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Community Professionals Come Together to Form 'One-Stop Shop' for Seniors

Group of local professionals has formed the SR Alliance of Suburban Chicago, covering Western Cook and DuPage counties.

July 10, 2007 -- As many seniors know first hand, planning for retirement includes much more than getting a 401K in order. With that in mind, a group of local professionals has come together to ensure that seniors can find trusted and professional services to meet their financial, legal, residential, personal care and even organizational and moving needs. These resources are specifically geared to the senior community—providing expertise to an often confusing array of services for an often underserved population.

The group of professionals has formed the SR Alliance of Suburban Chicago, serving Western Cook and DuPage counties. What makes this group distinctive is their wholehearted mission to provide seniors with competent services, incorporating privacy, professionalism, integrity, impartiality and objectivity. The SR Alliance will strive to perform these services fairly and reasonably, with honesty, trust, timeliness and consistency.

"We have each been serving the needs of seniors on an individual basis for many years," noted Susan Kuczera, Executive Director of the SR Alliance, which stands for Service and Respect. "We chose to join forces and essentially offer seniors one trusted, central resource that would fit many needs. It is our goal to create an organization that goes beyond the sole focus of the "sale" of a product or service, but can offer problem-solving, solutions and direction in a caring manner."

Current members of the group include: Janet Sullivan, Elder Law Attorney; Susan Kuczera, CERTIFIED FINANCIAL PLANNER ® and Certified Senior Advisor; Jack Bartz, Personal Business Manager; Michael Doepke, Home Care Provider; Leslie Cervantes, Medical Equipment Supplier; Holly Fatima and Anne Marie Davidson, Residential Housing Specialists; Kevin Sullivan, Senior Moving Resource. All members live and practice in the local area.

The SR Alliance of Suburban Chicago is part of a national organization bearing the same name, with similar service groups throughout the country. The organization was created in 2005 and has more than 500 chapters across the country.

Brian Beers, a representative of the national SR Alliance, credits the rapid growth of chapters across the country to the value that is immediately passed along to its clients. "When you're researching professional services individually, there is often much time and research needed in each decision. However, when seniors are given one go-to resource that can fill many different needs, along with the assurance that each professional has long served the senior market, there's an immediate sense of trust and comfort."

"We are quite discerning in choosing new members for the Alliance," added Michael Doepke, a member of the group. "Each member is established and knowledgeable, with a proven dedication to the senior market." The group hopes to add services such as care managers, transportation services, skilled nursing agencies, real estate and mortgage specialists and personal services in the near future.

Seniors, family members and caregivers in Suburban Chicago can now visit one website (www.sra-suburbanchicago.com), or call one telephone number (630-532-0637) to find contact information and details on each business involved in the Alliance. The SR Alliance is also available to speak at local gatherings of seniors and their families. This panel of experts frequently attends senior fairs and church and community functions in order to bring residents up-to-date on the solutions available to seniors.

The Alliance is led by financial planner and Certified Senior Advisor (CSA) Susan Kuczera, who has been professionally accredited by the Society of Certified Senior Advisors to ensure that the Alliance is properly

trained to focus on the issues of seniors and their families. The group meets monthly to learn about the most pressing issues among the senior community, how they can better serve seniors and how they can accelerate their own professional development.

"It's really about serving the community," noted Kuczera. "Our plan is to host a series of presentations to introduce ourselves to the community- both seniors and other professionals."

The SR Alliance of Suburban Chicago is a network of small business owners dedicated to serving the needs of seniors throughout Western Cook and DuPage counties. Led by Certified Senior Advisor (CSA), Susan Kuczera, the group of community professionals offers a complete range of services and resources to assist seniors and their families in the retirement planning process - everything from financial planning to real estate, legal services to insurance - and are each trained in the issues that matter most to their senior clientele. To learn more, visit www.sra-suburbanchicago.com.