



## Home Helpers Keep Seniors Independent

By Luke Jones - 2/23/2009

### Home Helpers

**Owner:** Sam Sellers

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**Start-up:** January 2008

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A love for the aging population of central Arkansas and an understanding of the desire for house and home led Sam Sellers, 41, to start Home Helpers, a company that provides care to the elderly.

Sellers' service helps elderly people who wish to stay in their houses. "There's no place like home," Sellers said. "Our goal is to give seniors the tools to remain as independent as possible in the setting of their choice."

Home Helpers' caregivers visit the homes of senior citizens to meet their needs. Caregivers are selected based on the personalities of their clients and meet first with them to ensure that their personalities mesh well. Sellers employs between 40 and 50 caregivers, and the number is rising. "On average, we have about 1.5 caregivers per client, and we are continually adding new clients and caregivers," he said. Sellers estimated that he now has about 36 clients.

Sellers described the start-up costs of between \$50,000 and \$60,000 as substantial but relatively easy both financially and psychologically. Sellers financed the start-up using personal loans. "Emotionally, I was all there," he said. "We are in the black in year one. The question was mostly about marketing."

Sellers found his market to be composed primarily of the 50- to 60-year-old children of aging parents. He was able to direct his marketing toward this demographic by way of doctors' offices, attorneys and trust departments.