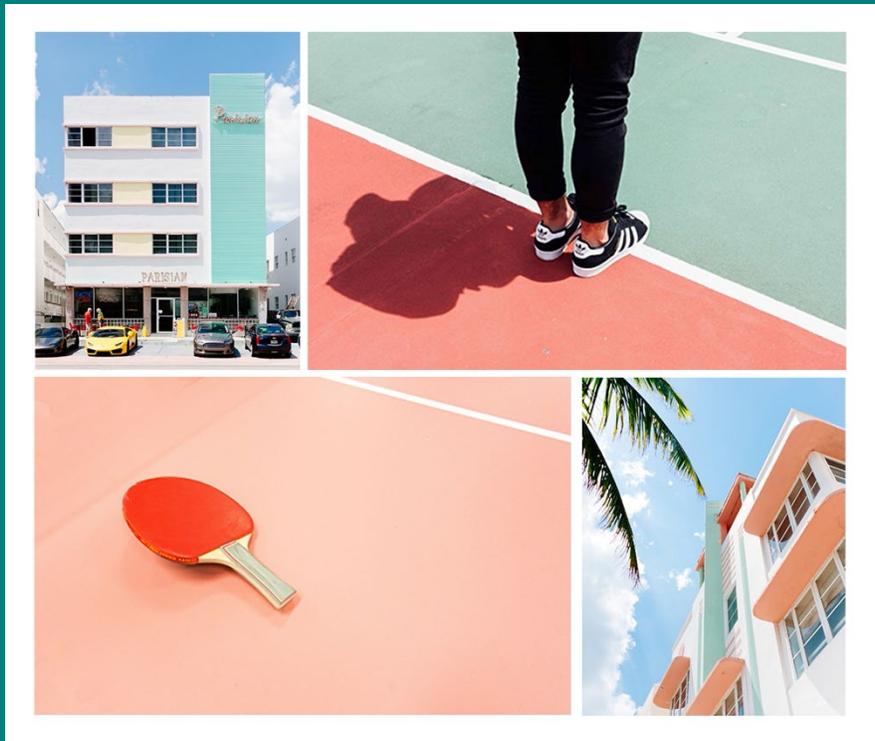


Where should

YOU RETIRE?

CHOOSE MY HAPPY PLACE

CRITERIA.



.....

**Things to consider when
deciding where to retire**

.....

WHERE SHOULD
YOU RETIRE?
CHOOSE MY HAPPY PLACE
CRITERIA.

Congratulations and Thank You!

Thanks for making the time to look at this Choose MY Happy Place Criteria Report.

And Congratulations!

Because with this information you are on your way to making a more informed decision about your retirement... and exactly how to CHOOSE the right criteria and the right place.

Hi - I'm Rose Thun, CEO and Creator of the Choose MY Happy Place Method®.

I'm helping people to discover where to retire based on their unique situation. I noticed a BIG issue coming up time and time again...

People say, "I feel stuck!" "I know I WANT to retire, but how do I know WHERE to retire?"

And that led me down the path of creating tools like this Choose MY Happy Place Criteria Report, so you can get instant clarity about the type of CRITERIA to consider as you look to find a place that's right for YOU.

So, let's discover more!



Rose Thun, CEO and Creator of
the Choose MY Happy Place Method©



WHERE SHOULD
YOU RETIRE?
 CHOOSE MY HAPPY PLACE
CRITERIA.

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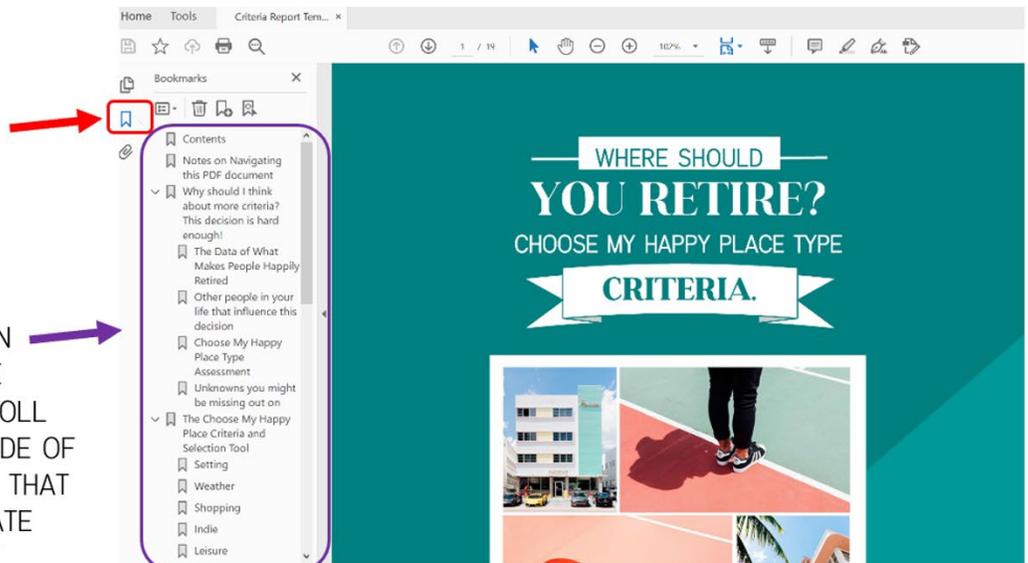
WHERE SHOULD
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Notes on Navigating this PDF Document

This is a long report, with a lot of pages of details. Rather than scrolling back to the table of contents at the start of the document to navigate, use Adobe Acrobat's Heading Bookmarks view.

To see the bookmarks view, open the PDF file:

THEN CLICK ON THE
BOOKMARK RIBBON:



AND SEE THE SECTION
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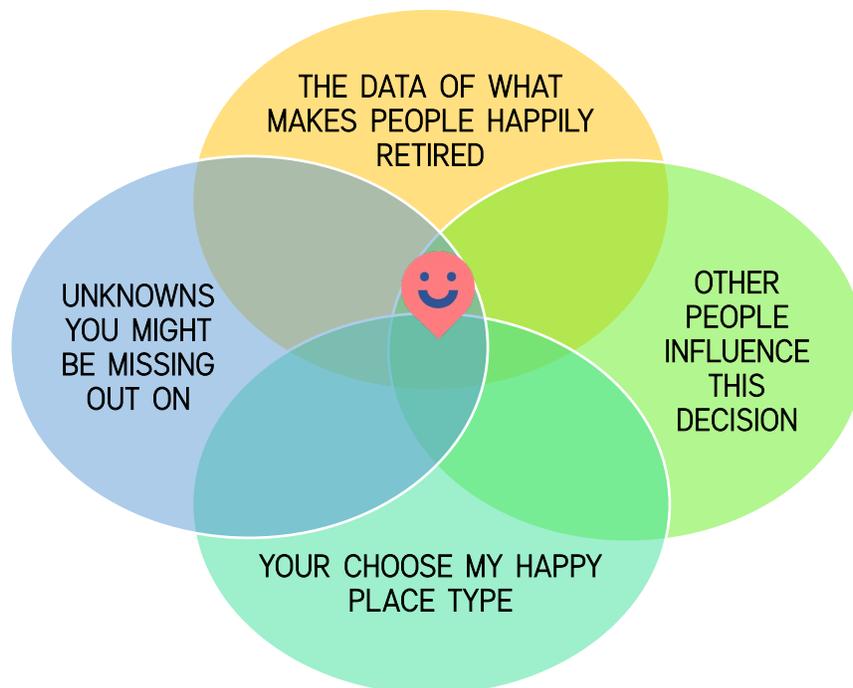
WHERE SHOULD
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Why Should I Think About More Criteria? This Decision is Hard Enough!

Most decision makers make a huge mistake in deciding where to retire. And it is crushing, because it can take years to discover this mistake... and during that time it can cost you in SO MANY WAYS - between time, money and stress. that decision is not WHICH is the inexpensive place I like best... It's not which one on this Top 10 list... or which state has the lowest taxes. It's actually WHAT are the important CRITERIA UNIQUE TO ME that determine where the good PLACES are for MY Retirement... **As in... WHAT are your priorities?**

Most people spend ALL their time on the mainstream consensus of WHICH cheap place from a small list to pick from and almost NO time on the WHAT are MY UNIQUE PRIORITIES?

This is a big decision to decide where to retire. There are big reasons to discover more criteria to weigh in on this decision:



WHERE SHOULD
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The Data of What Makes People Happily Retired

Your UNIQUE PRIORITIES are the single most important set of decisions you need to make BEFORE choosing where to retire and you have to get this right!

The Transamerica Center for Retirement Studies data says 53% of retirees choose where to retire based on cost alone.

The Stanford Center on Longevity's work shows that 97% of people mention Social Connectedness as the largest contributor to overall life satisfaction in retirement- far ahead of finances, material status and even physical health. What makes you feel social connectedness is unique to you and is what makes up your priorities.

The criteria that make you feel socially connected are *unique to you!*

What you prioritize is the single most important set of decisions you need to make BEFORE choosing where to retire and you have to get this right!

And so, The Types of criteria to consider are the subject of this Choose MY Happy Place CRITERIA REPORT.

the Choose MY Happy Place Selection Tool and reports includes this data by census location.

53%

of retirees choose where to retire based on cost alone

97%

of people mention Social Connectedness as the largest contributor to overall life satisfaction in retirement

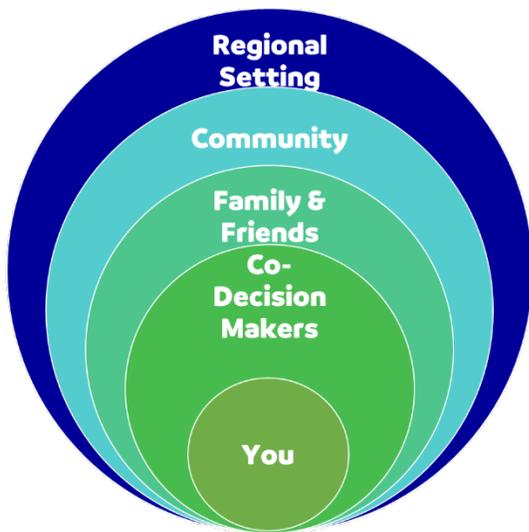


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Other People Influence This Decision

Given the Stanford Center on Longevity's work which shows that 97% of people mention Social Connectedness as the largest contributor to overall life satisfaction in retirement, it's important to prioritize people in your decision making.

First there is you yourself. What is your identity after you retire? What do you enjoy and will you be able to do so in the places you're considering? As Jim Rohn's often quoted, "you are the average of the five people we spend the most time with", so you want to be somewhere with the types of people you enjoy.



Where to retire might not be a decision you're making alone. This can be challenging; having more criteria may be a great way to compare competing priorities and negotiate a best fit with a more objective way to score.

There are friends and family you may want to be near, but maybe not next door to.

Community- and people who you'd enjoy being surrounded by. What makes you feel connected and how much connectedness you prefer is unique to you.

Regional setting influences who lives in an area. From urban or rural, type of landscape and how people enjoy it, to culture – how are the local coffee shops, museums, bookstores, restaurants makerspace, farmers markets, politics? Are there university classes and performances, can you see live music, or the ballet, hike a mountain, play tennis, go for a swim year-round? Is your favorite yoga nearby, or church, or a good meet up group, or even your favorite foods? Is the library decent, is there good Pho nearby?

Regionally demographics become important to wellbeing and connections-. The hospitals, the number of doctors per 100k of population, the vacant housing rates, and more.



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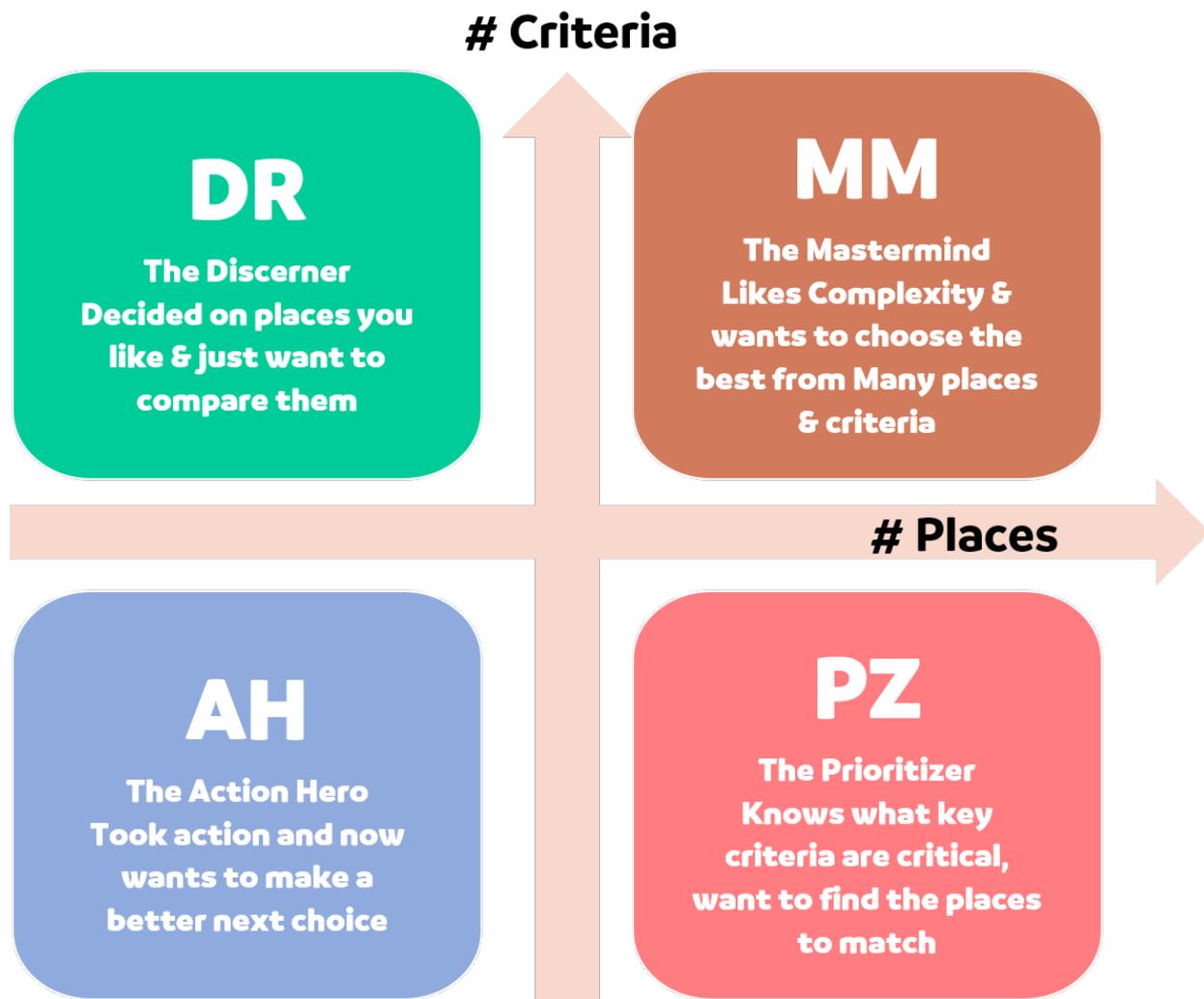
People also matter if driving is not always feasible to stay connected - are there airports, senior services, public transportation, Uber or Lyft or taxis? It will surprise many people that all of these options are not actually available everywhere in the us.

Choose MY Happy Place Type Assessment

The Choose MY Happy Place Type Assessment is a free tool to give you instant clarity about the TYPE of next steps to find a place that's right for YOU and may be the route you took to discover this report. The 4 types are summarized in the images below. After taking the assessment, most people want to better understand which criteria are important, even the Prioritizer might discover more to consider.



WHERE SHOULD
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Type DR: The Discerner	Type MM: The Mastermind
<ul style="list-style-type: none"> • Focuses on a limited number of PLACES to consider • Often prefers to be near loved ones • May or may not also limit the number of CRITERIA considered • Would like a way to see which of the places is best, what other criteria to consider 	<ul style="list-style-type: none"> • Enjoys the complexity of considering many PLACES and CRITERIA • May be challenged by different opinions and want an objective way to compare and score • Would like help to know what else to consider • Would like help for a better way to collect, organize, and analyze data to make a better decision
Type AH: The Action Hero	Type PZ: The Prioritizer
<ul style="list-style-type: none"> • Made a decision, retired somewhere, and now wants a better choice. • Typically focused on a limited number of CRITERIA and PLACES • Surprised but now wiser, now knows key non negotiables • Would like help to know what else to consider 	<ul style="list-style-type: none"> • Focuses on a limited number of CRITERIA to consider • Often considers money as the top priority • May or may not also limit the number of PLACES considered • Would like help to know what else to consider



WHERE SHOULD
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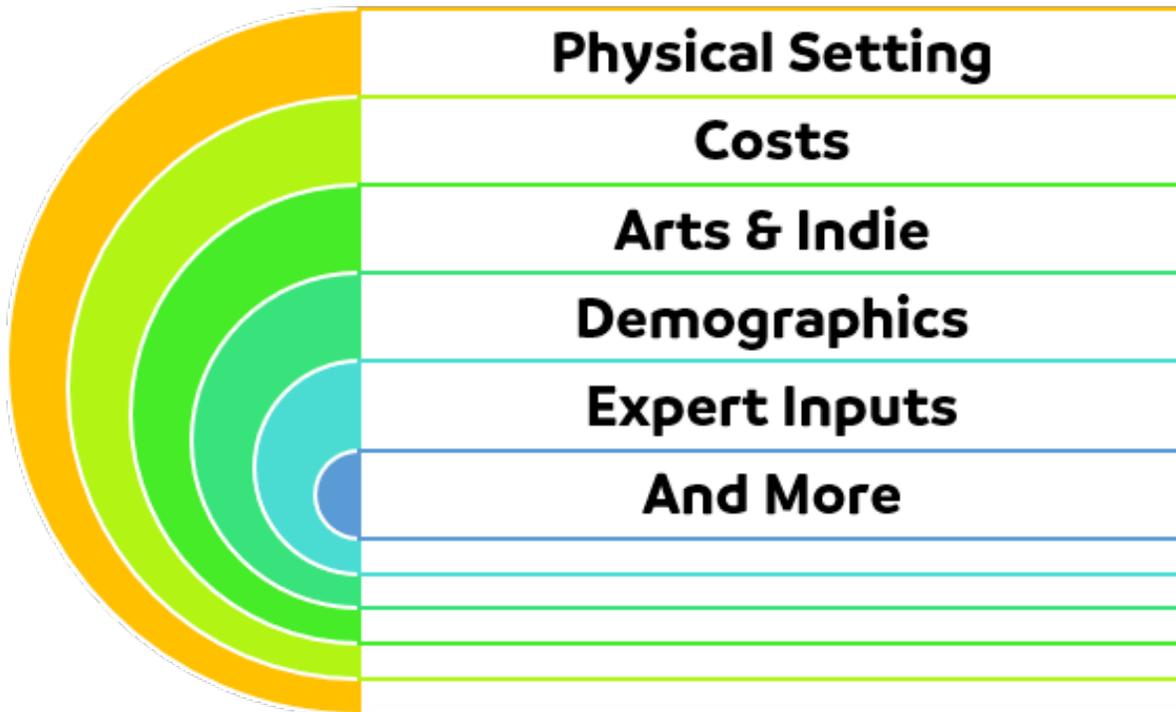
Unknowns You Might Be Missing Out On

The Choose MY Happy Place Selection Tool has more than a hundred individual criteria you can compare or choose to ignore. There will likely be items you hadn't considered.

There are surprises - like the number of Independent and public radio stations, not just for pleasure, it is a critical public health issue. this New York times article describes a classic story of how commercial radio stations failed to do emergency alerts during a toxic train derailment injuring hundreds and killing one person.

https://www.nytimes.com/2007/01/28/magazine/28WWLN_IdeaLab.t.html

Beyond a fear of missing out (FOMO) on unknowns, the combinations of criteria are also important to review.



WHERE SHOULD
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CRITERIA.

First, if you're comparing Albuquerque and Asheville, NC - Albuquerque has low taxes, but Asheville has a lower overall cost of living in both absolute dollars and as a percentage of income. However, the number of doctors available per 100k of population is below the US average in Asheville; which might be important to you as you age.

If you are using the Choose MY Happy Place Selection Tool, where you can compare 382 places, you'd see Baltimore, has a below average cost of living, a high number of doctors, and a higher than US average life expectancy- and may well score higher than Albuquerque or Asheville, NC. The data will surprise you, so don't let taxes or cost be the sole criteria to consider.

You'll also sometimes have to look at a wider set of criteria to make sense of data points. For instance, the number of people working after age 70 in the DC metro area is higher than US average but so is the average income and unemployment if far lower than average- people here are not necessarily working late in life out of necessity but because there is opportunity. And that is a huge difference.

