



SENIORS Helping SENIORS®
...a way to give and to receive®

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**Seniors in Fort Lauderdale remain independent longer
with the heartfelt help of Gertrud Lulla.**

Fort Lauderdale, FL – To help meet the growing demand of older seniors who want to remain in their own homes and stay as self-sufficient as possible Gertrud Lulla has established a **Seniors Helping Seniors®** in-home services franchise location in Fort Lauderdale and is celebrating her one year anniversary. Her office is providing services for seniors throughout Eastern Broward County and she has been hiring local seniors to help provide services.

Seniors Helping Seniors in-home services offer loving, caring, compassionate non-medical services *by seniors for seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** Receivers are matched with senior Providers. They provide services, such as: companionship, transportation, meal preparation, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

"In the last few years I have researched and read about how to age gracefully" shares Gerturd. "After living several years in a condo building here in Florida, I became more aware of the challenges older people encounter on a daily basis like: grocery shopping, being on an airplane, having to make a decision to move to be closer to family or going to an assisting living facility, driving, household chores, being dependent on the good will of their neighbors. When I saw an ad in the Miami Herald about the **Seniors Helping Seniors** franchise concept and finding out what it was about, I felt this was the answer to my search. To retire from the airline business and to assist and help our older seniors living a quality of life which gives them dignity, respect and a sense of purpose, was my calling."

Growing up in a small village in Bavaria, Germany, where it is tradition to care for grandparents and parents as they grow older, it is no wonder Gertrud Lulla, owner and operator of **Seniors Helping Seniors** in-home services has dedicated so much to helping others, especially seniors. "I believe we need to recognize the wisdom and knowledge of our elders," notes Gertrud. "Assist them to live healthy, productive and joyful lives, remaining in their own homes as long as possible, just like my parents and many of my uncles and aunts in the Bavaria were able to do."

A few years ago one of Gertrud's neighbors, a 90-year-old woman, began to need assistance with daily tasks. Despite the woman's hesitance, her children brought in 24-hour care to help their mother manage. Unfortunately, Gertrud noticed how unhappy her neighbor was. She and her helpers did not connect to each other, there was no compassion coming from them, which made the woman very unhappy. To Gertrud, it seemed the situation would have been so much better if the woman was assisted by someone she could relate to. "If my neighbor had been able to find a companion who understood her, had grown up under similar circumstances, who was familiar with her like and dislikes, the outcome might have been different," shares Gertrud. This is exactly what Gertrud's goal is with **Seniors Helping Seniors** in-home services. She strives to match seniors together who will really understand each other thus making the experience of receiving care that much better.

Gertrud immigrated to the United States in 1970 with her husband and is the proud mother of two children. She is a Registered Nurse and has an Art degree from DuPage College. For the past 21 years Gertrud has worked as a flight attendant for American Airlines. She is extremely active in her community, in the past volunteering at her children's schools and at her local Catholic church. She has also worked as a Guardian-ad-litem, volunteered in a hospice setting and done literacy training for adults.

"Gertrud symbolizes why America is so great. She was born in Germany and became a nurse. During her early adulthood she became the caregiver for her ailing parents. It was there that a passion for the elderly became a part of her being. She set her sights on America and became a flight attendant helping others to be comfortable for over 21 years. Upon her retirement she wanted to be in a business where her passion for the elderly and her nature of helping others could continue to be put to use. She feels it is very important for older people to still be wanted, needed, respected and loved. Gertrud's passion and drive to help others makes her a perfect fit for our community of loving, caring and compassionate people." Jim Hansen, Seniors Helping Seniors Regional Owner, Florida.

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society." He continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

Seniors Helping Seniors organization has grown to over one-hundred fifty franchises in more than thirty-five states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to help seniors remain independent and continue contributing to their community."

For additional information, contact:

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Visit our website: www.seniorshelpingseniors.com/GreaterFortLauderdale/

For Franchise Information:

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