

# GERO SOLUTIONS™

## SENIOR RELOCATION SPECIALIST CALLS GRAEBEL TO RELOCATE RESIDENTS

### CASE STUDY

As the U.S. senior population rapidly expands, retirement communities across the country are evaluating their properties for updates or constructing new buildings with the latest amenities. Leading the nation with this type of activity is Gero Solutions, headquartered near Chicago, Illinois.

Plymouth Place in La Grange Park, Illinois, recently enhanced its 20-acre campus with a new \$83 million facility. The modern eight-story building includes a state-of-the-art health care center and spacious apartments for independent and catered living residents. With construction finalized, 182 residents will live in the new complex.

#### THE CHALLENGE

Relocate a diverse group of seniors ranging from independent to long-term care residents. Gero Solutions, a company focused on senior relocations, developed a comprehensive plan to streamline the move process into the modern Plymouth Place facility. To assist with moving and storage services including the careful packing, loading and delivery of residents' property, Gero Solutions turned to Graebel, its trusted partner.

#### THE SOLUTION

With plans in place to demolish the original building, moving residents was not voluntary. "To build trust and rapport, we met with each person to work out a customized plan, and we were extremely sensitive to individual worries and concerns," explains Mary Jo Zeller, co-founder of Gero Solutions. "We also reviewed what would occur throughout the process. Many factors were considered, including each resident's new apartment location, floorplan, personal belongings, medical equipment, and other special needs. Our goal was to minimize stress and reduce the impact on their daily routine. At the

same time, we wanted residents to maintain control over their new space – their new home."

Protecting the residents' life possessions during the move and positioning these items in the new apartments were some of the most important aspects of the project. Keeping the layout familiar to the resident was a key factor. Photos captured the items' original location, and were referenced by Graebel during the placement stage. This detailed approach allowed Graebel to recreate furniture configurations, as well as bookshelf and drawer arrangements. As residents entered their new accommodations, the team members gladly assisted with any desired changes and special requests.

Graebel dedicated four veteran crews to this high-touch project. Each crew consisted of four background-checked, trained, and certified movers and an on-site supervisor. Graebel carefully and effectively moved no more than 10 residents each day, so no resident was unduly stressed or pushed for time.

(continued on reverse)

#### THE CUSTOMER

Gero Solutions and its client, Plymouth Place, a retirement community located in La Grange Park, Illinois.

Formed in 1999, Gero Solutions is also a founding member of the National Association of Senior Move Managers (NASMM) and serves on the board of directors. Founded in 2002 as a not-for-profit, NASMM is the only group recognized at a national level for its assistance with senior relocations.

#### PROJECT SCOPE

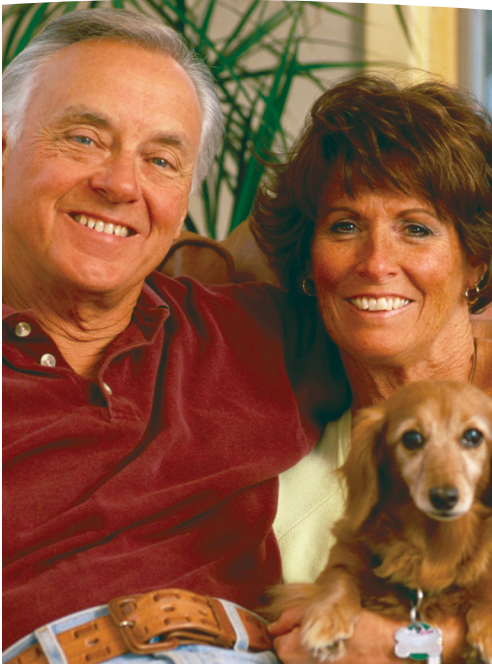
Relocate independent and catered living residents to a new eight-story apartment building.

#### PROJECT GOALS

Seamlessly transition residents from their old homes to the new building while minimizing stress and impact on their daily routines.

#### WHY GRAEBEL

Graebel was selected based on their extensive experience relocating medical facilities and their unwavering commitment to ensuring the peace of mind of all those involved with the project. Graebel is committed to the NASMM goals and objectives.



“Working with Graebel was effortless. There was no division of labor. Each resident was treated with the utmost respect, and the entire retirement community was impressed with Graebel’s on-time commitment and sincere, engaging personalities. The Graebel management team also visited the site multiple times, which impressed us and the customer.”

- Gloria Bersani, co-founder of Gero Solutions

The entire Graebel team worked to ensure every detail was carefully considered. Examples of the best-in-class care that Graebel provided to Plymouth Place include:

- > Highly experienced and background-checked crews and supervisors – each team member had extensive household goods and medical facility relocation experience
- > Dedication to ensuring peace of mind
- > Demonstrating a strong commitment to the customer and the project by staying available until all residents were settled into their new homes
- > Avoiding damage to old and new facilities with eco-friendly building protection such as Mat-A-Doors™
- > Moving household goods with reusable, green plastic containers instead of corrugated containers

With Gero Solutions as the project leader, Graebel followed a pre-determined plan to provide high-quality services with the same level of personal care and concern to the senior community as Fortune 100 executives.

#### THE RESULTS

The entire project was an impressive success. “Any person, no matter what age, is in a fragile state when they move,” explains Sarah Cade, Graebel Moving Consultant. “Gero Solutions’ personal approach and detailed project management skills, combined with our crews’ ability to safely relocate all belongings, allowed the Plymouth Place residents to feel at ease. Based on our customers’ smiles and feedback, we know we successfully completed what we were hired to do.”

“Graebel prides itself in high-touch moving services and treating everyone with the utmost respect,” states Ben Ivory, Graebel General Manager and Regional Vice President. “Working with the Gero Solutions team was an honor.”

On behalf of his team, Dale Lilburn, Chief Executive Officer at Plymouth Place, shares his perspective, “The effort both companies made to keep residents, their families, and Plymouth Place staff at ease during a chaotic and trying time was most appreciated. Not having to be concerned about needs being met and resident safety was an appreciated bonus.”

#### FOR ADDITIONAL INFORMATION

Gero Solutions  
[www.gerosolutionsinc.com](http://www.gerosolutionsinc.com)

National Association of Senior Move Managers  
[www.nasmm.org](http://www.nasmm.org)

Worldwide Moving Services  
[www.graebel.com](http://www.graebel.com)