

Paul Markowitz, Senior Living Specialist, helps folks find a new place to call home

By Rachel Gross

For Paul Markowitz, the most gratifying part of his job is knowing he makes a difference in someone's life. Through his business, Senior Living Specialists, Markowitz continually brings smiles to senior citizens' faces after helping them find the perfect residence.

Senior Living Specialists (SLS) works with families in the Dallas/Fort Worth area to help find the best senior resident community for them based on individual needs, such as the level of care needed, type of living desired, location preference, budget and more.

Markowitz officially launched SLS in June after a personal experience with his mother, Betty. Last

October, Betty was diagnosed with early stages of Alzheimer's disease at age 59. The diagnosis was a complete shock to Markowitz, and he decided to help his mother find a senior residence where she would be happy.

"I took it upon myself to see what was out there and spoke to a family friend in the industry, and he was able to guide me along. There are so many options out there," the 26-year-old Paul said. "As I was going through this, a lot of it fell on me. I was thinking that there really is no service out there that helps guide families along to help find the best senior living, whether someone needs help with mobility, or the whole

nine yards."

Betty now lives at The Legacy at Willow Bend; Markowitz refers to her as the "Michael Jordan of the assisted living section."

Markowitz was laid off from his job in April, and said it turned out to be a blessing in disguise. Now, he can devote all of his time to SLS. He felt it was important to create a free service for other families who are in the same situation he was in.

Working with families from the beginning, he guides them through the entire process. He begins by meeting the son or daughter to discuss the needs of their parent. From there, he makes three to four appointments at various senior communities, and goes with the family to each one, where he asks a series of questions to allow the family to make an accurate decision.

Finding the community is just one piece of the puzzle. The other is helping the senior move out of their home. Markowitz offers a comprehensive list of resources, including a packaging service company, movers, real estate

agents, financial advisors, elder care attorneys — basically anything the family may need assistance with.

He said SLS is intended to help alleviate stress and let the senior make an easy transition to their new home. He added that going with them, being there for support and asking additional questions are vital.

"My goal is for the family to be happy and successful, and that's the most critical part," he said. "I know this is a tough and grueling process. The benefit of using me is that I have been through this and worked with people in the industry. I believe in the personal approach by meeting with the family and doing everything



Photos: courtesy of Paul Markowitz
Paul Markowitz (left) with his brother Max and mom Betty

for them, and that's really what sets me apart; until someone goes through this, they don't know how hard it is." This is now his full-time job;

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