

Small Business Success Awards 2004

Kean University SBDC

Winner: Moses Scott

Business: Right At Home

47 Park Avenue

West Orange

www.rightathome.net/essexcounty



973-669-1822

When Kean University Professor Dr. Melodie Toby heard of the entrepreneurial services available through Kean's SBDC, she suggested to her husband that he find out what the SBDC had to offer. Her husband, Moses Scott, was interested in starting a home health care service (primarily senior care), eventually selecting the Right At Home franchise.

But first he needed to review several franchises for the best fit, learn about start-up requirements, including the various legal structures, and access capital. SBA's Low-Doc loan program was identified as the most appropriate, and a finance consultant reviewed financing procedures, including business plan development.

To further assist the client in his pursuit of franchises, Scott worked with Jack Armstrong, President FranNet (a free statewide franchise consulting service).

Scott worked with Fred Dominguez at Kean on the financing side and was approved for a \$50,000 SBA Low-Doc loan from Commerce Bank. He found his first client in early Fall of 2004

and added an assistant to his staff in addition to the marketing, sales and operations support of his wife, Dr. Toby.

Now, Scott is focusing on expanding his business, helping his clients maintain their independence and stay in familiar surroundings, instead of being hospitalized or institutionalized, while providing quality care.

The couple credits seeing the difference a dedicated professional can make in caring for an elderly relative as the inspiration for the business. Thanks to the Kean University SBDCs support, Right At Home has been able to develop a structure for the business and allow Scott to focus on his passion of delivering excellent services to his clients. "I would not have been able to make as much progress so quickly without the support of the Kean University SBDC," he said.



Brenda B. Hopper congratulates Kean SBDC Success Award winner Moses Scott of Right at Home, a healthcare franchise. Mira Kostak (right) is the Director of the Kean University SBDC.