

## Local Dallas entrepreneur opens Caring Transitions to help ease the transitions to new homes for seniors downsizing

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**DALLAS** – With Dallas’s struggling housing market making it even more stressful for families facing the heart-wrenching experience of moving loved ones into retirement or care facilities, local entrepreneur Robert Renteria Jr. recently launched a new business designed to help area families through the process, filling a unique niche in the Dallas marketplace.

As many houses are taking longer to sell, Caring Transitions owners such as Robert Renteria Jr. in Dallas are helping to reduce the anxiety of families by providing expert guidance on prepping a home for sale, preserving important family heirlooms and liquidating other household belongings.

“When the time comes to move your parents or loved ones out of their longtime home, you’re surrounded by years and years of accumulated ‘stuff.’ You feel a sense of panic, which can lead you to make bad decisions that result in feelings of regret and guilt even years later,” said Renteria Jr. “Without the guidance of a professional to help them make the right decisions about what to do with the vast amounts of both valuable and questionable belongings, what often happens is that it all winds up in a large dumpster in the driveway. It’s a terrible shame, and it doesn’t have to be that way. Our mission at Caring Transitions is to let the world know that there are experienced people out there to help them.”

“This is not an auction company that focuses on just selling items. Caring Transitions works with families to assess the belongings in the home, declutter the residence, facilitate the distribution of items to other family members, conduct sales of remaining items to the public, and then clean out the entire home in preparation for sale. We also assist the family with every step of the relocation and transition process of their loved ones,” Renteria Jr. said.

Robert helps families cope with the tough market by assessing the items in the house and assisting them in making critical decisions about those items. Caring Transitions also arranges for the shipment or storage of treasured family heirlooms, runs errands and meets with contractors to keep the process on schedule. When a Realtor® is hired by the family to sell the house, they arrange for the home to be prepared, cleaned and put on the market as quickly as possible. Caring Transitions’ full range of transition and relocation services is tailored to the needs of each individual and family.

For some families the situation can be even tougher as they live in a different city or state away from the parents who must move. According to the Family Caregiver Alliance, there are between 5.1 and 7 million family members providing long distance care to an aging relative. With a Caring Transitions franchise acting as an on-site advocate for families, it eliminates the need for loved ones to make numerous, unnecessary trips away from work and families.

For more information call (214) 566-5424 or visit [www.caringtransitions.net/northdallastx](http://www.caringtransitions.net/northdallastx)

### About Caring Transitions

Founded in 2006, Cincinnati-based Caring Transitions is the country’s first national franchising concept specializing in senior relocation and transition services and providing a total solution for families facing a sometimes difficult situation. With nearly 45 locations in operation or under development throughout North America, Caring Transitions works with clients and their families who are selling a home, downsizing and liquidating household items by offering transition, relocation and estate sale services. For more information, visit [www.CaringTransitions.net](http://www.CaringTransitions.net).