

Four Profitable Senior Service Businesses You Can Start On A Shoestring

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Box 464

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Table Of Contents

Introduction.....	2
Senior Service Business #1 Senior Homecare.....	4
Common Questions About Starting a Non-Medical Home Care Business	6
Senior Service Business #2 Senior Concierge	10
Top FAQs about a Senior Concierge Business.....	12
Senior Service Business #3 Senior Relocation Service	16
14 Frequently Asked Questions About Starting a Senior Relocation Business	20
Senior Service Business #4 Senior Home Safety Advisor.....	24
Top 15 Frequently Asked Questions About Starting a Senior Home Safety Business.....	26

Introduction

The Challenge:

The timing has never been more favorable for starting a senior service business, as the senior population is growing at the rate of 10,000 boomers turning 65 each and every day. Most of those seniors have a strong desire to remain independent and stay in their own homes as long as possible. This has created a strong demand for senior service businesses that help seniors live independently.



By the year 2020, one out of five Americans – over 80 million people – will be a senior citizen. The over-85 population is expected to grow even faster, thanks to improved health care, reaching an estimated 10 million by 2020. With this dramatic increase in America’s senior population comes an ever-growing demand for all the services seniors need as they age.

The Solution:

All over America, smart entrepreneurs are starting senior service businesses to serve the fast-growing senior population, with the services they need to stay independent, safe and happy in their own homes. Most senior service businesses are small home-based operations, and many are started with a tiny investment – often just a few hundred dollars.

A modest start-up cost matters for most folks thinking about starting a small service business. Banks and other funding sources are reluctant to lend money for a brand-new business, and when they do, you can bet the interest rates they charge are steep. That’s

why it makes sense to focus on a senior service business that can be started on a slim budget, as these four are.

There are in-demand senior service businesses that can be started on a shoestring and require no formal training to start. First, as seniors age, they require more help to maintain a comfortable lifestyle, and often need assistance with everyday activities like preparing meals or housekeeping. Next, they may need a senior helper, or concierge, to run errands, drive them to medical appointments, or do grocery shopping. Then, as seniors age, they develop issues with balance, mobility and eyesight, making them more prone to falls and other potentially life-threatening in-home injuries. They need someone to help make their home safe to live in.

Finally, there comes a time when seniors want to downsize and move from a larger home they may have lived in for 30 or 40 years to a smaller residence or a senior care community. Most seniors in their 70s and 80s need help, so hiring a senior move manager can make their move stress-free.

If you're exploring the senior service business options available, this guidebook will give you the information you need to make a smart decision about which business might be right for you. It's important to do your homework before making a big decision like this, and this guide can help you do just that.

Do you have what it takes?

It takes a special person to work with seniors. They require more patience, understanding and compassion than younger folks, but the rewards are great, and the job satisfaction is high, because you can make a genuine difference in a senior's life –every day! So if you are a caring person with a big heart, read on to discover more about the best senior service businesses you can start ...

Senior Service Business #1

Senior Homecare

Today's seniors will live longer and have more money to spend than ever before, thanks to an era of prosperity during their working years. Over 80 percent of seniors own their own homes, and plan to stay in them as long as possible.

But with age can come chronic health conditions or temporary medical emergencies, like a disabling fall, that may require assistance to remain in their home. To provide that assistance to this rapidly growing population of seniors requires an army of senior care providers, who can help with everyday in-home chores that may be difficult or impossible for many seniors, like meal preparation, light housekeeping, shopping and errands.

Often as little as 3 hours of help every day can enable seniors to remain in their own home longer, which is the preferred choice for 90 percent of them. At home, they are able to maintain their privacy, dignity and independence.

Staying at home also benefits the children of seniors, the "sandwich generation," who also have to work and raise their own children. With help from a senior care provider, visits to their parents can be more about quality time together rather than having so many responsibilities to deal with at every visit. This is much less stressful for both seniors and their adult children.



Because of the rapid growth in the senior population, home care services are the fastest growing part of the entire health care industry in America. Also, increasing health care costs are driving the growing demand for more affordable in-home care. It's a lot more

cost-effective to leave a hospital sooner or avoid a nursing home stay if all a senior needs is assistance with daily activities.

A non-medical senior home care business is much easier to start than a home health care business, because it doesn't require skilled caregivers, such as nurses. This is why only 28 states out of 50 currently have licensing and registration requirements for starting a non-medical home care business.

The market for in-home care, also called "non-medical" home care, is huge, with billions of dollars spent each and every year, and growing fast, as 10,000 more baby boomers hit 65 every day.

Now is the time to get started, while the field is still wide open. A senior home care business is recession-proof, provides a steady income, and can be started with just a few hundred dollars. Because it is non-medical care, you don't need specialized medical training or classes.

Non-medical home care is the fastest growing segment of home care, with high demand due to the millions of aging seniors. There is lots of money to pay for in-home senior services as well, as 80% of senior clients are private pay. And the pay is solid as well, with a national average hourly wage of \$22, on up to \$30 an hour in larger cities.

Another good reason to start your own senior home care business is that your customers are mostly private clients paying out-of-pocket for services. Unlike payments from Medicaid and long-term care insurance companies, private pay rates are higher and it's far easier to get paid promptly. According to the Private Duty Industry Report, over 80 percent of payments for non-medical home care come from private-pay clients, such as seniors or their adult children.

Common Questions About Starting a Non-Medical Home Care Business

If you're not familiar with the home care field, you may have some questions before you're ready to get started. Here are some of the most commonly asked questions:

1. What does a senior home care provider do?

Most senior home care clients are between 65 and 95 years old, living in their own home, who just need help with daily living activities, such as laundry, meal preparation, housekeeping and medication reminders. A home care provider helps them live at home by taking care of these tasks, and also provide companionship by listening to them, reading a book to them or playing cards.

2. How much are senior home caregivers paid?

There is a big difference in the pay for caregivers who work for a home care agency and those who have their own independent home care service. For example, an agency might charge the client \$24 an hour, but only pay the caregiver \$12 an hour. That's why you should always be an independent caregiver, with a business name, so you can get the best rates in your area. If you're getting paid \$12 an hour, you'll make just \$24,000 a year. As an independent caregiver, doing the same work, you'll be able to charge \$24, and make \$48,000 a year. Which would you rather earn – \$24,000 or \$48,000?

3. Who hires senior home care providers?

Senior care professionals, such as discharge planners at local hospitals and assisted-living facilities are always looking for capable, reliable home caregivers. Adult children of seniors who need in-home care are a prime source of new clients as well. Many of them use the internet to search for a caregiver, so it's a good idea to register with one or more of the online care provider referral services, such as eldercarelink.com.

4. What accounts for the rapid growth of the business?

Home care services are the fastest growing part of the entire health care industry in America. In fact, the U.S. Department of Labor says non-medical home caregivers are the most in-demand job now, and likely for the next two decades. There are two reasons for this growing demand. First, medical advances have made it possible for people to be cared for at home rather than in a hospital or nursing home. Second, the increasing cost of health care have created a growing demand for more affordable in-home care.



5. What's the difference between in-home health care and non-medical home care?

In home health care requires medically trained health care workers, such as nurses. Non-medical care involves only the tasks that do not require medical training. For example, a non-medical home care provider can remind a client to take their medications, but can not administer the medications.

6. Can I work part-time?

Yes, in most instances you can. You can tailor your work schedule to work as much or as little as you want to allow you time for other things, such as family responsibilities. Most non-medical home care clients only require 3-4 hours per day, so you could work half-days, for example.

7. Is it expensive to get started?

Not at all. All you really need is transportation, which in most areas means a reliable vehicle. In many cities, it's often easier to use public transportation because of parking and traffic issues. Of course, you'll need a cell phone to stay in touch with clients and prospects. Any other items needed by a specific client would be provided by and paid for by the client or their family. When you're starting out, you'll need business cards and flyers or brochures, but that is a small expense, usually less than \$300.

8. What if I've never done this before?

Non-medical in-home care is not rocket science, so if you have basic housekeeping skills, you'll do just fine. If you're unsure of yourself, go to work for a home care agency for a few weeks to learn what is needed to do a good job. If you're a caring person and a good listener, you'll do well.

9. How do I find customers?

Because there is such a demand for good home care providers, you'll just need to let prospects know that you are available. There are a dozen local sources of free referrals listed in my book. The best source of new clients, of course, is word of mouth from satisfied clients. When you're first starting out, leave a few business cards and flyers or brochures at the local senior center and run a free ad at Craigslist.org.

10. Do I need any special training or a certificate?

Unless you plan to offer home health care services, which would require medical training, there are no class requirements or certification. In some areas, the Red Cross offers home care classes, and a few community colleges also have programs. Although there are currently no formal training requirements, you should try to learn more about your work, and perhaps even consider getting a CNA certificate. That training will help you do a better job for clients, and allow you to charge a higher rate for your services.

4 Profitable Senior Service Businesses You Can Start On A Shoestring

As a home care provider, you can earn a solid, dependable income regardless of what the job market is doing. It's as close to recession-proof as it gets, as seniors continue to get older and require in-home caregivers.



If you've dreamed of starting and running a profitable business that improves people's lives, and are a caring, compassionate person, you can take the first step by reading [*How to Start a Senior Home Care Business*](#).

Senior Service Business #2

Senior Concierge

As seniors age, they need more help with many of the daily activities that younger folks take for granted, such as running errands, pet care, grocery shopping, driving to appointments, household management, and dozens of other tasks.

To provide that assistance to this rapidly growing population of seniors requires a special person called a senior concierge. The term “concierge” comes from the French *comte des cierges*, or keepers of the keys. Traditionally, the concierge worked in a hotel or luxury apartment building, assisting the guests or tenants with their every request.



Today, concierges assist seniors by doing what their clients are too busy or unable to do themselves. A good concierge is a capable, resourceful problem solver who is happiest when helping their clients with whatever challenge comes their way. About 70% of the personal concierges in the U.S. and Canada are women, and 30% are men.

A senior concierge can also benefit the children of seniors, the “sandwich generation,” who also have to work and raise their own children. With help from a senior concierge, visits to their parents can be more about quality time together rather than having so many responsibilities to deal with at every visit. This is much less stressful for both seniors and their adult children.

According to concierge industry insiders, personal concierge services have become a multi-billion dollar industry, with steady growth and great prospects for the future, especially in a recession-proof niche like senior concierge services.

As boomers become seniors and move into their “golden years,” their needs and abilities change. While they prefer to stay in their own homes as long as possible, they realize they simply can’t do it all, due to mobility and health challenges. This creates a golden opportunity for those who can provide assistance to seniors in need.

A senior concierge service can keep you as busy as you wish, whether you live in a smaller community or a big city. It requires no formal education or expensive training, just common sense, organization, honesty, compassion for elders and above all, a can-do attitude.

A senior concierge service can be started with very little money – if you have a car and a cell phone, you’re almost there. The rewards of being a senior concierge are great – not just in dollars and cents – but in helping seniors live better lives by helping them enjoy their independence as long as possible. That’s priceless. Another reward is that you’ll have a flexible schedule to allow you to balance your everyday family life with your client’s needs and projects.

Rates for private senior concierge services range from \$18 to \$50 per hour nationally. With rates of \$18 to \$50 per hour of billable time, you can see it’s possible to earn a solid income of \$36,000 to \$100,000 per year, depending on the rates where you live, and how many hours you work.

Best of all, a senior concierge service is a recession-proof business. People grow old and require your help and services regardless of what the national economy is doing. In addition, there is no expensive training or college classes required, as you can earn while you learn.

If you’ve just heard about the concierge business, you probably have a few questions before you’re ready to get started. Here are some of the most commonly asked questions:

Top FAQs about a Senior Concierge Business

1. What does a senior concierge do?

“Concierge” is a French term for a personal assistant. In recent years, personal concierge services, especially for seniors, have become a multi-billion dollar industry. A concierge assists their clients by helping them do what they are too busy or unable to do themselves. As seniors age, they develop health and mobility issues, and have to turn over many tasks, like running errands, grocery shopping, home care, household management, pet care and even personal transportation to a senior concierge. This growing need for assistance has created a golden opportunity for those who can provide this assistance to seniors in need.



2. What hours do you have to work?

As you are an independent service provider, you have a lot of control over your own schedule. Most of your jobs will be during normal working hours during the day, but there may be occasional evening work, depending on a client’s needs. Most senior concierge services encourage their clients to schedule jobs during the day by charging higher rates for evening and weekend work. If you only want to work 20 hours a week, or prefer to just work in the mornings or afternoon, you can usually arrange that with your clients.

3. How much does a senior concierge get paid?

A senior concierge typically makes between \$20 and \$50 an hour. Rates are higher in larger cities and lower in small towns, where the cost of living is lower. At these rates, it’s possible to earn a solid income of between \$40,000 and \$100,00 a year,

depending on where you work, for a 40-hour work week. The national average is around \$26 per hour, which is \$52,000 per year.

4. Do you need insurance?

Yes, you will need liability insurance and auto insurance coverage for business use of your vehicle. You may also need to have additional insurance coverage if you transport your clients or their pets. Be sure to check with a local multi-line insurance agent to find out what is required in your town.

5. What are the most in-demand senior concierge services to offer?

That depends on each individual client. For example, those with memory issues need help with bill-paying, while those who are not computer-savvy need assistance with email, online shopping and even online dating! Many senior clients have mobility issues, so they need help with errands and everyday shopping.

One local senior concierge enjoys helping seniors “de-clutter,” and specializes in helping seniors get organized, and sort through all the “stuff” that can accumulate over 30 to 40 years in the same home. Another specializes in escort services, as seniors who no longer drive, need an escort to get them to medical appointments, social events and church services.

6. Is a senior concierge service expensive to start?

On the contrary, a senior concierge service is very inexpensive to start, as the only two essentials to begin are a reliable vehicle and a cell phone, preferably a smartphone. You’ll need printed marketing materials of course, such as business cards, flyers and brochures. By using affordable online printers like vistaprint.com or uprinting.com, you should be able to get everything printed for under \$300.

To save even more on printing, visit retailmenot.com and type in the name of a printer to find additional discounts. Today, for example, I found a 40% discount coupon for business cards and another for 40% off any other printed items such as flyers or brochures.

7. What if I've never done this before?

Many of the tasks done by a senior concierge are tasks we all do regularly, such as running errands or grocery shopping. The most important qualities of a successful senior concierge are a can-do attitude, common sense and caring and compassion for seniors.

Being a senior concierge is all about people, so the ability to be a friendly listener and have a cheerful smile is important as well. If you are not sure how to do something, be honest with your client and say so. If you are clueless about computers, or allergic to cats, it's okay, there are plenty of other tasks that need to be done as well.

8. Are there free ways to advertise for new clients?

Yes, there are. Word of mouth is a proven method. When you do a good job for a senior client, they will tell their friends. A flyer or brochures at the local senior center will bring in new clients, as will a free ad on Craigslist.org. If you have over-55 communities in your area, see about running a small classified ad in their monthly newsletter offering your services. After you've been in business for two or three months, contact your local newspaper, as they might want to run a human interest story about your service, or at least publish a free new business announcement.



9. Is specialized training required?

This is a learn-by-doing profession, so if you are a caring person who enjoys helping others, you have what it takes to begin. A good start-up guidebook will help, but just working every day with a variety of seniors and tasks will do more to help you become a pro than anything else.

10. What's the difference between a senior concierge service and a senior errand service?

A senior errand service offers just one basic service – running errands. While it can be a profitable business, seniors often need more personal assistance than just errands. A senior concierge service typically offers between 10 and 20 additional services to their clients. For you, that means more work and more income in your pocket. In addition, clients are willing to pay a higher rate for “concierge services” than “errand running.” Again, more money in your pocket.

11. Is there really a lot of work for a senior concierge?

There are almost 50 million senior citizens in the U.S. and that number is growing by 10,000 new seniors each and every day. Most of them will need assistance as they age, and will be grateful if they can find a reliable, honest, caring senior concierge in their area. That could be you.



If you've dreamed of starting and running a profitable business that improves people's lives, and are a caring person, take the first step by reading our step-by-step guide [How To Start a Profitable Senior Concierge Service.](#)

Senior Service Business #3

Senior Relocation Service

Today, there are 48 million seniors over 65 in the U.S. Many of them, especially those over 70, are selling their larger homes to “downsize” to a much smaller residence like an apartment, retirement community or continuing care community.

Most of us have moved often enough to know how stressful a move can be. But imagine you’re 80 years old, with reduced strength, vision, balance and flexibility due to aging. Now throw in a medical condition or two, and you can understand why seniors are happy to find someone who understands their special needs and can help them make the move as smooth, gentle and stress-free as possible.



As the senior population soars, senior relocation services are doing very well. Helping seniors move with as little stress as possible is one of the fastest growing new senior service businesses. For example, membership in the National Association of Senior Move Managers has grown from just 30 members to over 800 in just the last few years.

Insiders forecast continued rapid growth, making this an ideal time to start a senior relocation business. These senior movers, also called senior move managers, work with seniors during one of the most difficult and stressful times – when a senior decides it’s time to move or must move because they can no longer live alone.

4 Profitable Senior Service Businesses You Can Start On A Shoestring

When seniors move, almost always to a much smaller residence, they must downsize their possessions. Many seniors have been in the same home for 30 or 40 years, and find the process of downsizing overwhelming, both physically and emotionally. The enormous amount of possessions accumulated over all those years and tucked away in attics, basements, garages and spare rooms is challenging to deal with for older folks or the adult children whose parents have died or must move for health reasons. Sorting through all those possessions to determine what has value and what does not can be a huge burden, both for seniors and their families.

A senior relocation pro helps the elderly – most are in their 70s and 80s – organize and manage that transition to a new, smaller residence and helps them decide what to take and what to leave behind. But it's more than just organizing and packing. It's also about providing emotional support for a client – calming their worries about the move and reassuring them that it will all be okay.

When a client is moving to a new home, a senior relocation service uses a simple floor plan of the new residence to determine what furniture will fit. When that's done, they and their client can sort through the remaining furniture and other belongings and decide what has value and what is trash.



Then, the surplus items are sold, donated or put in the trash pile. Next, the packing begins, with all boxes labeled so the moving crew can put them exactly where they need to be in the new home. Following a schedule set up in the planning stage of the 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.

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.

A senior relocation service can keep you busy full-time, or provide a generous part-time income. It's up to you. Because seniors are everywhere, you can provide this much-needed service in a smaller town or a big city. Becoming a senior mover requires no formal education or expensive franchise fees, just common sense, honesty and a desire to help others. Seniors in transition require care, compassion, understanding and patience. If you've got a big heart, you'll do well as a senior mover!

Although a big heart is important, a strong back is not. A senior move manager does just that – manage all aspects of a client’s move. Although you will not actually be loading and 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 opportunities are wide open in this fast-growing field, and so is the potential for above-average income. In fact, most established senior relocation services bring in a six-figure income. You’ll be providing a vital senior service, as well as earning the gratitude and respect from others in the senior services community who are thankful a service like this is available.

14 Frequently Asked Questions About Starting a Senior Relocation Business

1. What does a senior relocation service do?

Also called a senior move manager, or simply a senior mover, they assist seniors and their families with a move to a new, usually smaller, residence. They go beyond the basics of packing and unpacking and provide a full menu of services to help seniors have a stress-free move. After a get acquainted meeting with a new client, they provide a customized moving plan that usually includes:

- organizing, sorting and downsizing.
- disposal of unwanted items through an estate or moving sale or donations to charities.
- supervising movers.
- professional packing and unpacking.
- setting up the new residence.



2. How much are senior move managers paid?

A senior mover makes between \$35 and \$80 an hour, depending on what part of the country they work in. Small town rates are lower, and big city rates, where expenses are greater, are higher. The national average charge for a senior move manager is \$52 per hour.

3. Who hires senior move managers?

Although quite a few jobs come from the seniors who are moving, many come from other professionals in the senior care community, such as eldercare attorneys and social workers, those who work at senior living communities and also from the families of seniors who are relocating.

4. What accounts for the rapid growth of this business?

The growth of the elderly population, now over 48 million seniors, is a big factor, but there are two other factors that also play a big part. Today, families often live far apart, so a senior's adult children may not be able to help them move. Also, seniors are living longer, which can mean their own adult children may be too old to help, with health issues of their own.

5. How long does a typical moving project last?

Although no two moves are alike, which is one of the reasons this is never a boring business, most moves, from the initial planning and organizing stage to the unpacking at the new home, take about a month. Some happen faster, due to sudden health issues, and others can take several months because of the amount of possessions to be sorted, disposed of, sold and packed.

6. Do you need special insurance?

In most instances, you'll just need to let your insurance agent know you're using your vehicle for business as well as personal use. Also, liability insurance is essential, as it protects both you and your clients. Any capable multi-line insurance broker can advise you on what is best for you.

7. How is a senior relocation service different from a moving company?

A senior move manager does much more than just sort possessions and handle packing and unpacking. Their job is much like a stage manager for a play. They organize and schedule all the players on the moving stage so the senior client won't have to worry about anything. Instead of the normal emotional stress that can happen with a senior move, a senior move manager makes sure the whole process is smooth and stress-free.

8. How old is the average senior relocation client?

Most senior clients are in their late 70s and early 80s, although many projects involve helping baby boomers in their 60s downsize to a smaller home after the kids have moved out.

9. Can I work part-time?

Of course. This is not a 9 to 5 job with a time clock. Each moving project is different, and those who only want to work a limited number of hours each month can take on only as many projects as they can handle on a part-time schedule. In this business, it is common to partner with another person so each can have a flexible schedule, yet still tackle a big moving project or a rush move.

10. Is it expensive to get started?

Not at all. Most of us already have the two essentials – a reliable vehicle and a cellphone. You don't need a moving van, and the equipment needed, such as packing supplies, are ordered only as needed for a project. It is customary to charge a deposit at the start of each job, which more than covers the cost of purchasing the supplies for the move. One of the reasons this is such an appealing home-based service business is that you really can get started on a shoestring.

11. What if I'm not an expert packer or mover?

Don't worry – practice makes perfect. Most new senior movers do a few free moves to perfect their skills, or use videos to learn the tricks of the trade. For example, Uboxes.com has a series of 30 free free “how-to” videos on all aspects of professional packing.

12. How do I find new customers?

There are over a dozen free sources of new clients covered in my book about senior relocation. Happy customers, of course, will spread the word to their friends and family members. Senior care pros, such as social workers and those who work at senior living communities often refer clients. A simple free ad on Craigslist.org can help as well.

13. Do I need any special training or certification?

This is a simple business, so no classes or special training is required to get started. But you must have common sense, honesty and a desire to help others. If you've got a big heart, you'll do well in this business.

14. I'm not very strong. How much heavy lifting is involved?

Although a big heart is important, a strong back is not, because a senior move manager does just that – manage all aspects of a client's move. Of course, you will be doing sorting and packing, but the heavy work is done by the actual movers or your helper.



A senior relocation service is the perfect business for anyone who enjoys helping other, and wants to make a solid income, regardless of what the economy is doing. It's the essence of “doing well by doing good.” To learn more about this fast-growing service business, read [*How to Start A Profitable Senior Relocation Service*](#).

Senior Service Business #4

Senior Home Safety Advisor

90 percent of those over age 65 want to “age in place” – live independently in their own homes as long as possible, without giving up their freedom and independence. But as seniors age, they are at higher risk for in-home injuries, as their balance, eyesight and flexibility are reduced by age. As a result, one in three seniors falls each year. Many of these falls result in serious injury, particularly hip fractures and head trauma. Sadly, of the seniors hospitalized for hip fracture, 40 percent never return home or live independently again!

Here’s the good news – with just some basic home modifications, some as simple as non-slip pads under throw rugs, injuries can be largely prevented, allowing seniors to age in place for many years in the comfortable, secure surroundings of their own homes.

Helping seniors to remain safe in their own homes is vital as the senior population continues to grow. This can be a wonderful opportunity for anyone who wants to create a senior service business providing home safety checks to enable seniors to stay safe at home.

This is an ideal business for an independent person, as you can help others, be your own boss, work flexible hours out of your own home, and – best of all – has little or no competition. Also, because no formal training or expensive equipment is required, you can get started on a small budget – often just a few hundred dollars.

Most safety checkers charge between \$60 and \$200 for each home safety survey, depending on the size of the home. Also, by partnering with local contractors and other service providers, you can earn commissions and referral fees in addition to the income



from safety surveys. It's not uncommon to make two hundred dollars or more in commissions from each home when a contractor does safety modifications.

Beyond the earnings potential, you'll have the satisfaction of helping seniors stay safe and live a better life in their own home, in addition to the respect you'll gain in your community from helping local seniors stay safe.

Many of the requests for senior home safety surveys will come from the adult children of seniors, who are concerned about their parent's safety. By reducing the risks of falls and other accidents at home, both children and seniors will have less stress in their lives as well.

After all, a serious fall carries a huge emotional cost for both seniors and their family, to say nothing of the sizable health care costs. For example, the average cost of hip fracture care is now over \$35,000 and rising each year.

A senior home safety consulting business can keep you as busy as you wish, or provide a generous part-time income. It's up to you. Because seniors are everywhere, you can provide this essential service in a smaller community or a big city. It requires no formal education or expensive franchise fees, just common sense, honesty, and a desire to help others.

Seniors whose physical abilities are in decline require compassion, understanding and encouragement, plus an extra helping of patience. If you've got a big heart, you'll do well in this business!

Top 15 Frequently Asked Questions About Starting a Senior Home Safety Business

1. What does a senior home safety advisor do?

As seniors age, they tend to be prone to in-home injuries, such as falls. In fact, one in three seniors over 65 falls each year, and many falls cause serious injuries, such as head trauma or broken bones. That can lead to huge medical bills and long recuperation times.



The good news is that most in-home injuries can be prevented with simple, common sense modifications, so seniors can then live safely in their own homes for many years. A senior home safety advisor, using a 10 page, 120-item safety checklist, takes a close look at every room in a senior's home, as well as outdoor areas such as porches and walkways.

Using the checklist, they can identify risky area or items that need attention or modifications. The items may be as simple as adding plug-in night lights in halls used at night, or lever handle doorknobs for a better grip, or more complicated modifications, such as adding an exterior ramp or grab bars in the shower or tub area.

When the safety survey is completed, the senior client is given a "Safety Survey Summary and Recommendations" that lists any needed changes or modifications. If the modifications require a contractor, the senior safety advisor can refer a reliable local person or business.

2. How much are senior home safety advisors paid?

The cost of a senior home safety survey ranges from \$60 to \$200, depending on the size of the home. In addition to the charge for a safety survey, most safety advisors partner with local contractors to earn a commission or referral fee when extensive modifications are required. This can often add several hundred dollars in supplemental income. It's also common to find a home that needs non-slip pads installed under area rugs. If bought at wholesale, the markup is as much as 100%, and can bring even more "add-on" income.

3. Who hires senior home safety advisors?

Most of the demand comes from the seniors themselves, but many senior care professionals, such as social workers and physical therapists can recommend that their clients have a safety survey done, as they know how costly a fall or other in-home accident can be. A surprisingly large number of requests for safety surveys come from the adult children of seniors, who care about their parent's safety. A serious fall carries a huge emotional cost for both the seniors and their family, aside from the medical expenses.

4. Why is this such a fast growing business opportunity?

Of course the growing number of elders over 65 plays a big part, but there are two other reasons. First, seniors are living independently longer than ever before, so their homes, which may have been safe when they were 50 and in better physical shape, need safety modifications now. Second, thanks to the era of prosperity during the last 30 years, more seniors have savings and the ability to pay for safety modifications to their own homes.

5. How long does it take to do a senior home safety check?

It all depends on the size of the home. A survey can take as little as one hour for a small home, to several hours for a larger home. Many seniors prefer to have the safety advisor return to do minor safety improvements, such as putting non-slip pads under area rugs or installing brighter LED bulbs or fixtures that are safer.

6. Is special insurance required?

Your insurance agent or broker can advise you on what will be required in your area, but the most common items will be liability insurance to protect both you and your clients, and adding coverage to your vehicle policy for business use.

7. How is a home safety checkup different from a conventional home inspection?

A safety checkup evaluates visible items and areas that need attention, such as slippery steps or lack of handrails. A conventional home inspection is an in-depth structural inspection that also evaluates home components, such as a furnace or air conditioner, attic insulation, siding and roofing condition, and so on. A safety checkup is not a home inspection, which is why the cost is so reasonable.

8. Is there really a lot of work in this field?

Everyone from the federal government to local social service agencies is encouraging any measures that can reduce medical expenses. There is universal agreement that fall prevention for seniors saves money in both immediate medical costs, and long-term costs, such as the cost of a nursing home for a senior whose hip fracture did not mend. It is a major factor in the growing awareness of senior home safety in keeping a lid on rising medical costs. This is why local safety advisors get so many referrals from senior care professionals, such as doctors, social workers and others.

9. Can I work part-time as a safety advisor?

Yes, you're the boss, and can tailor your work schedule so you can work as little or as much as you want. That's why this is such an ideal business for those with family responsibilities or even another part-time business.

10. Is this an expensive business to start up?

Just the opposite! Most of the work involves just you and your clipboard/checklist when you're doing the safety surveys. Of course I'm assuming you already have, as most of us do, a dependable vehicle and a cellphone. In the beginning you will need

to print multiple copies of the safety checklist and summary forms, as well as business cards and a brochure or flyer. If your start-up budget is tiny, you can get started with just a few hundred dollars. Be sure to make those dollars work harder by getting your printed marketing materials, such as business cards, brochures and flyers printed by one of the many online printers. I use, and like, vista.print.com, but you should get pricing from others, as someone is always running a special. To get started, just do an internet search for “brochure printing.”

11. What if I’m not a handyman or construction pro?

If you can follow a simple checklist, you can perform a senior safety checkup. This does not require any knowledge of carpentry, wiring, or any construction experience. That said, many safety advisors who have those skills do tackle some of the modifications that may be required, like ramps or adding grab bars in a bathroom.

12. How do I find new customers?

You’ll find ten sources of free referrals for new customers listed in my book. The best one, of course, is word of mouth. Your customers will tell their friends, who call you “pre-sold” because their friend has told them what a wonderful job you did and how safe they feel at home now. Be sure to leave brochures or flyers at your local senior center, and run a simple free ad on Craigslist.org.

13. Do I need any special training or certification?

This is such a simple business that you can get started right away without any formal training. Be sure to do a few “practice” safety checks for friends and family to get familiar with the forms. Although formal training is not necessary, you do need common sense and patience in dealing with seniors. Anyone who is a people person should do well in this business.

14. My computer skills are not great. Is that important?

Although some day it may be possible to walk through a senior’s home using nothing but an iPad, the most complicated item you will use is a ballpoint pen and a

clipboard. This makes it easy to share your survey results with a client right after you've completed the summary. Some safety advisors like to use a digital camera to "take notes" as they go, so they can do a "show and tell" with the client, and this can be a iPad or a smartphone, but it's totally optional.

15. What are the most common safety hazards found in a senior's home?

The focus of a safety survey is mainly to identify and correct fall hazards, as those pose the highest medical risk. The most common fall hazards are area rugs with no non-slip pads underneath, inadequate lighting, unsafe stairways and slippery surfaces in bathrooms. Electrical hazards are also quite common, and usually simple to correct, such as missing or non-functioning smoke detectors or overloaded extension cords.

Senior home safety surveys are the perfect business for anyone, man or woman, young or old, who wants to help others, be in control of their own life, and make a substantial, dependable income, regardless of what the economy is doing. You can make a few thousand dollars a year part-time or over \$100,000 a year full-time. It's all up to you.



Retirement is often called the "golden years," and your future can be golden as well, helping local seniors make their home safer. To discover more about helping seniors stay safe at home, read: [Start Your Own Senior Home Safety Consulting Business.](#)

Thanks for reading! We encourage you to forward this eBook to a friend who may be interested in starting a home-based business.



If you've enjoyed this guide to starting your own profitable home-based senior service business, visit

www.HeadstartPublishing.com, where you'll find a dozen more helpful guidebooks about in-demand businesses you can start on a shoestring, including:

Profits on Wheels – Learn how to start a profitable local courier service.

Haul It Away – How to start a local trash removal/junk hauling business.

Profitable Window Cleaning – How to start a residential window cleaning business.

Used Books Into Gold – Turn used books into online profits.

Old Magazines Into Gold – How to sell used magazines online for 800% profits.

Golden Harvest – How to grow 4 very profitable specialty crops – bamboo, garlic, ginseng and mushrooms.

Growing Flowers For Profit – How to grow annuals, perennials, cut flowers, dried flowers and bulbs.

Growing Herbs For Profit – Growing and marketing the top 20 culinary and medicinal herbs.

Growing Trees For Profit – Profitable specialty trees, such as Japanese maples, bonsai, container trees, Christmas trees and high-value wood products.

Lavender Farming – How to start profitable lavender growing business, including 20 value-added lavender products.

Backyard Plant Nursery – Grow landscaping shrubs and trees, ornamental grasses and ground covers.

Growing Microgreens For Profit – This indoor/outdoor crop brings up to \$20 a pound and is ready to harvest in just 2 weeks.