

# Tender Hearts Senior Care – Prescott, AZ



Debra Judy and Rick Judy

**Charles ‘Rick’ Judy** knows that you’re never too old to learn something new, even if you’ve been a successful business owner your entire life.

Rick and his wife, **Debra** left successful careers in property management (Rick) and nursing (Debra) in the Los Angeles area to move to Prescott. The move went well, but the couple soon found themselves faced with special needs challenges by their ageing parents. After failing to find the services that they and their parents required, the Judys decided to start a non-medical in-home care business to serve other families who had similar needs.

**Tender Hearts Senior Care** opened in 2007. According to Rick, the company places mature, caring people into the homes of seniors to assist them with the non-medical challenges of daily living so that they can stay in their own homes as long as possible. “A lot of older people need some help with daily chores like cooking, making the bed, getting to the grocery store or personal care and they don’t want to go to an assisted living facility,” he explained.

“We come in and do the kind of things for them that allow them to stay in their homes and get the personal attention and assistance that they need, whether it’s for just a few hours a week or as a live-in situation,” he said. Debra’s training as a nurse helps the company assess the degree of help that is needed.

A lifelong businessman, Rick knew that he wanted Tender Hearts to get off to a fast, strong start. “I never went to business school,” he noted. “I’ve been in business my whole life, but it has always been by the seat of my pants. I didn’t want to do it that way anymore and I decided to get some help.”

Rick met **Yavapai College SBDC Business Analyst Fred Kennedy** when he took a finance and accounting class at the college. Rick’s new business was at a point where it needed higher-level attention and Kennedy agreed to help. He assisted Rick with accounting, capital formation and strategic planning, and he now plays a supporting role as Tender Hearts continues to grow.

“I call Fred whenever I have a question or need,” Rick said. “His insights and advice are invaluable.” The Judys recently acquired a competitor to expand a related company, Tender Hearts Transportation Services, which they started in 2009. Kennedy was called in to discuss refinancing options. “He saved us a lot of money.”

Today, Tender Hearts employs 225 people, including office staff and service providers, has offices in Prescott and the Verde Valley, and has furnished services to about 1,500 clients. Sales in 2011 reached \$2.79 million and expansions are planned for Williams, Flagstaff and Payson.

Rick advises all new business owners to take the time to write a detailed business plan. “The more information that you have, the greater the chances are that you will succeed,” he said. “Get good advice and learn as much as you can about the industry and your potential competitors.”

## Yavapai Community College SBDC



Yavapai College SBDC

The **Yavapai College SBDC** is located in Prescott and has satellite and meeting sites in Campe Verde, Cottonwood and Sedona. Center Director Rick Marcum and his team served 233 counseling clients and 203 training clients in 2011.



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Center Director



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