

Entrepreneur®

December 2004

Hot Trends for 2005

The reasons why people buy are just as important as what they buy. Read on to find out the trends that are leading people to their next purchase.

Senior Care Consultant



When it comes time to move out of your home—perhaps the place where you've spent the better part of your life—the last thing you want to deal with is pesky details. Helping seniors find a quality environment in which to spend their golden years, and easing the transition into the new surroundings, can be an invaluable service to those who have a lifetime of memories to sort through. The options are many in this sector, as you can also provide services like helping research new places to live, finding a realtor, selling the home, packing belongings, arranging for or performing the actual move, and unpacking at the new destination. Jim Stevens, president of Cleveland-based Caring Transitions Inc. (caringtrans.com) a member of the National Association of Senior Move Managers (nasmm.com), started his company in June 2003 to help seniors with the physical packing and unpacking, moving, resettling and myriad details involved with a big move. "So many times, immediate family lives out of town, state or even the country," says Stevens, 55, who expects 2004 sales to double from last year. "There needs to be a reliable, caring and empathetic individual available to fill in for family that cannot lend a hand."

If you go the moving-management route, expect to spend up to \$10,000, plus the cost of a vehicle, on an initial supply of packing materials, a dolly, a toolkit and professional uniforms.

Above all, be prepared to lend a listening ear. "Most important is listening to their stories as they reminisce," says Stevens, "That's the heart of this life move—hearing the history of [someone's] life."

Caring Transitions Inc assists older adults and their families throughout Northeast Ohio with move preparation, packing and unpacking, and profitably disposing of unwanted items. An initial consultation is provided free of charge. For more information, call **(216) 346-2367**.