

An assist for some seniors

Woman launches concierge service

By Harold Davis
Special Correspondent

Everybody needs a helping hand at some point no matter how independent they are, especially when they get older. To meet this demand, Juliana Murphy decided to start a concierge service that caters to the needs of senior citizens.

Though a concierge is thought of as a service applicable only to busy working people, Murphy's service helps retirees who might not do be able to do something for themselves because of their age or physical condition.

They might be living alone and need help caring for a spouse who has special requirements.

"I'm very positive about this. I feel that this is my ultimate vocation," Murphy said. "I started thinking about this when moving my great friends to Greens Assisted Living in Wilton. Their sons weren't available, and I was left holding the bag."

Murphy can help those still living in their own homes with shopping, running errands or transportation.

She also can assist seniors looking to downsize into smaller living quarters, arranging for storage of their household items and helping them look for assisted living residences. She serves seniors in Fairfield County and Westchester County, N.Y.

When did you start your business?

I started in the beginning of October.

Tell me about your employment background.

I was airline stewardess with United Airlines. I was in the hotel resort industry. I was a sales manager for Elbow Beach in Bermuda, but I was based here.

What are the challenges of



Chris Prevolos/Staff photo

Juliana Murphy's firm, Juliana at Your Service, is a concierge service for senior citizens. The Norwalk woman's services range from helping with errands to aiding seniors looking to move into smaller living quarters.

the business?

The challenge is becoming known.

How have you been promoting your services?

I have brochures and did mailings. I'm going to be doing presentations. I'm doing a presentation next week at Sunrise Senior Living in

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At work *with...*

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