



Chicago Start-up LivingPath Launches to Disrupt Senior Living Industry

CHICAGO, ILLINOIS, UNITED STATES, July 28, 2016 /EINPresswire.com/ -- LivingPath, Inc., a Chicago-based start-up, announces the launch of its senior living search platform. Born from a belief that contemporary consumers deserve and expect a trusted digital resource to aid the senior housing search process, LivingPath.com is a comprehensive and confidential tool to research the industry.

LivingPath presents pricing and detailed information about every independent living, assisted living and memory care community bringing senior living options to consumers' fingertips. With its first launch underway in the greater Chicago area, LivingPath plans to enter 10 markets by the end of 2016 and grow throughout the entire U.S. in 2017.

"Our team equips consumers with the tools to research senior living on their terms. The days of telemarketer bombardment are over," remarks Jonathan Woodrow, Co-Founder and CEO. LivingPath provides the spectrum of senior living options, not just the subset brokered by referral companies.

It's no secret that America is getting older. 10,000 people turn 65 every day, and according to a recent Harvard study, 70% of people age 65+ will need some form of long-term care during their lifetime. Dedicated to protecting privacy and improving transparency, LivingPath strives to help seniors and consumers research the maze that has become the senior living industry with its user-friendly online search platform.

"Research also shows aging in isolation can impact life expectancy as much as smoking. We are powering the technology and transparency vital to helping people find environments where people can live longer and live better," says Isabelle Woodrow, LivingPath's other Co-Founder and Chief Technology Officer.

LivingPath was founded in June 2016 by Jonathan and Isabelle Woodrow. Isabelle earned a Computer Science degree in 2016 from Stanford University. Jonathan graduated from Amherst College and previously worked at Welltower, an industry-leading capital provider for senior living companies.

To learn more about LivingPath:

Visit us: <http://www.livingpath.com/>

Check out our educational resources: <http://livingpath.com/blog>

Read about our team: http://www.livingpath.com/cm/our_team

View our Facebook page: <https://www.facebook.com/seniorlivingsearch/>

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