



Helping make sure your *first choice is the right choice.*

250 New Fidelity Court  
Garner, NC 27529  
Phone: (919) 773-2333  
Fax: (919) 773-2376  
info@carolinacontinuingcare.com  
www.carolinacontinuingcare.com

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**Contact: Brad Breeding**

**Phone: 919-219-0381**

**Email: brad@carolinacontinuingcare.com**

### **Local Professionals Start Senior Living Consulting Business**

*New local business is designed to be an objective resource for seniors who are considering the possibility of moving into a Continuing Care Retirement Community.*

**GARNER, NC– SEPTEMBER 10, 2009-** When Carolina Continuing Care Planning, LLC. opens its doors for business this September, seniors and their adult children will have an objective resource available for in-depth and personal guidance when considering a continuing care retirement community (*sometimes referred to as a CCRC or Life-Care Community*).

“With the baby boom generation approaching retirement, it has become increasingly clear to us that the interest in CCRC’s and other long-term care alternatives will continue to grow over the next couple of decades,” said Brad Breeding, President of Carolina Continuing Care Planning. “We have dedicated hundreds of hours and significant resources towards researching details that many people may not be aware of, and will use this information to help people make choices that are best for them, both personally and financially, while also saving time, effort, and confusion.”

People are often confused and overwhelmed by the process of choosing a CCRC. Co-founder Trent Pierce said, “We have found that there are currently very few resources available that are totally objective in their approach. We hope to fill this void and become the first stop for prospective CCRC residents so that they are well informed and in a better position to narrow down their choices of communities.”

Choosing a CCRC is effectively a three-part decision involving aspects of real-estate, insurance, and financial planning. The team at Carolina Continuing Care Planning has a combined 42 years of experience covering these areas and clients will have full access to the entire team throughout the planning process. Their service package will be offered for a flat fee. For more information, visit [www.carolinacontinuingcare.com](http://www.carolinacontinuingcare.com) or send an email to [info@carolinacontinuingcare.com](mailto:info@carolinacontinuingcare.com).

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