

Meet Justin Kress, CEO at Just-In Home Care

Jim Ries: Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with Justin Kress, CEO, at Just-In Home Care. Love the play on words. Justin, how are you today?

Justin Kress: Thank you so much, Jim. Good morning. I'm doing great.

Jim Ries: Yeah, good to see you. So Justin, tell us about Just-In Home Care. What do you guys do there and what makes you different from other companies in your industry?

Justin Kress: Sure. Thank you. Yes. We're located out of Jarrettsville Maryland. We serve Harford County, Baltimore County, parts of Baltimore City, and even Western Cecil County. And the families that we serve, we're in the service-based industry. They're typically over the age of 65, and these individuals have a strong desire to remain in their home.

In fact, 85% of people when asked where they would like to age, they say, I wanna be right here, in [00:01:00] my recliner, with my dog, and my refrigerator, and my tv. And that's what we help people do. We have a wide variety of people with different needs potentially different diagnoses, or maybe they just suffered an acute episode of a fall or god forbid, a stroke, and they need a lot of care right away.

And in essence what happens is even though we have a headquartered location, our employees, our caregivers go out into the home and perform companion care, which can be meal prep, light house cleaning, laundry, bed making, custodial needs and or personal care. The industry calls them ADLs, activities of daily living.

Ambulating, bathing, feeding, dressing. So that's what we do at Just-In Home Care. We serve people in their home with their companion, custodial, and personal care needs.

Jim Ries: Got it. Thank you for that [00:02:00] Justin. So Justin, when it comes to Just-In Home Care, what would you say you're most proud of?

Justin Kress: Well, I'm very proud of, I was the first employee two and a half years ago in May of 2023. And today I lead close to 80 individuals. So we've grown pretty quickly. I think that's somewhat interesting. But the appreciation around that quick growth is really having the opportunity to be not only an employer to the local economy that I grew up in. I'm from Harford County, I'm from Jarrettsville. We serve people in the community, but we also serve from the ability of being an employer. And I take great pride in being the employer and leader of close to 80 individuals. And then I'm also very proud of what we've done.

We started with one client. I was moonlighting. I was in medical device sales. I started this company, oh my gosh. How did you do that? [00:03:00] Well, you start with one, right? And you kill them with kindness and service. And you answer the phone with a smile and you don't let that family down.

In fact, that individual we still serve today, we've served over 300 families and individuals. So I think I'm just really proud of seeing the vision, starting small, starting with myself, a caregiver

and a client. And today we've served about 120,000 hours of care, over 300 individuals who, again, their desire is to remain home and sometimes there's skepticism hiring a company, having a quote unquote stranger come into their house. But I'm very proud to say that with our great team customer service skills and our ability to deliver on the promises we made from the initial consult to a couple months, to several years we've been able to keep people in their home and Just-In Home Care has been able to provide, I believe solid [00:04:00] paychecks for some really great caregivers in our community, and I'm very proud of that.

Jim Ries: Yeah. So in a nutshell, you are contributing to make the community healthier and also the economy healthier all at the same time. So kudos to you. Justin. What are the next six months look like for you and Just-In Home Care?

Justin Kress: So. I won't tell you the background and how I got into this, but it was spurred from hiring a business coach back when I was in medical device. Today I have a business coach Steve Weiss. Steve the hurricane with Hurricane Marketing outta New Jersey, and he told me something very specific.

He knows about our size and scope, and he said, Justin, in 2026, you're gonna go from a mom and pop operation to a corporate structure. So the next six months looks like a lot of things at Just-In Home Care. It's maintaining that [00:05:00] small family, based operation that was putting customer service in the forefront of everything that we do.

And not wanting to lose that, but putting structures in place so our corporate leadership team can grow and meet the demands of the families that call us every day and the higher and higher number of employees that we get to lead. So I think 2026, even though I left corporate America, I always joke around that I'm now trying to create corporate America and I have a business coach to help me do that.

I'll plug one other thing. We're actually starting a location in Georgia. Our goal is to have our license in, by the end of January. There's a husband and a wife in Georgia that are really strong leaders that saw the vision, saw not only the quick growth, but the ability to deliver the essential needs that so many people have.

And that's really exciting. So more organized corporate structure for scalability and opening up a location in Georgia over the next six months on my radar.

Jim Ries: That's [00:06:00] amazing. Congrats on your growth and cheers to your continued growth. So Justin here's the fun question. What do most people watching this video not know about you?

Justin Kress: Thank you. Well, I've always, not in an egotistical way, but I've always believed that I pretty much could do anything I set my mind to. And I have not always succeeded. When I graduated college in 2006, I was a division two basketball player and I believed that I could. Be the next Antonio Gates in the NFL.

So I cold call attorneys. I got a national football player association contract with an attorney in Baltimore City. I had a workout video. Around that time. I ended up getting invited to play

basketball at Cal Ripken's house. Played basketball Cal Ripken's house for probably five years, from 2007, 2011, four years.

And actually when I was little, I had heard of these games and I told my cousin, one day I'll play at Cal Ripken's house. So I, from a sports [00:07:00] perspective, I just have always believed whether I was capable or not, I was believed I could be the best. I try to surround myself with people certainly like Cal Ripken Jr.

And that was a real blessing to be able to be with him for so many years. So just fun stories like that. Trying off of the NFL. I remember I went to Morgan State University 'cause all these colleges, they have NFL Scouts come and they'll do combine days for their own players.

How crazy right? Going into Morgan State and in their football locker room, telling 'em that I wanna go, try out, they're like, you didn't go to school here. So I think that just ties into the entrepreneurial spirit of we can do anything that we set our minds to.

And although I didn't get to fulfill some of those dreams being an entrepreneur I think, is the most competitive thing that you can do. And I'm grateful that so far we've had success. So those are some interesting little backgrounds about myself.

Jim Ries: Well, you may not have fulfilled your dreams, but it certainly sounds like an interesting journey, let's say.

Justin Kress: That's right.

Jim Ries: And thank you for [00:08:00] sharing that with us. Well, Justin, thanks for your time. Really appreciate it. I know the folks watching this will appreciate it and I hope to see you sometime soon.

Justin Kress: Thank you, Jim.

Jim Ries: All right, take care.