

Before becoming a [Right at Home owner in Hackettstown, New Jersey](#) in April 2016, Erika Ackerman had spent years building a business that brought art to senior centers. Having graduated from Rutgers University with a degree in Fine Arts, Erika's professional career started in the advertising industry. Erika decided to become a stay-at-home mom after having children. When the opportunity arose for her to teach art classes to seniors, she jumped at the chance.

"My mother was working as an administrator for a local senior community that had independent and assisted living, as well as memory care services. She asked me if I would come in to teach some of the residents," recalled Erika. "It started with just one class, but it organically grew into something bigger."

Driven By An Entrepreneurial Spirit

Erika was able to expand her art class for seniors into a thriving art therapy business. In addition to doing art projects with seniors at various residences and facilities throughout her community, she also hosted a county art show where she could showcase senior student artwork.

"It was a lot of fun and where I was first exposed to working with the senior population. I really liked working with them and decided to take it a step further in 2014 when I went back to school to get my Master's degree," said Erika.

She decided to pursue a graduate degree in healthcare administration, and it was during that time she discovered how important and lucrative the home health care industry was while writing a research paper.

"I hadn't known much about the industry before writing that paper, and that's actually how I ultimately began researching the different franchises, including Right at Home," said Erika. "When I came across Right at Home, I felt like I hit the jackpot because it was an industry I loved, and I knew I didn't ever want to work for someone else!"

Choosing The Right Franchise

Erika did her due diligence when it came to senior home care franchise opportunities and felt confident about choosing Right at Home.

"Some of the other franchises I considered lacked structure and a framework for success," Erika said. "Right at Home really had all their ducks in a row in terms of a framework for

the business. It was clear they had a solid structure in place and a good process to help support and guide new owners.”

Despite all the support, when Erika first bought the business in 2016 she was inundated with work.

“I felt like I was a chicken with its head cut off; I was doing everything myself,” she said. “I was mostly putting out fires and not really having a sense of what my role was. I was just trying to learn the business and really relied on my Business Performance Coach for guidance.”

With the additional support of her Business Performance Coach, Erika was able to put those fires out and focus on what she liked to do best—and what she could delegate to others. In those early days especially, Erika’s main priority had to be on community outreach and getting the word out about the new franchise and the services they provided.

“I made a lot of mistakes at the beginning, but was able to learn from them and keep going,” said Erika.

Growing a Successful Business

Today, Erika has found her stride when it comes to her role and has delegated the rest. She has three other people in the office with her—two nurses and an office manager. Between the four of them, they run a well-oiled machine.

“I handle scheduling, payroll, billing, invoicing, and compliance, and I work in collaboration with the rest of the team on hiring,” Erika said. “Right at Home corporate gives me support for everything else. The marketing and brand recognition is a huge bonus from their national campaigns, along with social media and SEO.”

With so much of the business management under control now, Erika recognizes the best piece of advice she can provide to future franchise owners is to put a lot of effort into who you are hiring.

“Getting the right people in the door can really sell the business for you,” she said. “Good caregivers who show up and do a good job make a name for you and keep your clients happy. Don’t hang on to caregivers who can’t live up to those expectations.”

To learn more about Right at Home and why it can boast unmatched support not found anywhere else in the senior care industry, visit: <https://rightathomefranchise.com>.

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