

Meet Patty Nyitrai, Owner and Operator at Senior Placements By Patty

Jim Ries: [00:00:00] Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with Patty Nyitrai.

Owner and Operator at Senior Placements by Patty. Patty, how are you today?

Patty Nyitrai: I am awesome, Jim. Thank you. And yourself?

Jim Ries: I'm great. Good to see you. So Patty, tell us about Senior Placements by Patty. What do you guys do there and what makes your company different from other companies in your industry?

Patty Nyitrai: So here at Senior Placements by Patty, we navigate through the complexity of senior living, whether that would be looking for an assisted living for mom or a memory care, or even if it's just looking into maybe a retirement community for mom and dad where they can continue to thrive. We assist the families with the whole process of narrowing down.

We do a comprehensive evaluation assessment, we really hone in on what have been [00:01:00] the problems at home. Why did you pick up that phone to call Senior Placements by Patty? So after we do that assessment and we really know what's been going on in the home front, why you're looking for assisted living, we make recommendations based off of that assessment.

And not only do we make those recommendations, but we also make the appointments and go with you on all of the tours. So one of my advisors is with you through the entire process. One of the big things that makes me very different from a lot of the other senior advisor companies that are around, is a few things. First and foremost, I am a small company. Three other women that helped me navigate this process for the families and, it is a woman based company. But more importantly, we are not a big corporation, so we don't answer to a big entity on quotas and numbers. How are we doing and why didn't we get deposits?

We are genuinely here to help families understand what [00:02:00] are the next steps when mom and dad are starting to show signs that they need assisted living.

Jim Ries: Yeah. And Patty as it says behind you on that really nice sign, this is a free service.

Patty Nyitrai: It is 100% free to the families. So I'll often get families say, well, Patty, then how are you making your money?

We have contracts with different assisted living. We are working with all of them in the state of Maryland, so we don't have to just direct you to one or two that are in our portfolio. We work with all of them. So after we do that comprehensive assessment, we are able to say, okay, this is how much money mom and dad have, and this is how much it's going to cost to do the assisted living.

We're able to show you different trajectories on what would be the best option. What is gonna sustain mom and dad's money for the longest time. And we can also then make some

recommendations either applying for GA benefits or some subsidy programs. [00:03:00] We have the resources in our pocket that we are able to really help families understand their financial situation and how long they would have money to take care of mom and dad.

Jim Ries: Got it. So two key points. It's a free service and you have access to all these communities in the area, so that's terrific. Patty, when it comes to Senior Placements by Patty, what are you most proud of?

Patty Nyitrai: I think what I am most proud of, well, what I know I'm most proud of is that the staff that I employed are very empathetic.

They're the best in the business. They know these communities inside and out, like the back of their hand. They know the ED's, they know the staffing there, so we truly know what's going on inside those walls. You know, when you take a tour, you really only see what the community wants you to see, where we have those established relationships, we know what's going on in the community and we're not gonna make [00:04:00] recommendations just to get your money.

We're making recommendations so your loved one can thrive. And that is one thing I tell my advisors. We do everything with heart and compassion, and we just are there for our families. And I think that is probably the one thing that I am most proud of, is the fact that it's a genuine service and it's done by heart.

We're not to save numbers.

Jim Ries: Yep. Patty, what are the next six months look like for you and Senior Placements by Patty?

Patty Nyitrai: Good question. So I started this company four years ago and it was just me. I was a one woman show. I left corporate America because I got tired of the rat race. I got tired of answering to the big company why we didn't get deposits or why we didn't secure move in.

So when I opened up the company, it was just me. I currently now employ three other employees. and the direction that we're [00:05:00] going is we wanna expand our demographics. We wanna be able to help more people in the state of Maryland. My niche has really been Harford County and in focused on Harford County the last four years we're hitting the ground strong and going into Baltimore County, heading into the Towson, Lutherville area.

So it's just growing my demographics right now, so we can help a lot more seniors.

Jim Ries: Yeah. Patty, here's the fun question. What do most people watching this video not know about you?

Patty Nyitrai: Probably most people watching this video, and I'm guessing because you have a lot of followers there, Jim, will be the fact that I am a brand new grandma.

I'm a Nana to not just one, but to twin baby boys. So my youngest son just had twins, so that's an exciting time right now is navigating becoming a grandma, a new title for me.

Jim Ries: That is surely exciting times. I know that, by fact, personally, very exciting.

Patty Nyitrai: Nothing better is...

Jim Ries: Nothing better.

Patty Nyitrai: Nothing better [00:06:00] in this world.

Jim Ries: Well, you got a lot of fun days and nights ahead for you, so congratulations to you and Patty thanks for spending time with us on Java with Jim today. I know I'll be seeing you soon, but you take care. Okay?

Patty Nyitrai: Thank you. Take care. Stay warm.

Jim Ries: Yeah, bye.

Patty Nyitrai: Bye-Bye.