



Contact: Melinda Zemper May 3, 2013

Phone: (513) 706-3737 | Email: mzemper@fuse.net

Queen City Transitions Moving Service for Seniors Named SCORE May Client of the Month

Understanding a balance sheet is paying off for Queen City Transitions of Covington. In the three years the move management company for senior citizens has been working with SCORE counselor Bill DeGrezio, its sales have doubled each year. Queen City Transitions has been named greater Cincinnati SCORE's May Client of the Month. Company owner Betsy Goldfarb previously owned a garden and patio accessory store and managed a glass art gallery, so she had perfected the art of packing and shipping fragile and bulky household items.

What she lacked, however, was an understanding of all aspects of business administration. DiGrezio of Hebron and SCORE counselor Mike Tarren of Florence helped her understand financial statements, projections and tracking sales in Excel. She can now regularly check her gross margin and cash flow to more effectively plan marketing efforts. Her company specializes in helping seniors, their families and caregivers downsize; cleaning out the estates of loved ones; and coordinating aging-in-place services. She can also help with hoarding clean up and support and closet and photo organizing.

The company creates a moving and floor plan and locates necessary resources to sort, pack and distribute possessions. It also books and oversees movers and estate liquidators. Goldfarb is a member of the National Association of Senior Move Managers, a trade association of more than 700 companies across the United States and Canada. For more information, go to www.queencitytransitions.com or call (513) 432-2020.

SCORE-Cincinnati is the volunteer arm of the Small Business Administration. Its 100 counselors are working and retired executives who provide free marketing, finance and operations counseling and no-cost and low-cost seminars for small business owners and new entrepreneurs. For more information about SCORE, its counseling and seminars, go to www.scoreworks.org or call (513) 684-2812.

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