

Meet Susan Greco, CEO at Total Senior Solutions

Jim Ries: Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman, joined here today with Susan Greco, CEO at Total Senior Solutions. Susan, how are you this morning?

Susan Greco: I'm doing really well, Jim. Thanks so much for having me.

Jim Ries: Yeah, sure. And thanks for the welcome sign over your right shoulder.

That's very kind of you. Susan, tell us about Total Senior Solutions. What does the company do there and what makes your company different from other companies in your industry?

Susan Greco: Thanks Jim for asking. I'm the owner and operator of Total Senior Solutions, and we are a full service move management company that helps seniors and their families coordinate the entire downsizing and moving process. I say we're their easy button to the downsizing process. We're certified NASA members, which is the National Association of Senior Specialty Move Managers. I also own a [00:01:00] sister company called Clear Move Solutions, and it's a fully DOT licensed and insured moving company, and we provide the same services big companies do without the heavy overhead. So our clients enjoy better pricing, and what makes us different is we are Maryland's one stop shop for the entire downsizing and moving process. Everything's under one roof. From downsizing, the packing to moving the unpacking, estate sales, online auctions, clear outs, and even the real estate that they have a house to sell.

I'm a certified senior housing professional. I'm one of only 150 agents nationwide out of 1.5 million that hold this special designation, and I've been selling real estate now for over 29 years, and I love it. We're the only move management company in Maryland exclusively focused [00:02:00] on serving the senior market, and we offer veteran discounts, and we also provide a special bundle and save discount for our clients who use our move management services and sell their home with me, and we can help families coordinate the entire move, even if they're outta state and they're moving to Maryland or if they're moving outta state.

Jim Ries: Wow. I feel like you could go on forever 'cause you are truly a one-stop shop for senior solutions.

Terrific. Thanks for sharing all that with us. Nothing that you can't do. So Susan, when it comes to Total Senior Solutions, what would you say you're most proud of?

Susan Greco: Thanks Jim for asking. I'm incredibly proud of how much we've grown in under two years. Not just in size, but in the quality of the relationships that we've built.

We have strong relationships with senior living communities, assisted living, placement companies, and of course all the families. And [00:03:00] 98% of my business comes from referrals, and that's the ultimate compliment we can receive.

Jim Ries: You got that right. I think everybody agrees with that. Susan, what do the next six months look like for you and Total Senior Solutions?

You're moving at light speed it seems like. What's in the crystal ball for the next six months?

Susan Greco: In the next six months, it's really exciting to me 'cause we're actually strengthening our partnerships with rehab centers and streamlining how we can support families who can't return home after rehab.

Our focus moving forward is being their easy button when someone can't return home, for both the rehab centers as well as the families, we're just one call and we can do it all. And we'll connect the families with trusted assisted living locator companies and so that they can find them the right home to go into, that they get the proper care that they need, and then we'll coordinate the entire [00:04:00] transition from the downsizing, packing, moving, unpacking, clear out and selling our home if needed.

Jim Ries: Wow. Amazing.

Susan Greco: Yeah. We'll be able to handle all the logistics so the family can actually focus on their loved ones.

Jim Ries: Yeah. And Susan, oftentimes the families are outta town. The kids are out of town and the aging parents are here and maybe have medical issues, or still live in the big house.

It hasn't been cleaned out. They gotta move. Like you said someone has to go to rehab, can't return home. This is amazing, the services you provide. So thank you for sharing all that. All right, so Susan, here's the fun question. What do most people watching this video not know about you?

Susan Greco: A few years ago, my husband convinced me to hike the Manitou Incline in the Colorado Springs. We love to hike, and it was 2,744 steps straight up. I'm afraid of heights, so [00:05:00] I thought he was crazy, but we trained for six months. I made it to the top in two and a half hours. Someone told me that when I was going to the top, every a hundred steps, I needed to stop and take a break.

And when I got to the top, it was breathtaking and I felt this sense of accomplishment and that moment reminded me when you commit and put in the work, you can accomplish anything. And that's the mindset I bring to running my business every single day.

Jim Ries: Love it. That's a great story and congrats to you for making that hike.

I was gonna, as you were describing that, I was gonna say, did you train for that? And , you already answered my question.

Susan Greco: Yeah.

Jim Ries: Susan, this has been great. Thanks so much for sharing so much information about Total Senior Solutions. Congrats to your success and cheers to your continued growth.

Hope to see you around sometime soon.

Susan Greco: Thank you so much.

Jim Ries: All right. Bye.

Susan Greco: Bye.