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Starting a business to help seniors relocate is not rocket science. You won't need years of training to do well, because this book will show you, step by step, how to do it. Here's what you'll learn in the book:

Chapter 1 asks an important question you must answer honestly before going further: Is this the right business for me? Working for seniors takes a special kind of person, and you'll learn if you've got it or not.

Chapter 2 provides an overview of the senior relocation marketplace, so you can understand your customers, including their specific needs and the services you can provide to meet those needs.

Chapter 3 Ten steps to a successful senior move. You'll learn the step-by-step process of a senior relocation, from planning and scheduling to unpacking at the new home.

Chapter 4 Working with subcontractors and service providers to ensure a smooth, hassle-free move, as well as how to earn a referral fee from them.

Chapter 5 Add-on profit centers, such as handling the profitable local moves and the boomer relocation clients.

Chapter 6 explains how to set up your new business – everything from legal structure and choosing the best name to picking the right marketing materials, like flyers, brochures and other promotional items.

Chapter 7 will give you the framework for writing a simple business plan as well as help you determine if you even need one.

Chapter 8 explains how to set up your office with simple systems for bookkeeping, scheduling and other routine tasks so you can spend your time where you should be – helping your customers relocate!

Chapter 9 covers the marketing tools that can bring a steady stream of new customers to your business.

Chapter 10 has the essential forms for your relocation business.

Chapter 11 lists helpful resources for your senior relocation business.



move, the senior relocation service either supervises the movers or handles a local move themselves.

On moving day, the unpacking begins, and the crew places all items where they should go, such as linens on the shelves, clothes hung in the closet, pictures hung on the walls and kitchen utensils in the cabinets. If the old home is to be sold, the senior relocation team usually clears the house and handles any final disposal of items not moved.

The entire move, from planning to unpacking, is designed to reduce the emotional stress associated with moving, so a senior has a gentle and hassle-free transition to their new home. You'll learn more about the entire process in the chapters that follow.

Is a senior relocation service right for you?

With all the uncertainty in the job market, including downsizing, outsourcing and forced early retirement, starting a business makes more sense today than it did just a few years ago. The internet has made it much easier to start a service business as well, with online resources for almost all the basic business services available at a reasonable cost.

Even so, you'll still need to ask yourself if this business is right for you. Starting a new business takes a lot of time and personal commitment, and you don't want to waste that on a business that's not a good fit for your skills and personality.

Before making the decision to start your own senior relocation service, it's wise to take a good look at your personal strengths and weaknesses to see if this business really makes sense for you. Consider asking your spouse or partner as well. Here are the questions you need to ask yourself:



1. **Are you an energetic person?** Whether you are a part-time senior mover or full-time, running a business is hard work. You need to be ready to work occasional long days, work odd hours when necessary, and answer phone calls from clients, service vendors and prospects day or night.
2. **Are you motivated?** You will need to stay motivated after the initial excitement of launching your new business wears off and the day-to-day grind sets in. Of course, knowing you're the boss now, and are earning an independent, growing income will help strengthen your motivation!
3. **Are you organized?** Being able to manage your time well, and all the other aspects of your new business are critical to your success. You'll find tips and advice in the chapters that follow that help you to get – and stay – organized so you can get more done in less time with less stress.
4. **Are you a people person?** This business is all about people, from clients to prospects and the service providers you'll manage from time to time. But if you can handle the occasional cranky client or vendor and keep smiling, you'll do well in this business.
5. **Are you a self-starter?** When you start your own business, it's up to you to make things happen. There is no more boss to turn to – it's just you and another deadline or appointment. From scheduling to organizing, you're in charge, and the project won't get done until you dig in and do it! Again – the rewards are great – for example, when you land a new client or get a grateful note from a client's kids who love what you've done for their mother or dad.
6. **Are you a caring, compassionate person?** Your clients will be senior citizens, some with health conditions, who require patience and understanding. Also, because many are stressed by the prospect of leaving their home of many years, they will need a patient, friendly listener and a cheerful smile.
7. **Are you old enough?** You may think a business that's all about moving would be a better fit for someone younger, but you would be wrong. This is actually a



business where “older is better.” Three-quarters of the members of the National Association of Senior Move Managers, with over 800 members, are over 50, with many in their late 60s. Moving seniors is more about planning and organizing than packing and lifting boxes. That’s why the wisdom that comes with five decades of living is valued, as well as the fact that senior clients are more comfortable with someone closer to their own age.

- 8. Are you physically fit?** A senior move manager does just that – manage all aspects of a client’s move. Although you will not actually be moving the boxes and furniture, and will usually have a helper for the packing, this is active work. If you prefer sitting to physical activity, or have health challenges, you might want to consider another senior service business.

The rewards for being patient, caring and understanding are substantial, as you can make a real difference in the lives of seniors. How many other businesses give you the opportunity to say at the end of the day *“I made a difference in someone’s life today?”*

How much can I make?

Rates for senior relocation services range from as low as \$35 per hour to over \$100 per hour. Rates are naturally higher in large cities where the cost of living is higher and lower in smaller towns and rural areas, where the cost of living is lower. A typical job for a client brings in \$1,500 to \$3,000 plus the cost of the moving company. If you choose to handle the actual moving yourself on a local move, that’s another \$600 and up, depending on the amount of boxes and furniture being moved and the distance to the new location.



In a recent survey of senior relocation businesses, the national average hourly rate charged for move management services was \$52 per hour. Using that average rate, a capable one-person move manager could earn over \$104,000 yearly.

Adding employees when needed can boost that figure even higher, as does the referral fees from subcontractors and other service providers, such as a moving company.

Best of all, a senior relocation service is a recession proof business. People grow old and must relocate to a smaller residence or a continuing care community regardless of what the national economy is doing. Boom or recession, this business can keep you as busy as you want to be.

Success Factors

To succeed with your new senior relocation business, there are four qualities that are essential. Without exception, all successful business owners have these qualities, and you must as well.

Willingness to work – You’ll never get ahead in this business unless you are willing to ready to work as hard as it takes to succeed. That can mean long days at times, but the rewards are worth it.

Persistence – If you get up each time you stumble, and keep moving forward, you will succeed. Don’t let problems or the occasional difficult customer slow you down or discourage you. Keep focused on your goal of a successful, profitable business.

Marketing ability – If you think just being a capable packer, scheduler and organizer is enough, think again. You’ll need to continually let everyone know about your business, and give them a reason to hire you the first time. While you can expect happy customers to provide plenty of referrals, you still need to sell yourself to prospects and others in the senior service field to keep busy and profitable.