

Where You Live Matters

Free, unbiased, expert-backed information and tools to help you understand, explore and connect with senior living communities across the United States

SENIOR LIVING DECISIONS OFTEN BEGIN WITH QUESTIONS, NOT ANSWERS.

What kind of support is needed? What does community life really offer? How do costs work? What should you look for when comparing options?

Where You Live Matters (WYLM) is a non-profit service from the American Seniors Housing Association that helps you start in the right place — with education, tools and expert-backed resources designed to help you understand your options before you take the next step.

And when you're ready to explore, WYLM helps you connect directly with senior living communities across Wisconsin and in your preferred geographic area.

Unlike for-profit websites and placement services that highlight only communities that pay them for referrals, WYLM gives you a broader, more unbiased, and honest view, so you're not missing important options as you decide what's right for you or someone you love.

WITH WYLM
PREPARATION
replaces pressure.
CONFIDENCE
replaces hesitation.

What WHERE YOU LIVE MATTERS Helps You Do

Start the conversation

Helpful resources to navigate what can feel like a difficult or emotional topic

Learn what to look for

Clear, unbiased information about care options, lifestyle and what to expect

See what life is really like

Real stories and videos from residents and families

Make sense of your options

Tools and self-assessments to help you think through needs, timing, preferences and what you can afford

Explore communities near you

Connects you to a full range of senior living communities across Wisconsin

A BETTER WAY TO EXPLORE SENIOR LIVING

Where You Live Matters (WYLM) is built on a genuine commitment to helping seniors and families make informed decisions. It offers a more complete, transparent view of your options — along with tools, real stories and financial guidance to help you move forward at your own pace.

→ WHEN YOU'RE READY

The best way to know if a senior living community is the right fit is to talk to them directly. Where You Live Matters makes it easy to take that next step by helping you connect directly with communities that interest you.

→ START HERE

Scan the QR code to explore senior living communities across the United States. Learn, explore and connect—at your own pace.



WYLM is backed by
the American Seniors Housing
Association (ASHA)

