

# Empowering Housing

The New Longevity™ housing solutions. Accessible. Inclusive. Equitable.



## Aaron D. Murphy

- Founder of ForeverHOME™
  - Licensed Architect
  - Owner of ADM Architecture
  - NAHB CAPS “Certified Aging in Place Specialist”
  - Published Author on Aging-In-Place
  - Teacher, Trainer, & Educator
  - Aging in Place Business Coach
  - Rotarian & Philanthropist
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- Poster Child of the “Sandwich Generation”  
(w/ 4 teenagers + 4 aging parents)

Aaron is a passionate design professional, consultant, and advocate for Aging-In-Place in your own community. He has been presenting at a national and international level for over 15 years. He is a licensed architect, “Certified Aging In Place Specialist” through NAHB, and an engaging and entertaining public speaker.

Aaron is a known industry expert & author in the Aging-in-Place field, and a business coach teaching other executives how to own the AIP & UD niche of a home modification business. He teaches GCs, remodelers, OTs and associated fields, what it takes to become your own local go-to expert in your community.

Aaron has been a Seattle radio host on subject and is a known entertainer and educator on stage across multiple home and building industries. Aaron has presented “Empowering Housing” from Chicago to Tokyo.

Please contact ForeverHome™ if you’d like to discuss having him speak to your organization.



# Learning Objectives



Learn the truth around this once in a lifetime opportunity to GROW your REACH and help more clients with your business solutions in the Home Design and Modifications industry for the 50+ marketplace.



Learn how to CONNECT and ENGAGE with more of your ideal clients, the “Boomer Consumer” and their adult children (& future decision makers), in the digital age.



Gain trust and report quicker, so more of your ideal clients, referrals, and a free sales tribe of satisfied customers are calling you for your expertise and business solutions.



Gain Insight on how housing & good design are the largest puzzle piece to solve in our new longevity, and how it plays a CRITICAL ROLE as the “HUB of Happiness” at the center of Aging-in-Place success for your clients and community.



Learn and prepare to SCALE your business to meet this massively growing industry need around “Aging-in-Place” solutions.



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Learn how to get your phone ringing on its own with pre-qualified leads and create a referral-based future with people who are seeking your business solutions. “Stats tell, but stories sell.”



Learn how to be LIKEABLE. Servant Leadership and the “Go-Giver” way to owning your local niche.



Become the go-to EXPERT in your area, a known entity that solves client pain points and makes that dream come true.



Get a DEEP DIVE education on the best and latest trends in AIP and Universal Design products and solutions.

# Previous Presentations

- › 2011-2013: Encore Living Radio, Co-Host (Seattle, WA)
- › 2012: ULI Urban Land Institute “Building Better Neighborhoods” Annual Conference (Seattle, WA)
- › 2013: ASA American Society on Aging: “Aging in America” (Chicago, IL)
- › 2013: BIAW State NAHB Fall Bi-Annual Builders Conference “50+ Forum” (Seattle, WA)
- › 2013: Puget Sound Financial Planners Seminar “Quarterly Regional Luncheon” (Seattle, WA)
- › 2014: IHHC International Home Health Expo (TV – Tokyo, Japan)
- › 2014-2016: Booming Your Bottom Line, Co-Founder & Co-Host (National Podcast)
- › 2015: Blume – “The Age Suit Experience” (Seattle, WA)
- › 2015: Seattle Home Show – “The Boomer & 50+ Fair” Main Stage (Seattle, WA)

As Seen On



# Testimonials



“New to the aging in place world (in the last few years, and truly breaking into the scene in 2012) Aaron D. Murphy is an entrepreneur (loving father) and an Architect focused on aging in place and empowering the mature mind. Speaker, radio host, educator-PASSIONATE! Aaron has the energy, the kind that’s infectious and needed for this kind of contribution. He will be an influence in the Pacific Northwest and beyond. One to watch!”

–**Dr. Patrick Roden**  
PHD in Gerontology, RN / Owner of AgingInPlace.com

“Aaron thank you so much for speaking at our club. You are clearly passionate and very well educated on the subject. That coupled with your public speaking ability and sense of humor kept everyone fully awake, engaged, and having fun while listening to such an important topic for us all. You are uniquely talented and dynamic, and we’d have no trouble recommending you to any other professional organization as a presenter and speaker! Great job and keep sharing your message and passion with the world.”

–**Ginger Shields**  
President Lions Club, Poulsbo WA

Thank you for writing “Aging in Place.” Thank you for telling your story, thanking your family for saving your life, honoring your family, and caring about people to maintain their dignity throughout their lives. I appreciate your honesty. Thank you for acknowledging people for their contributions and for being humble. Your dedication to humanity is humbling, and I am humbled to know you. You are a true Rotarian.

–**Caleb Summerfelt**  
Rotary District 5020 Governor

WOW thank you for the generous outpouring of information [during our B2B Consultation Call]. Sharing some of your insights and methods of connection are certain to improve my presentation. Your comments about the transition phase we are in - and how the timing is right in the Aging in Place space for professionals to lead by example in their messaging – past ageism and into authenticity – is both inspiring and validating for the presentation I’m preparing.

You were also kind enough to offer to mail me some of your printed materials.

Thanks again for your support and encouragement.

–**Eve H.**  
Certified Aging-in-Place Specialist & RE Agent

“Aaron has been coaching our business for the past 24 months. As an engineering firm doing \$1.2m gross sales per year, we’ve utilized Aaron’s expertise and business insights regularly to adjust how we do business here at Team4. Our ownership even voted to put him on our board of directors 2 years ago for the value of his vision and experience. This year alone, just one piece of advice and direction from him that we’ve implemented, has saved us upwards of \$50,000 to the company’s bottom line! I can’t speak highly enough about having Aaron as your business coach. It’s saved and grown our company in more ways that we could count.”

–**Matt Rasmusson**  
Owner @ Team4 Engineering

“Aaron has a unique coaching style that I sincerely appreciate. He can vision with you at the 50,000-foot level, and he can get down into the weeds on the technical nuances too. It’s a rare and valuable pairing to have on your business mentorship team. He is an active listener, empathetic when needed, but will absolutely hold your feet to the fire in a tough-love approach when that is what’s required. He’s the best accountability partner I’ve ever had as a newer business owner who is learning the ropes as we grow our firm. I don’t know what we’d have done without Aaron joining us as a business coach and mentor to our organization.”

–**Kevin Biggs**  
Owner @ NxNW Surveying

“...yours was one of my favorite presentations at #AiA13. It was clear, easy to follow, and not self-serving or commercial like some of them. I thought you used humor to great effect. I look forward to hearing from you and am intrigued by your thought about collaborating”

–**Kate (Kathy) Cronkite**  
National Public Speaker, Radio Talk Show Host

# Customer & Peer Reviews



“I’ve never walked away from a presentation on such a sensitive subject, knowing I’d laughed a ton, and learned a ton at the same time. Such a valuable experience, I’d recommend it to anyone over 50.”

Renee @ Kitsap Home Show, 2017

“Murphy brings his passion, expertise and sense of humor to the stage with his A-game every single time!”

Jim S. @ Poulsbo Rotary, 2019

“That was one of the most memorable speaker’s I’ve ever seen on stage”

Janet L. @ ASA Nat’l Conference, 2013

“Wow-Informative and truly entertaining at the same time!”

Brenda W. @ Seattle Home Show, 2015

“I recently had the pleasure of hearing Aaron Murphy present at an [education presentation panel] event. I was sincerely & deeply moved by his presentation.

Aaron has a unique storyteller vibe that is concise, yet emotional. He connects squarely with the audience, by sharing relatable scenarios.

You leave the presentation knowing that Aaron and his team are the right people to help you navigate your project and the next stage of your life.”

Alicia A. @ Kitsap County DCD Lecture Series, 2024

# ForeverHome Presentation Fee Schedule



## In-Person Speaking Engagements:

- Standard Base Price: \$5,000 + travel expenses (flights / lodging) available nationally
- Includes: Up to 60 minutes presentation / speech / panel setting
- Available for outside meetings and consulting during event scheduled dates
- Travel time cost will be calculated as an additional fee, based on event time/location

*\*Note: Pricing can be negotiated based on event fees and budgets*

## Virtual Speaking Engagements:

- Standard Base Price: \$2,500
- Includes: Up to 90 minutes presentation / speech / panel setting

*\*Note: Pricing can be negotiated based on event fees and budgets*

## Guest Author Articles:

- Standard Base Price: \$300 @ 0-300 words
- Standard Base Price: \$500 @ 301-750 words
- Discounted rates beyond 1,000 words
  - \$750 @ 1,001-1,500 words
  - \$1,000 @ 1,501-2,500 words

*\*Note: Pricing can be negotiated based on available budgets*

## Credentials -

- Published Author
- Featured in Forbes.com (interviewed as national expert)
- National Presenter (ASA / NCOA) for 15+ years
- International TV Expert
- Tokyo @ International Home Health Expo 2014



## Additional Notes:

1. Customized presentations or articles tailored to specific audiences may increase fees.
2. Longer engagements or multiple sessions within a single event may result in higher fees.
3. For in-person events, travel expenses and time commitment can also affect fees.