



# **Start Your Own Senior Services Business: Homecare, Transportation, Travel, Adult Care, and More (StartUp Series)**

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## **Start Your Own Senior Services Business: Homecare, Transportation, Travel, Adult Care, and More (StartUp Series)** Entrepreneur Press

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 like you! From providing adult daycare or homecare to transportation or concierge needs, our experts cover today's most requested services within the 65+ market. Learn, step by step, how to choose the right opportunity for you, legally and financially establish your business, acquire licenses and certifications, set policies and procedures, and much more! Plus, gain priceless insight, advice, and tips from practicing senior care professionals. Learn how to:

- Discover your specialty within one of six growing areas of interest— adult daycare, relocation services, homecare, transportation services, concierge, and travel service
- Design your business to suit your customers' demographics and special needs
- Set your rates
- Create a support staff who will help you succeed
- Use effective marketing and advertising to get the word out
- Build valuable business partnerships that lead to referrals
- Plan for future growth

A record number of seniors are seeking your help—start your senior care service today!

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