



Jan and Jane from Guiding Way

Jane Strom Taylor and Jan Nygren have been transitioning families for over 30 years combined. Being seasoned realtors they have lived through the best and worst of the housing market. "It has been difficult to watch associates forced out of the business due to what seems to be a never ending crisis." But, the story does not end here, their history of compassion and experience has led them into the field of helping others. Jane grew up in Gray's Bay and attended Minnetonka High School, and received her college degree at Gustavas. Jane then went into the insurance business and became the National Manager of HR and Administration, with Prudential Select. Jan grew up in her family business; Nygren's Ladies Apparel, which was located in Excelsior. She is the third generation of the family business. Jan became the president of Nygren's and continued to carry on the family tradition. Together the love of the lake area has kept them working with families in Deephaven and the surrounding area. Three years ago Jane and Jan founded a transition Management Company, which became the Guiding Way. Their personal gifts of organization and management skills have helped them to assist families by "dismantling a lifetime of memories"! If they require downsizing, rightsizing, or their loved one has passed, Guiding Way can take the pain out of a difficult and stressful transition. They offer a variety of transition pathways:

Business Beat

Guiding Way

- Home downsizing to match changing needs or health
- Designing safe and independent living for seniors
- Help coordinate in-home healthcare and support services
- Estate organizing – helping to empty out the home and preparing it for sale
- Selling and or managing the sale of a home

Jane and Jan have both been through the process, so they empathize with their clients and understand the fear of the unknown and feeling emotionally paralyzed, wondering where to even begin. They are honored to help families take the stress out of a difficult and often painful situation.

Guiding way is all about relationships to help navigate families during a time of need. Please consider them to be your trusted professionals, eliminating the stress and anxiety during a painful life event.

For complete information on Guiding Way's services, visit their website at www.guidingway.com or call 612-779-5292.



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