

# SASH Realty Announces Launch of Redesigned Website

/EINPresswire.com/ [SASH Realty](http://www.sashrealty.com), a division of SASH Senior Home Sale Services, recently announced the launch of their newly redesigned website at [www.sashrealty.com](http://www.sashrealty.com). Apart from a completely new layout, the new website offers expanded content, an improved user interface, and added features:

SASH Realty, a division of SASH Senior Home Sale Services, recently announced the launch of their newly redesigned and updated website at [www.sashrealty.com](http://www.sashrealty.com). Founded in 2005 by Rebecca Bomann, SASH is a blend of social work, senior care, and real estate services. The mission of SASH is to provide seniors with a custom-

designed and simplified sale of their home through their divisions of service. SASH Realty was launched in 2011 as a full-service brokerage in order to assist seniors who wish to sell their home in a conventional market listing.

The newly updated [SASH Realty website](http://www.sashrealty.com) boasts a streamlined user interface design, with an improved navigation structure that allows visitors to reach any page on the site within two clicks. In addition, the sashrealty.com site now offers a wide array of newly-developed features, expanded informative content, and helpful videos like "How to Choose a Broker." The website now also allows users to quickly and easily contact SASH Realty in real-time by live chat, as well by contact form or e-mail.

Commenting on the newly updated site, [SASH CEO and Founder](#) Rebecca Bomann said: "The SASH Realty website has a clear message to senior homeowners and their families: We are here to help you. The sale of a senior's home is one of the most significant life steps, and we believe it should be handled with the utmost professionalism, respect, and expertise. Our website is all about sharing that mission with those who need us." Ms. Bomann went on to say, "Our number one priority is serving seniors and their families through their home sale. SASH Realty exists for this purpose, and we're thrilled to share our commitment to that mission on each page of our website."

The average home seller does not typically face the host of challenges older adults do, and the



SASH Realty - Focused on Assisting Senior Homeowners

emotional, physical, and financial obstacles of navigating a home sale can be overwhelming to senior homeowners. Every broker at SASH Realty has earned the SRES (Seniors Real Estate Specialist) certification from the NAR and is extensively trained to assist senior clients with the purchase or sale of any kind of real estate including residential homes, condos, farms and acreage, investment properties, and even commercial properties.

SASH Realty's primary focus on senior homeowners and their family members equips their brokers with a level of experience and understanding that is unusual for typical real estate brokerage companies, and the newly improved SASH Realty site reflects this commitment.

Colleen Barnes, SASH Executive Marketing Director, regarding the updated SASH Realty website, said: "I am very excited about the recent redesign of the SASH Realty website. The new site conveys the uniqueness of our real estate brokerage, in particular the specialized care and extraordinary service that is provided to clients, and the high level of expertise amongst our brokers. Visitors to the site will find it easy to use with information and assistance only a click away."

SASH Realty is a division of SASH Senior Home Sale Services. Serving clients since 2006, SASH has earned a Better Business Bureau A+ Rating, as well as outstanding reviews from senior clients and their family members.

Media Contact:

Colleen Barnes

SASH Realty

(888) 400-SASH (7274)

<http://www.sashrealty.com>

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