



How To Start A Profitable Senior Errand Service

TABLE OF CONTENTS

INTRODUCTION	4
LEGAL STRUCTURE.....	6
SOLO OR EMPLOYEES?.....	8
NAMING YOUR NEW BUSINESS.....	9
INSURANCE	11
ERRAND BUSINESS SUPPLIES.....	13
SERVICES TO OFFER.....	15
PRICING YOUR SERVICES.....	19
How much can you make?	20
Package pricing.....	20
Surcharges	21
GETTING PAID	23
ERRAND RUNNING TIPS.....	26
HOME CHECKS.....	29
FINDING CUSTOMERS.....	31
RESOURCES.....	35
FORMS.....	36





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INTRODUCTION



The senior population in America is close to 40 million people today, and expected to double in just over two decades. As seniors age, they need more help with daily activities that younger folks take for granted, such as running errands. If you've ever dreamed of starting a profitable home-based business that improves people's lives, a senior errand service could be the perfect choice for you.

The demand for senior errand services will only grow in the coming years, as the 80 million baby boomers become seniors and need help as well. According to the U.S. Administration on Aging, (www.aoa.gov), the senior population is expected to approach 80 million people by 2030, growing at a rate twice that of the rest of the population – that's one out of every four Americans!

As folks age, their needs and abilities change. Most seniors prefer to stay in their own homes as long as possible, but become less mobile. This creates a opportunity for those who can assist seniors by handling the everyday errands that are an essential part of their lives. Grocery shopping, picking up prescriptions or dry cleaning, a trip to the post office or taking a pet to





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How much can you make?

Using the \$25 per hour rate, here's how the earnings potential looks: \$25 x 8 hours = \$200 daily / \$1,000 weekly / \$50,000 yearly. If business is good, you may want to add an employee. If you pay them \$12 an hour, and bill their time out at \$25 an hour, you should net about \$8 an hour after taxes. That's an additional \$16,000 a year per employee.

Package pricing

Many senior errand services offer a “package” to their regular customers. It's a win-win, as you get paid up front and know in advance how many hours you'll be booked. Your customers save a bit (10 percent is the standard “package” discount) as well.

One service offers a “gold” package for \$100 a month that covers two grocery shopping trips, two pharmacy trips and two general errands. The “diamond” package, for \$180, adds four more hours per month.

You can also offer a basic discount package, priced by the total number of hours. For example:

1. **\$110 – Up to 5 hours per month.**
2. **\$175 – Up to 8 hours per month.**
3. **\$220 – Up to 10 hours per month.**





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ERRAND RUNNING TIPS

Whether you choose to computerize your errand service or use a simple card system, the first step should be to create a customer information card for use when a customer calls. To keep things simple, use two boxes for your cards. One box contains all the customer cards that are unpaid, the second box has all the cards that have no balance due. This make is easy to see at a glance who has yet to pay their bill. Here's a sample to copy:

Customer name: _____

Address: _____

City, State, Zip code: _____

Home phone: _____ **Cell phone:** _____

Services requested: _____

_____ **Price:** _____

Extra services: _____

Date of service: _____

Favorite grocery store: _____ **Pharmacy:** _____

Total cost: _____ **Date paid:** _____

