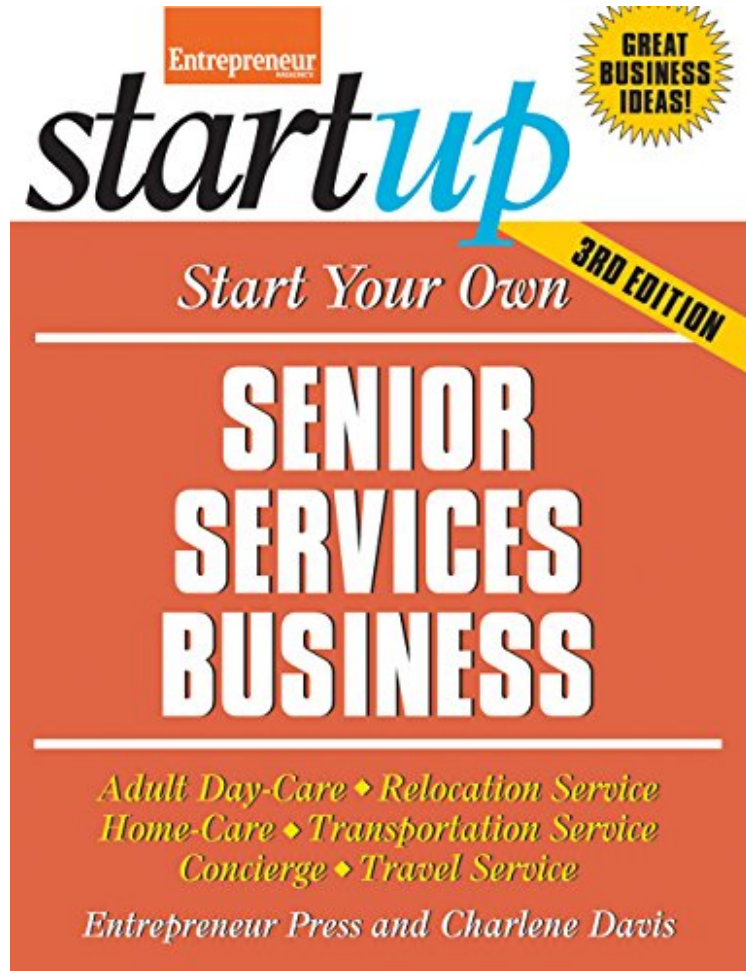


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Start Your Own Senior Services Business: Adult Day-Care, Relocation Service, Home-Care, Transportation Service, Concierge, Travel Service (StartUp Series)

Charlene Davis

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The senior population is multiplying by the millions! In fact, during the next 25 years, the senior population in America is expected to double — growing faster than the total population in every state. This means one thing: a tremendous opportunity for aspiring and compassionate entrepreneurs. From providing adult daycare or homecare to transportation or concierge needs, this guide covers today's most requested services within the 65-and-older market. Readers learn, step by step, how to choose the right opportunity for them, legally and financially establish their business, acquire licenses and certifications, set policies and procedures, and much more! Priceless insight, advice, and tips from practicing senior care professionals help aspiring entrepreneurs to discover their specialty from within one of six growing areas of interest — adult daycare, relocation services, homecare, transportation services, concierge, and travel service; design a business to suit customers' demographics and special needs; set rates; create a support staff who will facilitate success; use effective marketing and advertising to get the word out; build valuable business partnerships that lead to referrals; and plan for future growth. A record number of seniors are seeking help, and this guide is the key to starting a senior care service today!

From the Inside FlapThe senior population is multiplying by the millions. In fact, during the next 25 years, the senior population in America is expected to double, creating an ever-growing need for quality senior services--and compassionate entrepreneurs like you!Arming you to earn your share of this ever-expanding industry, the experts at Entrepreneur detail what it takes to start six of the most in-demand senior services--adult day-care, relocation service, home-care, transportation service, concierge, and travel service.Learn how to:

- Discover your specialty and choose the right opportunity for you
- Develop a winning business plan
- Design your business to suit your customers' demographics and needs
- Set policies, procedures and prices
- Equip your business with the proper tools, licenses, and certifications
- Create a support staff that will help you succeed
- Build your presence online and offline with effective, low-cost marketing tactics

Plus, gain priceless insight and advice, an updated resource list, and tips from practicing senior care professionals.A record number of seniors are seeking your help--start your senior care service today.