

August 2019

I Want to Move my Business – Will it Hurt Me?



<https://tammylevent.com/i-want-to-move-my-business-will-it-hurt-me/>

Whether or not it will hurt you to move your business depends a little on what your business is. If you sell a product/service online and have only dealt with your clients online, then no, moving your business probably won't hurt you. In fact, if you brand your business correctly from the beginning moving shouldn't hurt you at all.

However, if your business was built solely on the relationships

with people in the area you are currently living in then yes, moving your business could hurt you a little. How much it hurts you depends on you! For some people and some businesses moving a business will mean building it from the ground up all over again. Luckily for you, if you are moving your business, I have a few ideas to help soften the blow:

– Get into networking pronto! When you arrive in your new place and get settled, get your new business cards



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printed and hit the networking circuit immediately to let people know you are new in town and opened for business.
– Send a press release to the local media. Any exposure to let people know who you are can help you start generating credibility in your new spot and the free advertising doesn't hurt!
– Send an email/notice to all of your current clients announcing the move. Perhaps your current clients can still use you or if not can direct you to people that

could use your goods or services in your new location.
– Announce the move on social media and your website. You never know where your next referral may come from.
– Consider hiring someone in your old location to take over for you in your absence. For example, a photographer that was moving to Ohio hired a second shooter to finish her Florida accounts so she continued making money while transitioning her business in her new location.

UPCOMING EVENTS

Lunch & Learn
Business Development Session
Healthcare for Small Businesses
Thursday, September 12, 2019

12:30 – 2 PM

Carlisle Executive Center
3200 Carlisle Blvd. NE

Visit our website at:

www.aagacc.org

Or,

View our Facebook Page



MEMBER FEATURE

Hunter Greene
South Valley Care Center

Hunter Greene is a small business owner of South Valley Care Center in Southwest Albuquerque. According to Greene, South Valley Care Center was a long-established business prior to their acquisition in 2005, says Mr. Greene. It was the opportunity to turn around a struggling business, and provide jobs for its current dedicated employees that motivated my passion to pursue this profession. "Our facility provides skilled nursing care in an underserved market," he continues.

Skilled nursing care is a fast-growing and necessary industry, people are living longer healthier lives which increases our aging population who in turn require good health care. Life expectancy worldwide made huge gains in the last century alone. In the United States, average life expectancy is now approaching 78 years of age. According to the United Nations aging projections include the following data:

- In 2045, the number of people 60 or older will be higher than the number of children worldwide for the first time in history.

- By 2050, the number of older people will double to 22 percent of the total population, with the most rapid increase occurring in developing countries.
- Among older people, the fastest growing group is people age 80 or over. Today, about one in seven older adults is over 80.

Those older adults who participate in social activities or groups seem to experience protective benefits similar to those who remain physically active. Those who participate in work or volunteer activities and who socialize regularly are less likely to show physical, emotional, and mental decline as they age and tend to revise the way they define friendship as they age. They no longer require being nearby or face-to-face. Letters, e-mail, and talking on the phone help to support closeness.

With millions more older people needing health care, specialized doctors, like geriatricians, will be necessary to help seniors worldwide. Therefore, an increasing need for long-term affordable nursing homes or assisted living care centers are on the rise. "We intend to be ready for the market and are planning to build a new facility". Being locally owned, means we can react quickly on decisions to help better serve both our residents and our employee needs.

Born in Los Angeles, CA, Greene has been a resident of New Mexico all of his adult life. Mr. Greene attended and played for the UNM Men's Lobo Basketball Team and is a licensed commercial real estate broker. With his brother as his business partner, their biggest challenge right now is hiring and retaining quality staff.

On a message of advice for a successful business, Greene states, "It takes a team to run a successful business; you cannot do it alone".

Welcome New Members

One Full Life International, LLC
Tayloria Grant

Red Elephant
Sonya Moring Smith

United Way of Central NM
Rodney Prunty