

Your career

SMALL BUSINESS PROFILE

# Company makes moving easy for seniors, disabled

By Cindy Kent  
STAFF WRITER

Moving is not easy, but for seniors it can be downright traumatic. Since 2003 Sharon Cofar has aimed to make it a more pleasant experience with her Coral Springs company called A Move Made Easy Inc.

As move managers, Cofar and her staff arrange for seniors, or those with disabilities, to move — typically from a larger home into a smaller one, or to a retirement community, assisted living or skilled nursing facility.

“When I first started the business, I had a concept but not a name,” said Cofar.

A Move Made Easy provides administrative services including forwarding mail and setting up utilities, scheduling moving companies and working closely with clients on what items to sell or donate as they downsize in their possessions. Staff get the new residence ready for occupancy by setting up shelves, kitchens and closets; they also will clean the old residence.

Word of mouth, referrals and the company Web site have helped Cofar’s business steadily grow. Employees include an office manager and about 12 independent contractors. Moving jobs increased 38 percent from 2006 to 2007 and gross revenues rose 50 percent. Often, adult children or guardians who live out of state tap her for pre-move arrangements, organizing and unpacking.

When Rose B. Robinson and her husband, Leonard, explored the idea of moving into a smaller dwelling, they were overwhelmed. The condo apartment they chose was only going to accommodate about half their furniture from their three-bedroom in Boca Raton. So, based on referrals from residents at their new community, the Robinsons contacted Cofar.

Cofar said her core business isn’t about boxes and furniture. It’s about memories and handling those with care.



CARLINE JEAN, SUN SENTINEL

Sharon Cofar, owner of A Move Made Easy Inc. in Coral Springs, packs up a client’s home in Boca Raton. Cofar’s company helps seniors or those with disabilities move.

## Tips

### GET

a prepaid legal plan; identity theft protection, bonded and insured; county and city business licenses; incorporated.

### DOING BUSINESS

require deposits; network with professionals in your industry and the market you serve; join organizations that represent your trade or skills.

“When people are downsizing, lots of decisions are thrust upon them,” Cofar said. “It’s important to be upfront and honest with clients because its about integrity and trust.”

“I felt totally relaxed,” said Rose Robinson. Speaking from her new home, she recounted the three-day ordeal. “Sharon made all our arrangements. She called maintenance to have our pictures hung in the new place. She arranged for our meals. I went looking for my hair-

### SEEK GUIDANCE FROM

Lawyers; SCORE; FAU Small Business Development Center.

### DETAILS

A Move Made Easy; Sharon Cofar, owner; 954-345-6683; www.amove-madeeasy.com

brush and found it right where I would have put it. Everything was in its place.”

To help brand the company, and as part of her personal philosophy, Cofar gives time to community functions. She and her staff participate in food drives, charity fundraising events and other activities to benefit the elderly and disabled.

“Starting and running a business isn’t just about the services you perform,” said Cofar. “It’s also about building relationships.”

## People on the Move

COMPILED BY CINDY KENT

### NONPROFITS

**Peter J. Henn**, LXR Luxury Resorts & Hotels, Blackstone Real Estate Advisors, named to the board of Broward Housing Solutions.

**Luigi Ferrer**, executive director, Pridelines Miami.

Family Resource Center board of directors: **John Hutton**, chairman; **Robert Fernandez**, vice chairman; **Jo Mendez**, treasurer; **Sharon Liebman**, past chairperson; and members **Ed King**, **Dennis Nowak**, **Susan Fox Rosellini**, **Jeffrey Stay**.

**Wendy Stull-Milordis**, membership director, Parkland YMCA Family Center.

**Rosa E. Schechter**/general counsel/Landstar Development Group, on the board/Diabetes Research Institute/University of Miami Miller School of Medicine.

**Marla Weiss Eggers**, senior vice president/campaign and community development, Jewish Federation of South Palm Beach County.

**Marc A. Berenfeld**, partner/Berenfeld Spritzer Shechter & Sheer LLP, chairman/Coral Gables Chamber of Commerce.



**Wendy Stull-Milordis**  
Parkland YMCA Family Center



**Anahid Kulwicki**  
Florida International University College of Nursing and Health Sciences



**Jack Aylor**  
Harbor Branch Oceanographic Institute, Florida Atlantic University

### PROFESSIONS

#### Finance

**Tim Sohan**, private banking regional director, Wachovia Wealth Management Boca Raton.

**Charisse Dyer**, vice president; **Robert McCracken**, senior loan officer; and **Lisa Boller**, senior vice president/controller, American National Bank Oakland Park.

**Kerensa Butler**, partner, McGladrey & Pullen LLP.

**Doreen Aguirre**, cash management manager/corporate banking, Mercantil Commercebank.

**Antonio Roberts**, promoted to manager in business advisory services, Grant Thornton LLP Miami. **Alex Rhodes** promoted to senior manager in Audit Services, Miami and Weston.

#### Education

**Kimberly Taylor**, Florida International University’s College of Business Administration, appointed to Macy’s Retailing Professorship for a three-year period.

**Anahid Kulwicki**, director/Nursing Graduate Program and the Nursing Ph.D. Program, Florida International University College of Nursing and Health Sciences.

**Jack Aylor**, head of development and fundraising operations/Harbor Branch Oceanographic Institute at Florida Atlantic University.

#### Hospitality

**Eric Gavin**, director of sales and marketing, Loews Miami Beach Hotel.

**Alfred Rosenthal**, general manager/Marriott’s BeachPlace TowersFort Lauderdale, Marriott Vacation Club International, a division of Marriott International Inc.

**Wayne Gales**/director, sales and marketing/Embassy Suites Deerfield Beach Resort and Spa, appointed to Broward County Marketing Advisory Committee.



**Eric Gavin**  
Loews Miami Beach Hotel

Send items for this column to peopleonthemove@SunSentinel.com.

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