



Small Business Profile: A company on the move

By Cindy Kent | South Florida Sun-Sentinel

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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.

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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.

"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 hairbrush 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."

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