



Paul Markowitz (right) with his family (l-r), dad Steve, brother Max and mom Betty. Paul recently launched Senior Living Specialists, a company geared at helping senior citizens find a new place to call home.

he consistently works 14- to 16-hour days. Although he has received résumés from people who want to be part of SLS, he said he prefers to work on his own. He has already placed four people in three months, and receives a referral fee from each community in which he places someone.

The biggest challenge Markowitz has faced so far is getting the word out. His goal is to make a name for himself in the community and let people know that this service is available. He works with nonprofit organizations in the area, and is involved with the Alzheimer's and Amyotrophic Lateral Sclerosis (ALS) associations.

He says there is much that families must deal with during this process, and it is important to have someone there who can

relate.

"It's so nice to be able to do a mitzvah for people and help them in a time of need. This is basically an apartment locator service for seniors," he said. "My parents always taught me to give back to people. I believe in what I am doing, and to help people out is worth it."

Markowitz and his mom continue to have a great relationship, and he said she appreciates what he does for other families. "He's going to be making other people have a better life and I'm just so proud of that," she said.

He said the best part of his job is knowing that he makes an impact. He enjoys working with families from beginning to end, and seeing how happy they are with the result.

"I like to keep in touch with

my clients to see how they are doing and make sure they are happy and successful," he said. "This is a complimentary service, so it's a win-win situation for everyone. I couldn't be happier with what I am doing. Doing a good deed for someone, you can't beat that."

Amy Gilcrest and her father, Dan Wilkins, recently worked with Markowitz. Wilkins was living alone when he fell at home. Gilcrest began looking for a new place for him after finding out he wouldn't be able to return home.

Gilcrest said she was overwhelmed and decided to turn to Markowitz, who had previously met her husband. Markowitz talked with Gilcrest and Wilkins. They filled out a survey about Wilkins' needs, then visited different communities.

"I probably would have gone to 20 places if he didn't go with me. He was a foot in the door,"

she said. "I was able to narrow it down, and then Dad made the final decision. He keeps in touch with my dad, and has become a good contact for him."

Wilkins lives at the Veranda Preston Hollow and is happy with his decision.

Gilcrest added that had it not been for SLS, this process would have been stressful and time-consuming.

"It makes sense to have someone help you through this, as a real estate agent in a sense," she said. "Paul had gone through a similar situation, so I knew he was someone who understood the frustrations of it. I really appreciate how he has stayed in touch with Dad. To know that someone is looking out for you is a great thing. This service is needed by a lot of people."

Jerry McDonald, executive director of the Veranda, said

Markowitz is a person who can help filter out what someone is looking for and really guide them.

He added that he is pleased to partner with Markowitz to help fulfill the needs of his clients.

"He takes this from a personal standpoint. Paul was very honest and explained what assisted living does and doesn't do," he said. "This is one of those times when you are faced with placing a loved one, and there are so many details that need to be addressed. I don't think the average person really knows what questions to ask and what to avoid. There is so much more to care about than a pretty lobby and a fresh vase of flowers. Yes, it needs to be pretty, but you really need care."

For more information, log on to [www.seniorlivingspecialists.com](http://www.seniorlivingspecialists.com) or call Markowitz at 214-929-5055.





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