

MEMBERS NEWSLETTER

Volume II Edition IV October 2009



Changing Gears with Senior Move Managers By Colleen Smart

Today, seniors are enjoying and embracing positive changes that provide them with more retirement housing and lifestyle choices than any generation before them. However, with these new opportunities, discerning seniors and their families have developed increasingly high expectations. And with seniors holding the majority of the wealth in Canada, many of them can well afford to be choosy.

As key stakeholders in the retirement residence industry, you are constantly looking for new and innovative responses to the ever-changing landscape.

What can you do that will add more value to your industry, your specific community, and importantly to the seniors themselves?

A progressive choice is available to you – recommending your prospective members hire a Senior Move Manager, a certified, trained professional who works with seniors and their families to promote an easy, worry-free transition.

Senior Move Management began in the United States about ten years ago. Today this industry boasts over 500 individuals registered with the National Association of Senior Move Managers. In the past five years, Canadians have joined the ranks of relocation and transition specialists. (See www.moveseniors.com for a list of Canadian Certified Relocation Specialists - CRTS)

Many seniors postpone decisions because they view their move as a barrier to them. Senior Move Managers can help seniors make timely decisions by offering both physical and emotional support. These relocation specialists manage all the physical details of delivering a smooth and effective move while providing guidance and support through unsettling transitions.

Retirement communities are experts in caring for seniors and shepherding them through difficult times. But the worry and angst of a move begin long before residents cross the threshold of their new home. Senior Move Managers can add

support by being familiar with specific retirement communities, their procedures, and especially Community Directors and their staff.

How can Senior Move Managers support your community and the transition of your new residents?

Retirement Communities benefit when their new residents use a Senior Move Manager, who can be a direct contact person, fostering a move that is timely, efficient, and not disruptive to other residents. All moves are meticulously organized and fully documented, and you are provided with any details that will support your procedures.

Senior Move Managers are passionate advocates for seniors. In some cases, they become a 2nd family for seniors who do not have a family support system local and available to them. With a clear understanding of the overwhelming stress associated with a move, Seniors Move Managers work diligently and caringly to prepare seniors for the move ahead.

On Moving Day, the entire move, including unpacking and furniture arrangement, is completed quickly and efficiently. Seniors arrive to their new home with the pictures on the wall and the clothes in the closet. What a relief on a stressful day!

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Daybreak Moving Solutions for Seniors



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