



The Nardi home from the road

# Sponsor

## SPOTLIGHT

### Senior Remodeling Experts

This month's Sponsor Spotlight features Chris Moore and his company Senior Remodeling Experts. Chris is a Class A contractor whose company focus is "Aging-in-Place", or remodeling for seniors and those with special needs. He also serves as the Director of Education for the Western & Central Virginia Aging-in-Place Council.

Chris has worked in construction since 1986, and was fortunate to have an early mentor. "My first job was in Palm Springs, California working for a Czechoslovakian master builder," he explains, "and that experience gave me an early foundation for craftsmanship and detail." Chris started SRE in 2001 as a framing contractor, but has become more specialized in recent years saying, "I'm passionate about solving people's problems, not just selling a service or a product."

The genesis for the focus on senior remodeling was Chris' own parents moving from Arizona to Salem some years ago. He did some work for them and in the process came to realize that most people will face the challenge of caring for or helping with older relatives. With 10,000 Americans per day turning 65, and the demographic of 80+ year olds growing at four times the rate of the general population, Chris feels as though we are headed for a senior housing crisis. Underlying the statistics is the human element of people wanting to stay in their homes as they age, rather than downsizing or moving to assisted living facilities.



Chris Moore with some of his projects

In addition to serving seniors, Chris feels that the word "disability" is misunderstood. As an example, he pointed out that both he and I wear glasses, and if we were to try to drive or even find our way to our cars without our glasses, we would be disabled. He adds, "By having living spaces that are personally suited for people, we actually eliminate disabilities in their homes. We want to create spaces that are safe, accessible, and beautiful for people of all ages and abilities."



The ramp is visually appealing and functional



A beautiful bath with many conveniences

A recent job completed by SRE in Hunting Hills was at the Nardi home on Hunting Hills Drive with the addition of a ramp from the driveway to the front door. Debbie Ogle, the daughter of Frank Nardi says, "Working with SRE was a very good experience, they were always punctual and finished the project ahead of schedule." She said her father was most pleased that the addition added to and blended into the home, appearing as an attractive feature, not a ramp for someone undergoing physical therapy.

Chris emphasized that the Aging-in-Place Council mission reaches beyond repairs and additions to homes, stating, "Our goal is to raise awareness so that homes are designed this way from the start."

SRE has showcase space within Medical Resources and Solutions in the Oak Grove Plaza on Electric Road, where many of the features from bathrooms to kitchens to decks and more that are available can be seen in place.