



# Welcome to Senior Move Management

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# Exploring Senior Move Management: Understanding the Senior Client

**National Association of  
Senior Move Managers (NASMM)  
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# Welcome

This two-part program includes:

- Understanding the Senior Client
- Overview of the Senior Move Management Profession



# What this course includes

## Understanding the Senior Client

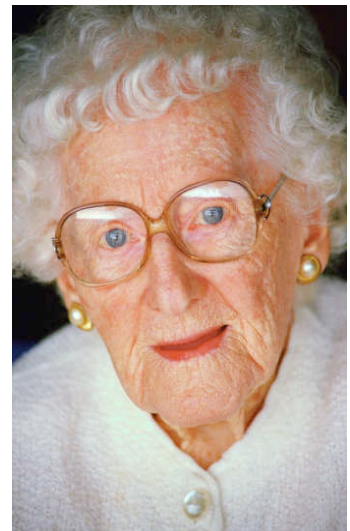
- The physical, cognitive and emotional issues older adults face
- How these issues impact the Senior Move Management process
- **Why Senior Move Management is about people, not cartons.**



## Meet our clients



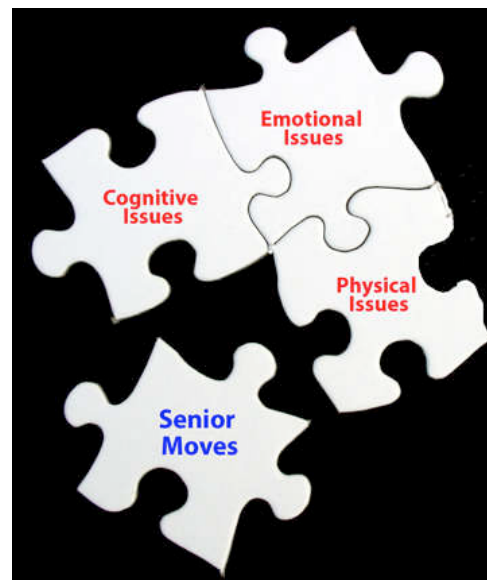
**The characteristics and issues of the Senior Client are what shape and define the Senior Move Management industry.**



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## Putting the pieces together

- Physical issues
- Emotional issues
- Cognitive issues



# Physical issues

- Chronic conditions
- Incidence increases with age
- Progressive
- Long term side effects



# Chronic conditions



- Gradual onset
- Alone or in combination



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# Visual impairments

- 2.5 million people
- Higher incidence among the elderly



Vision with advanced dry macular degeneration



Vision with glaucoma



Normal vision



Vision with diabetic retinopathy

# Hearing impairment

- Normal part of aging
- 40% of people over 75
- Gradual onset
- Social isolation



# Caregiving



- Caregivers have a 60% higher mortality rate than others



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# Meet June



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# Meet Sally and Don



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## How clients' physical issues impact Senior Move Management



- **Mrs. A has diabetes.** On move day, the Senior Move Manager makes sure Mrs. A stops to eat at noon.
- **Mr. B has Parkinson's disease.** Since Mr. B is unsteady on his feet, the Senior Move Manager makes sure that floors are kept free of packing material, and that his medications, which he takes throughout the day, are easily accessible. The Move Manager also removes the plastic toilet seat extender and reattaches it at the new home.



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## How clients' physical issues impact Senior Move Management



- **Mrs. C is legally blind.** When unpacking the kitchen, the Senior Move Manager places each item in Mrs. C's hand as it is put away, so she will know where everything is.
- **Mrs. D has limited range of arm motion.** The Senior Move Manager makes sure that nothing in the kitchen or closets is placed higher than 65 inches so Mrs. D does not need to reach or use a step ladder.



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## How clients' physical issues impact Senior Move Management



- **Mr. E has significant hearing loss.** The Senior Move Manager uses barrier-free communication techniques, such as eliminating external noise, rephrasing rather than simply repeating, using written notes, and being especially patient.
- **Mrs. F has urinary incontinence.** The Senior Move Manager discreetly places Mrs. F's disposable underwear under the sink and never refers to them as diapers.



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## Physical issues summary

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- Things fall apart quickly
- Many senior moves occur during the worst of circumstances



# Cognitive issues

## Normal age-related memory loss

- A gradual decrease in certain brain functions
- Occasional forgetfulness
- Usually begins in the 50s
- Cumulative



# Mild cognitive impairment



## Mild cognitive impairment

- Not normal
- Memory loss but not impaired reasoning
- May or may not develop Alzheimer's disease



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# Dementia

## Alzheimer's disease

- 10% of people over 65
- 50% of people above 85
- Over 5 million people affected today
- Over 10 million in next 20 years



## Other reasons seniors forget

- Health conditions
- Medications
- Hearing loss
- Poor nutrition
- Emotional state

**Stress**

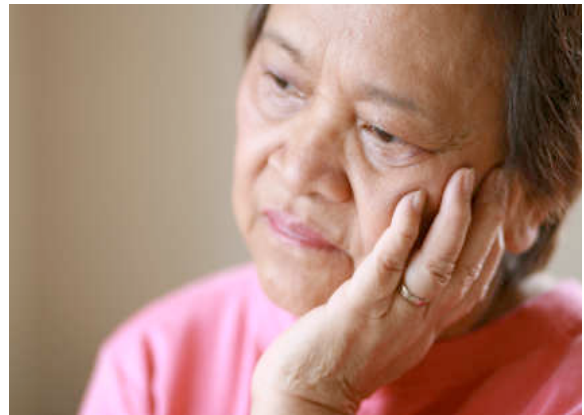
**Depression**

**Grief**

**Anxiety**

**Fatigue**

**Loneliness**



## Memory and moving

- Increased symptoms prior to, during and immediately after the move
- After the move, individuals return to prior level of functioning



## How clients' cognitive issues impact Senior Move Management



### **Mrs. G has mild cognitive impairment.**

She calls the office several times per day, asking the same questions. The Senior Move Manager never tells Mrs. G. the same question was already asked and answered. When the Move Manager visits, she leaves printed notes that address the concerns Mrs G repeatedly raises.



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## How clients' cognitive issues impact Senior Move Management



**Mr. H has Alzheimer's disease** and is being moved to a secure neighborhood in an assisted living residence. The Senior Move Manager stations a staff member next to the entry door of the building, keeping it closed except to allow movers to pass, to prevent other residents with dementia from wandering out of the building.



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## Cognitive issues summary

- Understand how age affects memory
- Understand how moving affects memory
- Utilize best practices

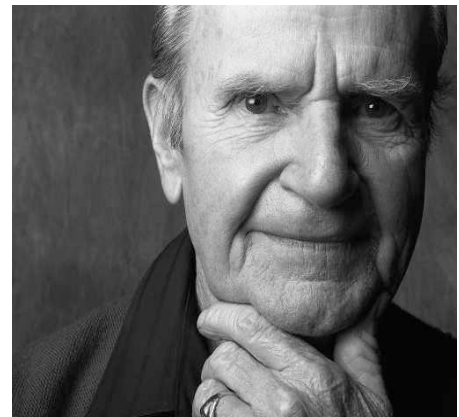
- ✓ Minimize confusion and anxiety
- ✓ Product smooth move experience



## Emotional issues

*“This move is all about loss. When I retired, I lost the prestige of my profession. I lost my wife. Many of my friends have died. My health has deteriorated, and now I am losing my home of 40 years.”*

*“My wife died three years ago and I thought I was done with mourning, but sorting through the things we accumulated together feels like losing her all over again.”*



## Emotional issues

*“This is my daughter’s room; she died of leukemia 40 years ago, at age 19. Everything is just the way it was when she was alive.”*

*“I planted every perennial plant in the garden. They were small when I started, but over the years I have divided them many times. I will miss my garden.”*

*“I used to teach French. I haven’t looked at those books in years, but giving them away would feel like losing part of myself.”*



# Family relationships



- Over-burdened adult children
- Evolving, complex family relationships



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# Meet Ann

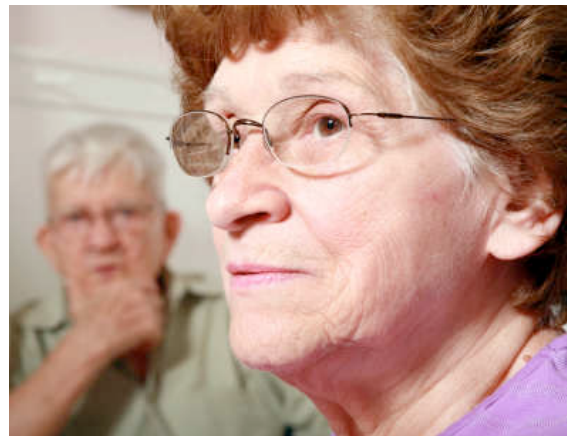


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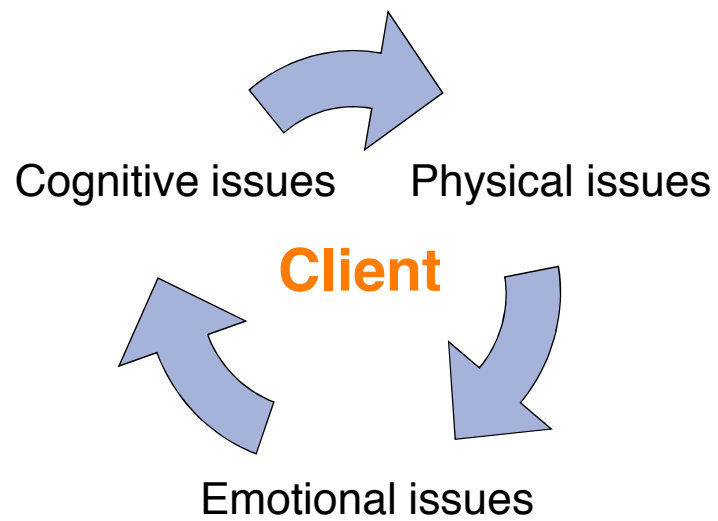
## Emotional issue summary

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- Issues beneath the surface
- Senior Moves are always emotional



# The client cycle



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## **Congratulations.**

You have completed  
Exploring Senior Move Management:  
Understanding the Senior Client.

***The next course is: Overview of the Profession.***





# Exploring Senior Move Management: Overview of the Profession

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# What this course includes

## Overview of the Senior Move Management Profession

- Why the growth of Senior Move Management
- NASMM
- Services and business models
- Location
- Communication
- Trusted resources
- Earning Money
- Rewarding work



## What this course includes

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- Marketing
- Business operations
- Referral sources
- Home Visits/ sales call
- Estimating
- The common bond



# Find a need and fill it



Senior Move Management fills a gap in services to seniors.



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# Why the growth of Senior Move Management



- Aging demographics
- Changing work and living patterns of adult children
- Evolving family dynamics
- Increased housing options
- Physical and emotional obstacles in late-life transitions



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# NASMM



- Must be insured
- Code of Ethics
- Find a Senior Move Manager map



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# What Senior Move Managers do



Focus on Seniors



Full-service solutions

- Organizing/preparing for the move
- Disposing of items not needed
- Develop floor plans
- Oversee/schedule mover
- Pack
- Unpack, resettle



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# What Senior Move Managers do



- Extended family
- Client advocate
- Trouble-shooter

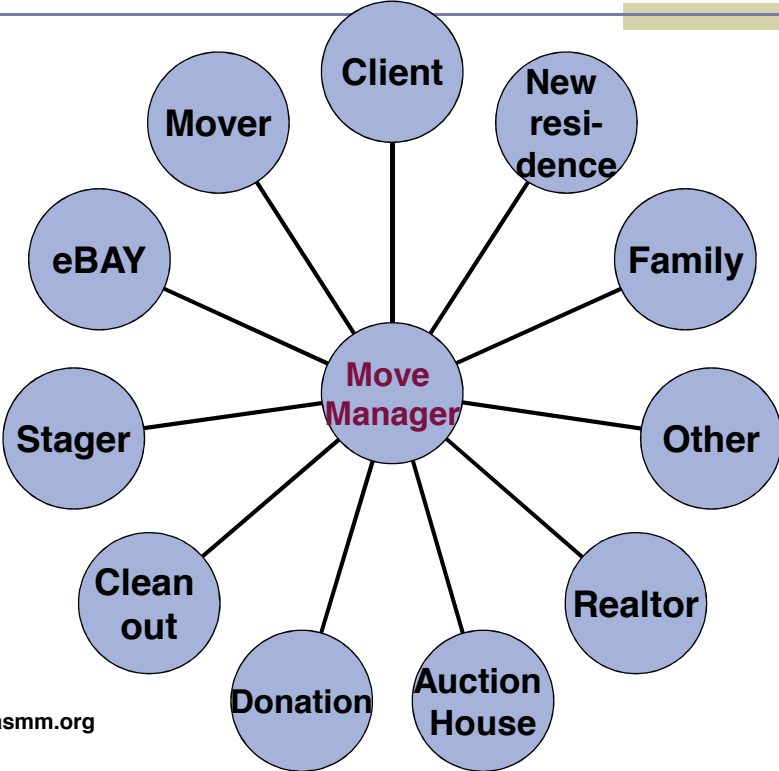
**A service of value,  
given with heart**



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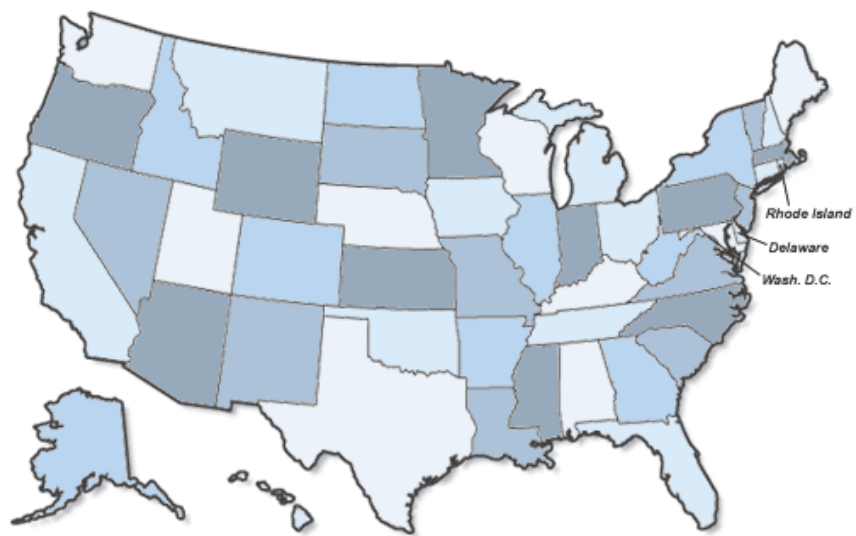


# Communications hub



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# Geography matters



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# The resource list



- Movers
- Stagers
- Donation options
- Auction houses
- eBay sellers
- Antiques dealers
- Clean-out personnel
- Shredding services



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# Movers



- Mutually beneficial relationship



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# Business models



- Stand-alone model
- Social work model
- Interior design/stager model
- Realtor model
- Professional organizer model
- Selling belongings model
- Moving and storage model



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# How big?



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# Earning money



- Hourly rates or project charges
- Travel
- Packing supplies
- Selling clients' belongings
- Referral fees



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# How much can I earn?



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# Marketing your business



- Referral sources vs. the end user



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# Senior Living Industry



- Active adult
- Independent living
- Continuing care retirement community
- Assisted living
- Nursing home



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# Potential referral sources



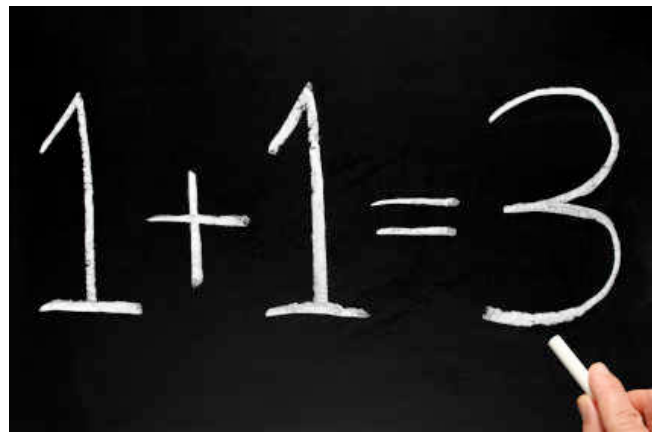
- Senior living industry
- Realtors
- Stagers
- Movers
- Attorneys
- Funeral Directors
- Auction houses
- Non-medical home care
- Geriatric care managers
- Physician/dentist
- **ANYONE**



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# Co-marketing

- Co-marketing is how 1 plus 1 can equal 3.



# The home visit



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# Written contracts



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# Estimating

- Squeezing a size 10 foot into a size 2 shoe.



## Rewarding, meaningful work



Thank you for your interest in the senior move management profession.

For more information, please call:  
National Association of Senior Move Managers  
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