

10 Years

# SENIOR MOVES BY DESIGN



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**Pictured:** Led by Jill Kearney, Founder and CEO (inset photo), Senior Moves by Design specializes in decluttering, staging, downsizing and relocation.

## PREPARING SENIORS FOR LIFE'S TRANSITIONS

**FOR MANY, MOVING IS STRESSFUL.** But for Jill Kearney, a realtor's daughter, it was always a fun experience; a chance to create something new.

When a member of her church asked if she could help an older woman with floor plans for a move in 2008, Kearney was glad to assist. She had been working as a real estate stager and designer and loved painting walls, decorating and finding the best way to use a given space. She realized there was a need for the kind of help she could offer, and Senior Moves by Design was born.

During the past decade, Kearney and her team of 25 have helped more than 700 families with moves. They hope to help 150 more in the coming year.

As Baby Boomers age, 10,000 Americans turn 65 each day. "For a lot of folks, their homes are just not going to work for them long term," she said.

In some cases, the team helps adapt a home to make it more accessible and easier to manage. That usually means decluttering and redesigning the existing space and adding inexpensive-yet-practical items such as railings and grab bars.

In other situations, the team helps a client sort through belongings and decide what to keep, sell, donate or toss. They assist with packing and preparing for a move and staging the

home so it gets a better sale price.

"A lot of people don't know where to begin," she said. "We seem to be innately gifted in helping people with discernment. Our process is to sit down and listen to what they want, what they need, and what they are concerned about."

Kearney and her design team help create safe and functional floor plans that incorporate all the things a client loves but none of the bothersome excess.

The company's move days begin at 8:30 a.m. and finish at 5:30 p.m. with the kitchen all set up, lights plugged in, electronics functioning, beds made and boxes taken away. They even expertly hang art on the walls.

"It's nice because it's a quick process to get settled," she said.

The senior moving industry has doubled in size since Kearney started the business a decade ago, and she partners with others who do the same thing in other states to coordinate interstate moves. She hopes to open an office in Lancaster County by the end of the year to serve an expanding client base there.

"Transitions—whether done by choice or not—can be a difficult time and we partner with folks to take the stress away," Kearney said. "We believe in joyful transitions."

2009

3

Jill Kearney

1

Allentown

&  
2019

EMPLOYEES

PRESIDENT/CEO

OFFICES

SERVICE AREA

25

Jill Kearney

1

Lehigh Valley, Bucks, Montgomery, Lancaster counties, Interstate moves