



FOR IMMEDIATE RELEASE  
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### **COAAA and Nesterly launch homesharing program**

The Central Ohio Area Agency on Aging (COAAA) and Nesterly launched Nesterly Central Ohio, an intergenerational homesharing program, this week. The online platform allows homeowners (hosts) to rent their spare bedrooms to a younger generation (guests).

Nesterly Central Ohio empowers hosts to earn extra income, receive help for simple household chores, and develop lasting friendships with their guests. Guests come from a diverse pool of community members, who may be graduate students or young professionals seeking affordable housing and connection with another generation.

After a remarkably successful launch in Boston, Nesterly is entering its second market with central Ohio. "We're thrilled for Columbus to be the second market for Nesterly," said Noelle Marcus, founder and CEO of Nesterly. "There are an estimated 27,000 spare bedrooms in the homes of baby boomers around Columbus. There's so much potential in Columbus to build intergenerational connections for residents who are looking for a mutually beneficial living environment."

Nesterly aligns with COAAA's mission of connecting people to resources that help them live independently. "We're excited to work with Nesterly to offer another resource that improves the quality of life for older adults and allows them to age in place," said Cindy Farson, executive director of COAAA.

Ninety percent of local older adults report that it is important to stay in their homes as they age, according to Marisa Sheldon, assistant director of Age-Friendly Columbus and Franklin County, an initiative aimed at empowering people of all ages and abilities. "Residents want to live in their homes as they age and Nesterly is one tool that makes that possible," said Sheldon.

"I signed up for Nesterly as soon as I heard about it," said Columbus resident Clara Flack. "My husband and I have the extra space and with him retired and me nearing retirement, the extra income will allow us to make the home repairs we've been dreaming about. Plus, we love the

idea of having a helpful young person around and being able to give back to our community of Seneca Woods by making it more affordable."

The online platform offers security for both hosts and guests. Nesterly Central Ohio provides a multi-step screening process, comprehensive background checks, customizable rental agreements, and ongoing customer support.

Local residents who are interested in participating can apply online at [www.nesterly.io/columbus](http://www.nesterly.io/columbus). Residents who have questions or want more information can contact Frances Krumholtz, COAAA Volunteer & Engagement Coordinator, at [fkrumholtz@coaaa.org](mailto:fkrumholtz@coaaa.org) or 614-645-3646.

### **About COAAA**

The Central Ohio Area Agency on Aging (COAAA) plans, funds, and delivers services that help older adults and individuals with disabilities remain safe and independent in their homes. With the assistance of area providers, COAAA arranges and coordinates services to help individuals with daily living such as homemaking, transportation, home delivered meals, and personal care. COAAA offers education and resources to caregivers, professionals, and the public and advocates for programs and policies that benefit older adults and individuals with disabilities. COAAA manages services for 10,000 people and funds services for another 20,000 older adults in eight counties: Delaware, Fairfield, Fayette, Franklin, Licking, Madison, Pickaway, and Union. COAAA is operated under the City of Columbus Recreation and Parks Department. For more information, visit [www.coaaa.org](http://www.coaaa.org).

### **About Nesterly**

Nesterly is a social enterprise whose mission is to build intergenerational connections while increasing access to affordable housing. They leverage technology to make it safe and easy for households to share an extra room with a young person for over a month. In a twist that's unique to Nesterly, housemates can exchange basic help like grocery shopping, dog walking, and tech support for lower rent. Nesterly has won over a dozen awards and has been featured in The New York Times, The Economist, Fast Company, The Atlantic, Forbes, and NPR's Marketplace as well as news outlets in Spain, France, China, Argentina, Mexico, and Japan. For more information, visit [www.nesterly.io](http://www.nesterly.io).

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