Concerns of appropriate housing may arise in older adulthood. Some older adults may make life work in the place we call home; others take steps to voluntarily relocate in anticipation of health and other needs. While moving at any age can be challenging, moving from one’s home in later life also represents multiple reflections: past, present and future selves, control of one’s space and relinquishing the care of one’s space to another person or corporation, family support and family fissures, and the body’s capacities and limitations. Moving is examined as a moment where regimes of value are negotiated through competing semiotic ideologies and at times social roles are transformed. Ethnographic fieldwork occurred from January 2009-May 2012 in the Midwest United States. This paper presents experiences of relocation of material and social role transformation as older adults make this housing, and writ large, life transition. This presentation is a version of a paper recently accepted by *Signs and Society* titled, “The Rite of Relocation: Social and Material Transformations in the Midwest U.S.”