

Therese Southwell
Broker

Therese spent the bulk of her professional life in commercial real estate working for others. But when Covid hit two things happened. First, she realized that her heart was in elder care as she watched Covid impact this group so greatly. And second, she became determined to put all of her energy and work ethic into her own venture.

Putting her beloved aunt in a nursing home years prior was one of the most painful things she had ever done. The lack of options and the overall mindset that disabled seniors must live in a hospital like setting instead of a home was incredulous to her. Thus, "Rosette" was created. A single-family house in a residential neighborhood that was purchased and renovated for disabled elderly and now operates as a small assisted-living home. This heavily challenged undertaking is now a great success, and the advancement of this concept signals the beginning of a great shift. Considering small residential homes for the elderly instead of behemoth institutions challenges not only the belief systems typically accepted about elder care but also presents an entirely new way for investors without a medical background to enter into this exploding market by offering a desperately needed alternative to our most vulnerable population.