65+ age alone—2010 U.S. Census

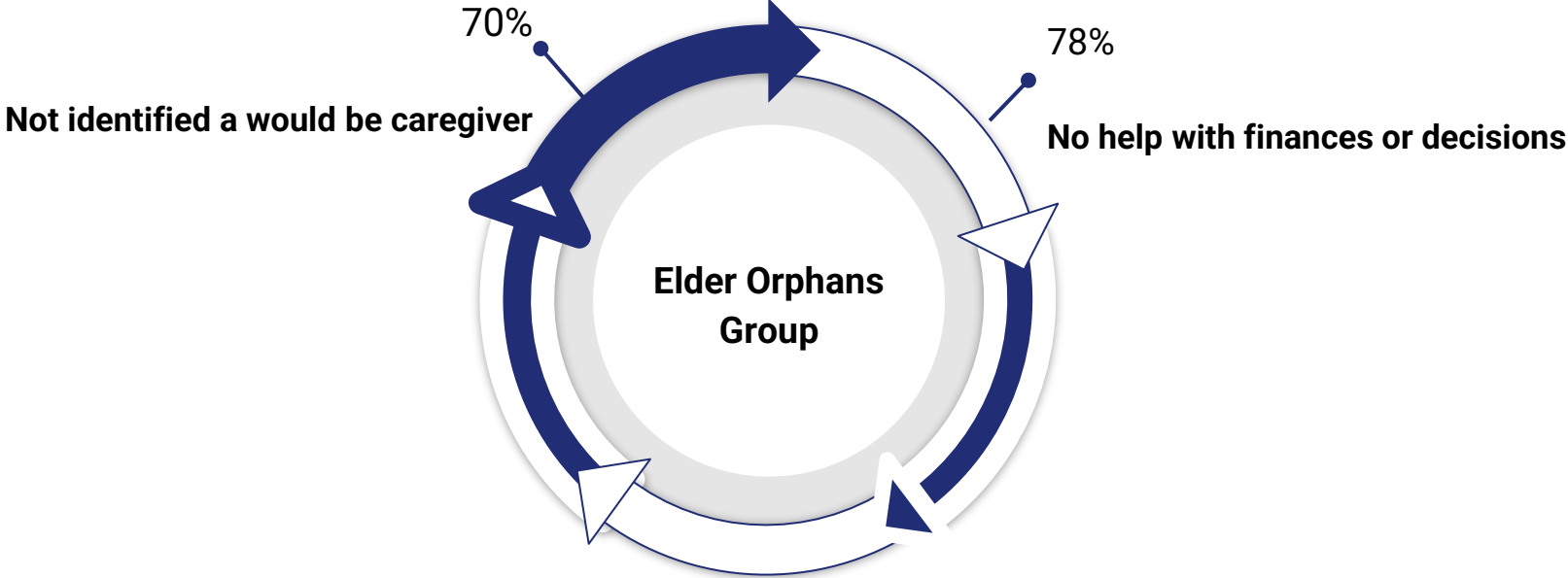
What you'll learn today of Solo Market

- ❖ Who they are.
- ❖ Familiarity of the obstacles.
- ❖ How to find and market to them.
- ❖ Understand the strengths and weaknesses and how your services support their needs.

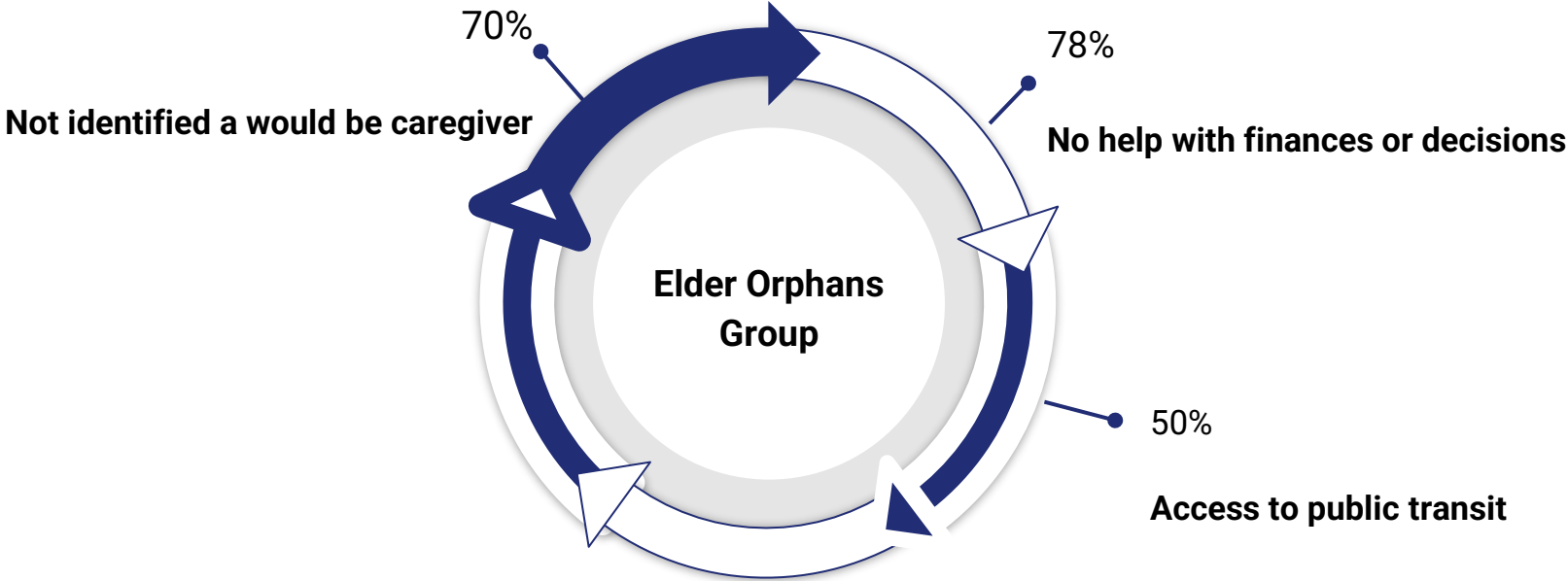
Top Issues of Solo Agers (2018 study)



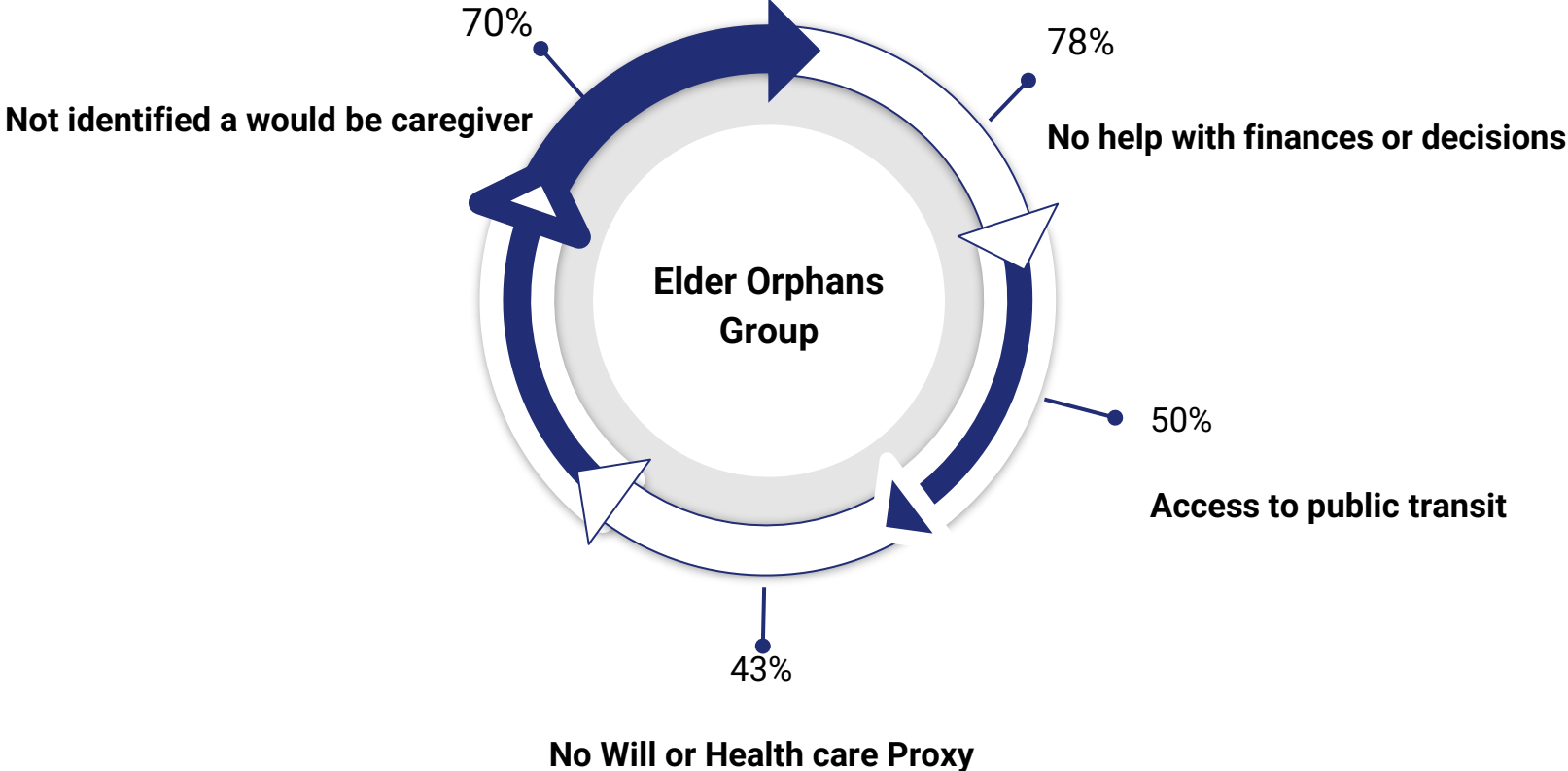
Top Issues of Solo Agers (2018 study)



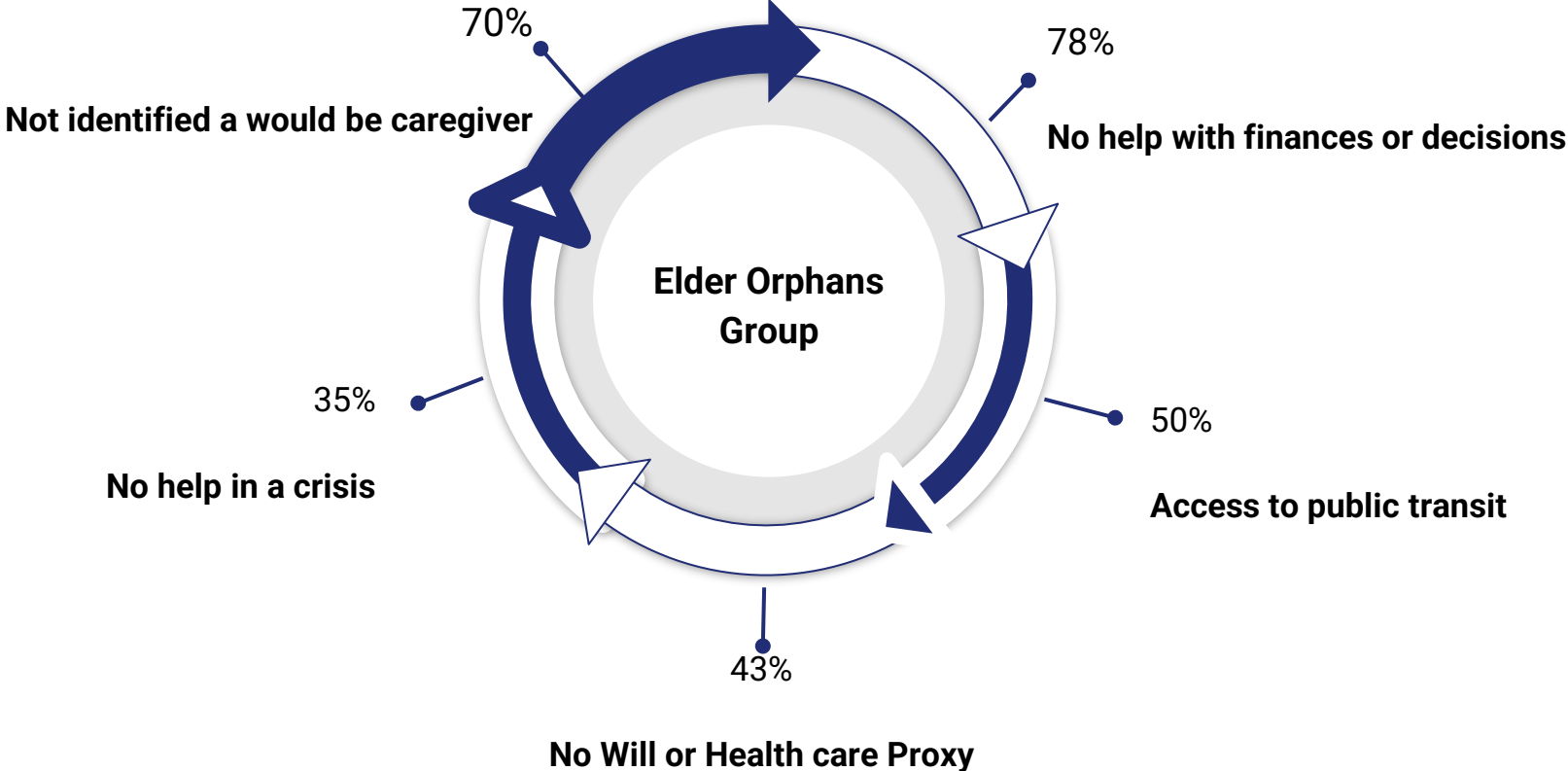
Top Issues of Solo Agers (2018 study)



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Top Issues of Solo Agers (2018 study)

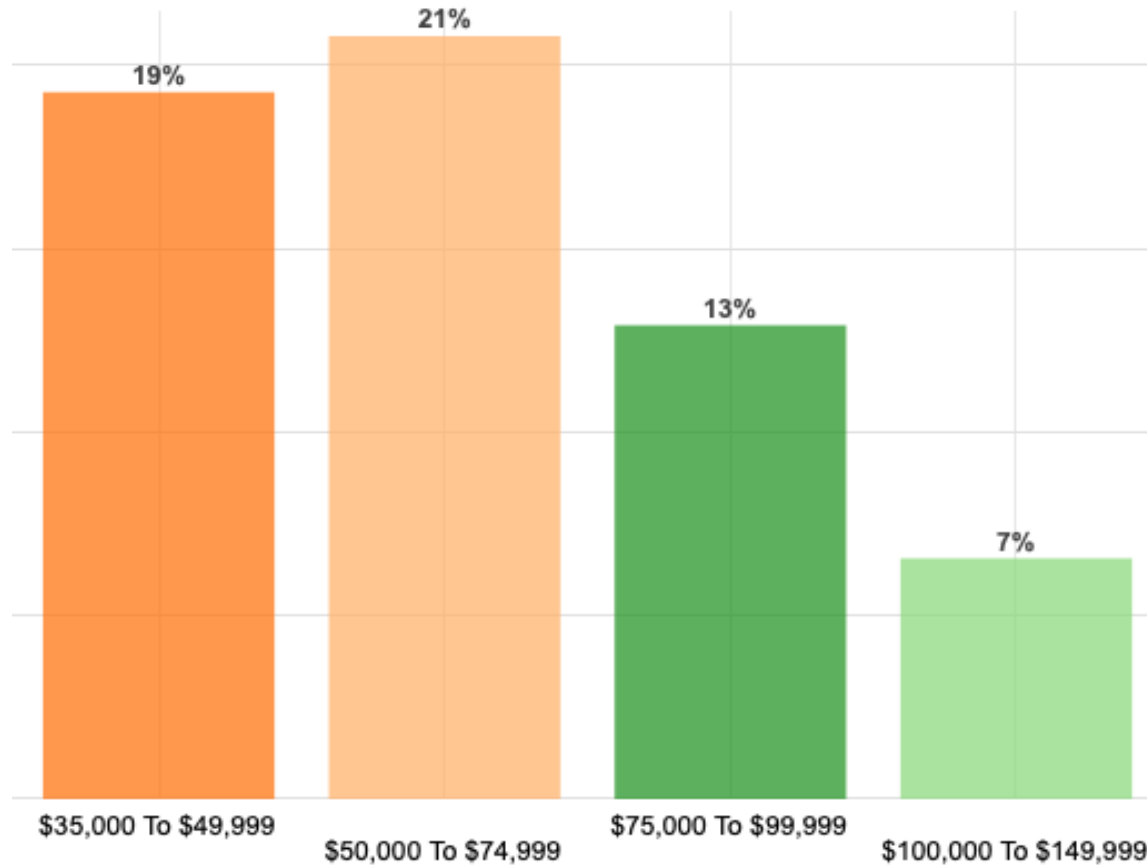


Solo Risks = AADMM *Opportunities*

Few or no family to rely on



Household Income 2018 -- Majority in Mid-Market



Exposure to
FRAUD



Exposure to
FRAUD

Organize legal
docs



Exposure to
FRAUD

Organize legal
docs

Organize
financial docs



Exposure to
FRAUD

Organize legal
docs

Organize
financial docs



Leverage technology

Exposure to
FRAUD

Organize legal
docs

Organize
financial docs



Leverage technology

Develop for privacy,
self-directed, & self-
managed

Exposure to
FRAUD

Organize legal
docs

Organize
financial docs



Leverage technology

Extra income

Develop for privacy,
self-directed, & self-
managed

Exposure to
FRAUD

Organize legal
docs

Organize
financial docs



Leverage technology

Budgeting

Extra income

Develop for privacy,
self-directed, & self-
managed





Where to *Find* Solos



Active Adults
Centers



Active Adults
Centers



Faith
Organizations



Active Adults
Centers

Faith
Organizations

Elder Law Attorneys



Active Adults
Centers

Faith
Organizations

Elder Law Attorneys



Care Managers |
Patient Advocates



Active Adults
Centers

Faith
Organizations

Elder Law Attorneys



Care Managers |
Patient Advocates

Financial
Advisors |



Active Adults
Centers

Faith
Organizations

Elder Law Attorneys



Care Managers |
Patient Advocates

Social Media

Financial
Advisors |



Active Adults
Centers

Faith
Organizations

Elder Law Attorneys



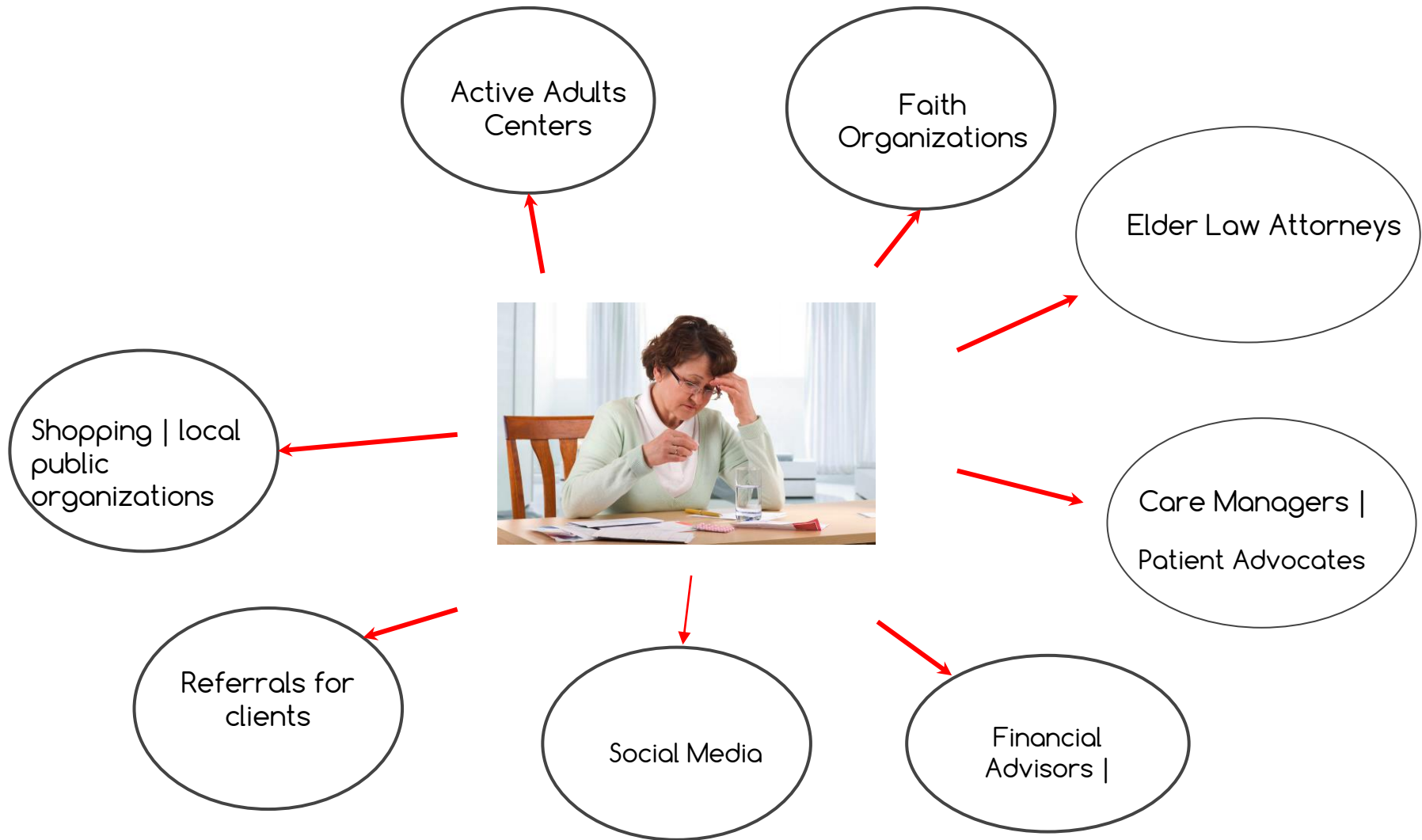
Care Managers |
Patient Advocates

Referrals for
clients

Social Media

Financial
Advisors







Wealth
Managers

Active Adults
Centers

Faith
Organizations

Elder Law Attorneys

Shopping | local
public
organizations

Care Managers |
Patient Advocates

Referrals for
clients

Social Media

Financial
Advisors |

Quick Review

- Know who they are.
- Familiar with their obstacles.
- Know how to find and market to them.
- Understand how your services address their needs.

Resources

Further Study

[Leading Age](#)

[American Society on Aging](#)

[AARP](#)

[Next Avenue](#)

[National Counseling on Aging](#)

[Area Agency on Aging](#)

Q & A



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