

## LOCAL NEWS

## RIDERWOOD™

by

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# Finding the fast track to a new beginning

*Moving management company's services indispensable for anyone planning a move*

By Kelly A. Shue  
THE ERICKSON TRIBUNE

In an exclusive partnership with Riderwood, the area's leader in downsizing and senior move management—Transitional Assistance & Design—works with future community members to make their moves seamless and stress-free.

## Expert assistance

Real-life experience is the name of the game when it comes to Transitional Assistance & Design. Owner Susan "Susie" Danick began the company eight years ago after helping her grandmother move to a retirement community.

"We work with future residents to create a full-service moving plan, providing all the support they need—hiring movers, transferring utilities, packing, unpacking, and setting up the new apartment so that they can begin experiencing what life can be like at Riderwood right away," says

business partner Joel Danick. "It is our mission to turn the once-dreaded chore of moving into a positive experience."

## Satisfying individual needs

Meeting the needs of community members is a driving force behind the philosophy of all Erickson communities, beginning the moment an individual makes the decision to move. Riderwood's partnership with Transitional Assistance & Design began from this vision.

"Almost two years ago, we met with John Erickson to discuss our company's mission, vision, and service solutions," says Joel Danick. "He felt that Erickson had to reach beyond just welcoming new residents when they arrived at the new community by reaching out in advance to help support their moving process and create a smooth transition."

## How it works

Once an individual has made the commitment to move

to a new home at Riderwood, he or she is contacted by the Danicks. After explaining their services, they arrange a free one-hour consultation with the client. Riderwood currently provides each new resident with 12 free hours of service that can be used toward any of Transitional Assistance & Design's move-in and settlement services.

If desired, future residents can add services as needed over and above the 12 hours depending on the support they need. "Each person has varying needs so we are able to establish those and customize individual strategies when we meet during the initial free consultation," says Joel Danick.

## Friends for the future

By removing the notorious hassles of the moving process, Transitional Assistance & Design helps residents enjoy the Riderwood lifestyle as soon as possible. As members of the National Association

of Senior Move Managers, the Danicks have the contacts and experience needed to ensure a seamless and stress-free move.

"Our greatest satisfaction comes from working directly with the residents and getting to know them personally," Joel Danick says. "While we begin our relationships with the residents as clients, we end each one of them as friends. Our business is a very personal one, and we love the opportunity to share each of their life experiences and learn and grow from each relationship."

