

SENIOR PARTNER CARE SERVICES

Viera, FL

www.oneseniorplace.com



147 employees in 2005 from 64 in 2003

Senior Partner Care Services Expands to One Senior Place

Don Kramer first came to the SBDC at Brevard Community College (SBDC at BCC) in Melbourne, Florida, in August 1997. He attended the SBDC's New Venture Clinic, a sort of "nuts and bolts of starting a new business" class. Soon Kramer began attending many of the



Groundbreaking of One Senior Place



SBDC's roundtables and says that much of what he knows about developing a business plan, marketing, accounting and taxes, business insurance, business law, banking and finance, and writing a press release he learned at the Roundtables. He says he heard more good ideas than he could scribble down.

In early 1998, operating out of a corner of their family room, the Don and Beth Kramer opened Senior Partner At-Home Care. Two years later, they incorporated as Senior Partner Care Services, Inc. in Brevard County and expanded to Lake Mary. Kramer captured a niche in the \$40 billion plus home care industry. By June 2003, Senior Partner Services, Inc. provided 500 hours of home care every day and had 64 full-time equivalent employees. In a Brevard Business News article in June of 2003 on Senior Partner Care Services, Kramer credited the SBDC at BCC for his firm's successful launch. Kramer said, "If I had to pick one person that helps us more than any other it would be Vicky Peake at the SBDC."

Senior Partner Care Services continued to grow; however, the Kramers took on a new entrepreneurial challenge. Don began meeting with SBDC Director and Certified Business Analyst Vicky Peake in 2002 to plan for One Senior Place, a one-stop resource for information, expert help and guidance, and a wide range of senior-focused businesses and service providers, all under one roof, including elder care management services, in-home senior care, physical therapy, pharmacy, elder law attorney, hospice, resource library and public meeting rooms. In May 2005, Kramer broke ground on the \$3 million elder services center. Along with serving on Kramer's advisory board, Peake continued to work with him on business planning, 504 financing, marketing and leasing issues.

Construction was completed on One Senior Place in early 2006 and their Grand Opening was held April 19. Fifteen weeks later, occupancy is well over 50% with monthly revenues in excess of \$30,000. Says Kramer, "The business plan projects 80% occupancy 12 months after the Grand Opening, and we expect to achieve that. At that point we would be cash flow positive and in the black, which I think is fairly remarkable for any new business, especially one that involves construction and leasing of an upscale \$3 million commercial office building." Senior Partner Care Services now operates out of the new One Senior Place. Visit One Senior Place online at www.OneSeniorPlace.com.

"I am personally indebted to 'my' SBDC, the Florida SBDC at Brevard Community College. Vicky Peake and her staff have supported me since 1997 when we were a fledgling Senior Home Care Company with one client, working at our kitchen table," says Don Kramer. "In 2005, Senior Partner Care Services delivered 750 hours of in-home senior care per day in four Central Florida counties, providing 147 jobs. One thing has not changed, however... I still turn to the SBDC frequently for assistance."

Peake comments, "Don has created jobs and has provided quality senior care with Senior Partner Care Services, Inc. Now he is revolutionizing the way seniors and their families shop for senior services. I truly believe his concept will be replicated nationally in the near future."



Kramer and Peake at the Grand Opening