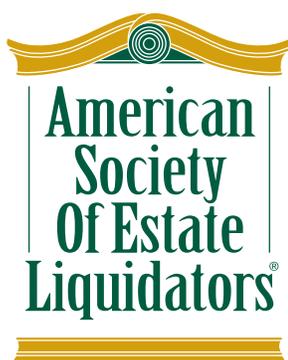


**BULLETIN** DOW INDUSTRIALS GAIN 1.8%, FINISHING BACK ABOVE 8,000

## The Estate Lady® Leads the Way in Thriving, Recession-Proof Industry

### 116 million Baby Boomers and Their Aging Parents Could Need This Fast Growing, Home-Based Business

CHARLOTTE, N.C., Feb 03, 2009 (BUSINESS WIRE) --



Julie Hall, The Estate Lady®, owns and directs the American Society of Estate Liquidators® (ASEL), the country's only nationally-recognized professional organization for estate liquidation. The organization provides education, resources and a certificate to practitioners of one of America's hottest growth industries.

Since 2000, the ASEL has educated and trained individuals across the country to build their own estate liquidation businesses, using the highest standards of ethical practice and service. The ASEL mission is to be the first choice for entrepreneurs who want to own and operate a successful home-based business, free from the restrictions associated with franchises. ASEL associates serve a growing market of more than 116 million baby boomers and their aging parents.

"There are millions of people who will need estate liquidation assistance in the near future," reports Hall. "For those who want to start a business in a growing field that's virtually recession-proof, ASEL's professional training is the first step toward launching a stable and rewarding new career."

"Everyone who faces the enormous and often emotional task of emptying a home of its contents needs the services of a professional estate liquidator," adds Hall. Senior parents, baby boomers, realtors, estate attorneys and executors top the list. People sell residential contents for many reasons, in good times and bad, and those who downsize or divorce can also benefit from a professional estate liquidator.

For anyone interested in starting a business in the hot growth field of estate liquidation, ASEL and ASELonline.com are the first steps in the process. The affordable and unbiased ASEL education and certificate represents a marked contrast to the franchise alternative, while providing a reputable national affiliation.

Julie Hall, The Estate Lady®, is the experienced voice for the estate liquidation industry. She is a certified personal property appraiser, estate sales professional, residential content removal specialist and a broker of fine items. Julie has written the definitive guide for baby boomers and their aging parents: *The Boomer Burden: Dealing With Your Parents' Lifetime Accumulation of Stuff*. As the ASEL director, her mission is to prepare ethical estate liquidators for what Entrepreneur's StartUp Nation named the #3 Home-Based Business in the United States.

[ASELonline.com](http://ASELonline.com)   [TheEstateLady.com](http://TheEstateLady.com)   [TheBoomerBurden.com](http://TheBoomerBurden.com)

SOURCE: *The Estate Lady®*

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