



Claudia Summers
RN

A SIMPLE GUIDE TO OPENING YOUR OWN SENIOR LIVING CENTER

Let me Take You From
Zero to 30k in 90 Days

BY CLAUDIA SUMMERS, RN

CONTENTS

- 03 AUTHOR PAGES
- 05 START UP COSTS
- 12 FINDING CLIENTS
- 15 WHAT TO CHARGE
- 17 HOW TO PROFIT
- 19 PROFITING TIPS
- 20 MEET YOUR COACH
- 21 ZERO TO 30K IN 90
DAYS!



HI THERE, I'M CLAUDIA!



Claudia Summers know the healthcare industry. She's dedicated her life to it, and as a matter of fact almost gave her life for it.

Entrepreneurship takes many forms, but most seasoned entrepreneurs will tell you there's a "spark moment" – the catalyst to seek a road of independence that leads to business ownership. For Claudia, her moment was a health crisis that turned into a business revolution: Senior Living Centers.



"I have come a long way to success and am ready to help you achieve the same."

xo, Claudia

PERSONAL CARE HOME EXPERT



Welcome!

Claudia has hit a few bumps along the way. Without a roadmap, she had to figure out how to create a sustainable business model that would provide her with both consistent revenue and an acceptable level of freedom. In the process, she had to learn to trust herself and her instincts.

Today Claudia's an incredibly successful owner of multiple Home Health Care Facilities and is ready to teach budding entrepreneurs how to go from zero to \$30,000 in 90 days through owning and operating Senior Living Centers.

She is ready to share her roadmap, her connections, and her hard-fought lessons so that you too can live a deeply satisfying, entrepreneurial lifestyle.

She is ready to share her roadmap, her connections, and her hard-fought lessons so that you too can live a deeply satisfying, entrepreneurial lifestyle.

No one is better at creating, maintaining, and growing Senior Living Centers than Claudia Summers. Learn how she can help you on your entrepreneurial journey.



"I teach aspiring entrepreneurs how to successfully start up and scale Personal Care Homes in 90 days"

CHAPTER ONE

DEFINE YOUR OWN START-UP COSTS

Where to start?

To start, you'll need to take an honest look at your current budget in order to determine what the smartest route to your success will be.

Claudia Summers
RN



LET'S TALK BUDGET & TYPES OF HOMES.

You can either open a small personal care home that consists of 3 or 4 residents or you can open a small facility with a Type B license.

This is an establishment with 16 beds or less. The assisted living facility you choose depends on your budget and desired risk level. Only take on what you are comfortable with.

Some people choose to “test the waters,” by starting small, and then grow into the business while others choose to start big and maximize their income potential right away. There is wrong or right here. It is simply what is best for you in this moment.

You've Got Options Based On Your Available Budget





Use Your Own Home

The lowest cost option is to use your own home. This could be a permanent temporary arrangement, but it will incur the least expenses as you get acclimated to the role. Additional costs might include making the required modification in accordance with the Americans with Disabilities Act (ADA) requirements of your client. These modifications can include things such as installing a portable or permanent ramp entrance, widening the bathroom and bedroom doors to 35 inches to allow for wheelchair entry, and installing grab bars and toilet seat lifts in the bathrooms. If there are no shower stalls in your home, you may also need to replace the tub with a roll-in shower. You'll also need to ensure that you have at least two fire extinguishers installed.

Invest in Purchasing a Home

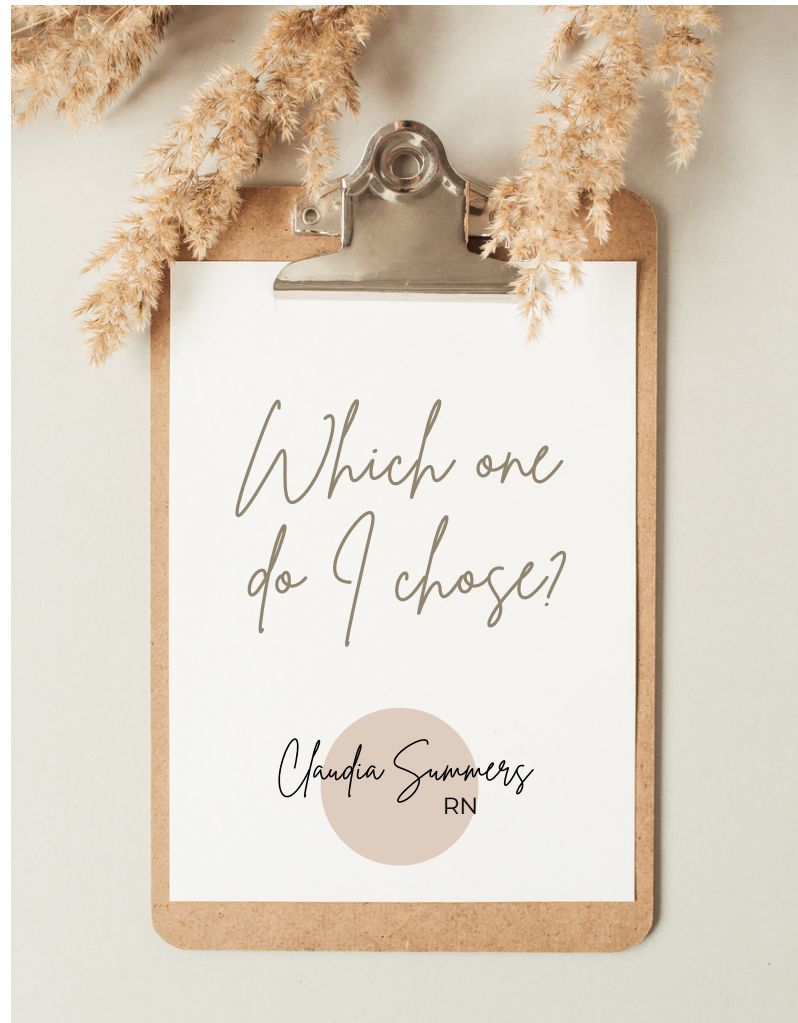
·If you have a little more to spend or the ability to take on a mortgage, you can opt to purchase a home to use for your business. This requires a degree of planning. You'll need to ensure that there is not another facility or personal care home within a certain distance, that your residence is located within a comfortable distance, and that it's not in a flood zone, among other factors. Your best bet will be to invest in a non-deed restricted area. We go over more about this and the other specifics in my official course, but for now it's enough to know that you'll have a lot to consider.

Nurturing is not complex. It's merely being tuned in to the thing or person before you and offering small gestures toward what it needs at that time. – Mary Anne Radmacher

Types OF HOMES

Rent or Lease a Property

·This is a great option if you have monthly income to spare but little accumulated savings. You'll likely be signing a long-term lease that is no less than 2 years minimum. It is wise to disclose to the agent or landlord what you'll be using the property for and to then secure all the proper authorizations in order to make modifications as needed. If you are worried about whether the landlord will allow this arrangement, there are many ways to finesse him or her into considering it. For example, by working with you, they can secure a slightly higher rate in rent as well as locking in to a longer lease term. This means more guaranteed income for them.



Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around. – Leo Buscaglia

Supplies & Goods

ASIDE FROM PROPERTY, WHAT ARE THE START-UP COSTS?

You are required to supply sheets, towels, pillows, food, cable and other daily living provisions.

What you decide to provide and the quality of those provisions can factor into your branding. Perhaps you will choose to provide the full spectrum of cable channels to clients, or maybe you will provide strictly organic and home-home-cooked meals.

Alternatively, you might keep very basic and therefore more affordable to clients of less means. Either way, it's important to make a list of the supplies and monthly expenses that you will be responsible for so that you can accurately determine your pricing and manage your expenses.

Caring about others, running the risk of feeling, and leaving an impact on people, brings happiness. – Harold Kushner



Supplies & Goods

ASIDE FROM PROPERTY, WHAT ARE THE START-UP COSTS?

What you decide to provide and the quality of those provisions can factor into your branding. Perhaps you will choose to provide the full spectrum of cable channels to clients, or maybe you will provide strictly organic and home-home-cooked meals.

Alternatively, you might keep very basic and therefore more affordable to clients of less means. Either way, it's important to make a list of the supplies and monthly expenses that you will be responsible for so that you can accurately determine your pricing and manage your expenses.

Claudia Summers
RN

Caring about others, running the risk of feeling, and leaving an impact on people, brings happiness. – Harold Kushner



Staffing & Utilities

To minimize your cost at startup, you can be a part of your staff and even recruit willing family members to be trained to assist as needed. Working in your business in the early stages helps in many ways. Not only will you save money, you'll also learn the business inside and out. You'll also quickly gain the trust of your clients with your constant presence.

Claudia Summers
RN

Depending on your census (how many clients you have), you might need to hire caregivers, administrative staff, and a chef/cook.

Determine what roles you will require for staff immediately. Down the road, you can always add staff members to fill in any gaps that you may experience. You also might need to consider what business counterparts you might need. It might be prudent to hire an accountant, an office manager or a virtual assistant based on your needs.

Utilities include things like gas or oil, water and electric. These costs will likely differ from month to month but should always be in the same range. Include all operating costs under this heading.



The closest thing to being cared for is to care for someone else.
– Carson McCullers

CHAPTER TWO

Market For Success
How Will I Find Clients?



HOME
SWEET
HOME

Community + Agencies

Look to Your Community

Start marketing within your community. Look to places like local hospitals, rehabilitation centers, senior centers, senior residential living and other assisted living facilities. Some facilities only accept residents with certain physical limitations. Local hospices and home healthcare agencies are other great options.

Connect with Senior Placement Assistance Agencies

These agencies usually charge a fee for placement but can be great sources of new clients.

Marketing & Advertising

Social Media + Facebook Marketing

This avenue is a great way to appeal to the masses, not to mention the grandchildren who may be assisting in the search for care. You can target your ads to specific demographics and really showcase any particular niche you may cater to.

Print Advertising

Placing ads in senior magazines such as, “Senior Guide,” can be another great opportunity depending on your budget. If it makes sense, you offer free tours or open houses to entice new prospects.





Cost of Admission

HOW MUCH CAN I
CHARGE MY CLIENTS?



In this next section you will learn more about what to charge your clients based on your home and the services you offer.

[LEARN MORE](#)



What do I charge clients?

Private or Semi-Private – Generally, your final pricing will depend on whether your accommodations are private or semi-private (a shared room). The average range for home health care services is between \$3500 and \$5500. Where you fall within this range will depend on your location, home aesthetics, services, standards of care, and other differentiating amenities. Some options can be offered a la carte, where your charges are based on the level of care requested or the unique needs that the client may have. You can offer laundry services, medication management, and other add-ons to a base price. There are pros and cons to both models, which we go over in depth in my course.



Respite Stays – Some clients may require only a short stay. This could be the case for a hospice client or someone recovering from a fall. For short-term clients, you could charge a higher daily to offset the additional marketing and transition time between clients.

Non-Refundable Community Fee – This is a fee typically used for the maintenance and upkeep of the facility. It is meant to allow for general upkeep like painting, carpet cleaning, grounds keeping, etc. This fee can be required upfront to secure a room/space in your care home and is nonrefundable.



Profit fast

Your profit depends on you!

Let's do the math. If you have 4 clients paying a minimum of \$3500/month, that is an income of \$14,000 per month. Generally, the required initial community fee should be equal to half a month's rent (if that is what you choose it to be). This will only come at the start of a stay, but can still be counted as income upon startup. Doing the math on that for those same 4 clients would be $\$1750 \times 4 + \7000 . Remember those calculations are based on a low-end paying client. There are also your Respite Stays to account for that will add to your monthly income.

How Soon Can I See a Profit?

Tomorrow! You can see a profit almost immediately! A rule of thumb to keep in mind is that 1 to 1.5 of a client should be able to cover paying your staff and other expenses. We break this down to a science for you in your Single Season MVA Course. We show you how to determine what the cost of each client should be costing you per day. If you are not hitting this benchmark, we even show you simple ways to get back on track.

Claudia Summers
RN


Claudia Summers
RN

CLEVER WAYS TO SEE PROFIT EVEN SOONER





Claudia Summers
RN



Marketing and previewing prior to opening are also great ways to add income fast. Clients can be placed on a waitlist prior to moving in or can be allowed to select their rooms prior to your official opening. By implementing a Deposit or Community Fee associated with this privilege, you can collect money in advance. The money you collect should be put into an escrow account. If they change their minds, the fee is nonrefundable. However, if they are not able to move in due to an event on your end, you will have the funds available to reimburse their payment.

GET TO KNOW YOUR COACH

Since Claudia Summers was a girl in her native homeland of Jamaica, she has always been known for her authenticity and compassionate nature. Guided by these natural strengths, she was drawn to the field of nursing, and has been a Registered Nurse for 20 plus years. She moved to the United States when she was 13 years old and credits her success to her island values of persistence, optimism and resourcefulness. In true island girl spirit, when her health failed her, she pushed forward and ended up using one of her toughest setbacks to launch her own Residential Care Home business in an unconventional but successful fashion. She has since grown this business exponentially since she took on her first patient in 2015.



Claudia Summers
RN

Are You Ready to Start Building YOUR Business?

ZERO TO 30K IN 90 DAYS!

If the steps and processes outlined in this guide have inspired you, and you're ready to start taking meaningful action toward your goals, we are here for you!



CONTACT CLAUDIA TODAY