



## Five Great Reasons to Use a Local Placement Service

By Janice Martin, owner of Senior Liaison of Central Florida Inc.  
*Janice is shown in this picture with one of her wonderful clients*

**A**s I enter my 15th year of helping families transition to senior living, I have worked from two perspectives working with a placement service to help families find assisted living. From the beginning of my career, all the communities where I worked have had an agreement with a large national placement service that is often advertised on television and in magazines. Individuals call the service and without realizing what is happening, they provide their contact information with the assumption that the person on the other end of the phone will help them understand what to do. Instead, the representative sends their information to every community within a very large area with no regard to the individual's needs. Subsequently, the family is overwhelmed by unwelcome phone call after phone call from multiple communities trying to "sell" their place. That placement service's goal is to get the caller to move to a community so they can be paid. Period. They have never visited the communities they recommend, rarely have current information, and know nothing about the reputation or the quality of care. The perspective from the community is equally frustrating as many referrals are not financially qualified, their care needs are too great, or they live too far away.

In 2021, I began Senior Liaison of Central Florida Inc. in an effort to personalize this difficult and confusing journey that few people understand. My desire was to help families without any personal influence, to treat them with honesty and integrity, and provide education and resources. Here are my top 5 reasons why this is important.

**Reason #1 – Personalized guidance.** I will personally meet with you in your home or by phone to learn about your needs. We will discuss what communities will fit those needs and why. We will schedule tours for 2- 3 appropriate communities and we will accompany you on the visit to ensure your questions are answered. We provide community comparison sheets, move in check lists, and education to ensure you understand all aspects of this important decision.

**Reason #2 – It saves time and stress.** When you spend your precious time calling one community after another or driving all over town to collect brochures, it is exhausting, stressful, and overwhelming.

It is nearly impossible to remember what makes one different from the next and brochures are often of little value. Senior Liaison knows each community including their pricing, floor plans, reputation, care, staff, and what makes each one different.

**Reason #3 – Reassurance that a community will fit your individual needs.** When a decision is made based on the way a community looks and weak promises about care and services, there is a high risk of disillusionment and disappointment. Only after living there for a few weeks or months, do people realize it was not what they expected and begin to start the frustrating process all over again. This can be expensive, stressful, and very hard on the elderly. The goal is to get it right the first time! Because Senior Liaison knows these communities, we will not waste your time looking at places that are not appropriate and keep your focus on the goal.

**Reason #4 – Confidence that you have made a good decision based on good information.** At Senior Liaison, we are in communities all the time. We know if there has been frequent management turnover, if there have been multiple complaints made against them. We provide information about the care, the culture, the food, and all the things that are important. We do not rely on Google reviews or Medicare.gov! We have access to a Florida state website that will provide us with up to date accurate information.

**Reason #5 – Receive information on trusted partners to help with all aspects of the move.** Senior Liaison of Central Florida is recognized and respected by service providers and communities throughout central Florida. We have strong relationships with trusted partners who can help with selling your home, downsizing, packing, moving, obtaining important legal documents, reviewing long term care insurance and more. You do not need to do this on your own!

**So, how do you get started?** BEFORE you visit or call a community, call us at 352-477-1866. If we call first and provide your contact information (with your permission), and you do move in, the community will pay us a referral fee. We have no financial interest in any community and believe this is YOUR decision. In most cases, there is no charge to you! There may be a small fee for home consultations to discuss your needs and help you with your search, or to help you feel comfortable about your decision to choose a community

you may have already contacted. Also, no placement service can be compensated for individuals on Medicaid, rehabs, or long term nursing homes. But we will always help by phone with the ultimate goal of your confidence and the safety and care of your loved one.

The best way to know that you will be treated honestly by a placement service is to get a personal recommendation and to meet with them. Never let anyone tell you that you have to do anything, including when or where to move. Meet with them in person, look at their website, look at the testimonials, and on Facebook and see if you feel this is someone you would like to help you. Make certain they tell you up front if there will be any fees. Ask for a written contract. And last, but perhaps most importantly – make sure they are responsive! We answer our phones seven days a week until 8PM, return calls promptly, reply to texts quickly, and follow up on emails the same day.

**This journey is about YOU.** Be certain that in every step along the way you feel compassion, respect, and have all the information you need to know. We look forward to your call!



*Janice Martin is an author, educator, and specialist on senior living options and the owner of Senior Liaison of Central Florida Inc. She assists families in locating senior options and communities and has written "The Complete Guide to Assisted Living: Everything You Need to Know Before, During, and After a Move" available on Amazon.com in paperback and eBook. For more information or a schedule of upcoming events on how to have a successful transition to senior living, call 352-477-1866 or visit [www.seniorliaisoncfl.com](http://www.seniorliaisoncfl.com).*



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