



MOM'S HOUSE HOME STUDY COURSE

INDUSTRY INTERVIEW

PLACEMENT EXPERT

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ROB HOWE - PLACEMENT EXPERT

Phillip Vincent:

So, today we're just going to have a conversation and it's about you. I'm really excited to interview you because there's such a need for what you do. And I think you probably have some efforts in explaining to people what you do. And I like to call it a real estate agent for people moving to senior living. Is that fair enough?

Rob Howe:

I call myself a senior realtor sometimes just to...

Phillip Vincent:

To let them understand.

Rob Howe:

Yeah and then they'll... You can see the light bulb click a little bit. It's like, "I get that." Because then there's a compensation conversation.

Phillip Vincent:

Which goes well though, right? I mean you're assuming...

Rob Howe:

Yeah but trying to help them understand because you say free no cost and they look at...

Phillip Vincent:

To you...

Rob Howe:

Yeah right. And they look at you like [crosstalk 00:00:49]. Until you explain to them that the places pay us for doing what we do and like a senior realtor... It helps I think.

Phillip Vincent:

So that's a good way to say it?

Rob Howe:

Mm-hmm (affirmative) I think so.

Phillip Vincent:

So, how long have you been helping seniors?

Rob Howe:

I have been doing this for nearly four and a half years.

Phillip Vincent:

Great. [inaudible 00:01:08].

Rob Howe:

An entirely different industry.

Phillip Vincent:

And so, what got you into this space?

Rob Howe:

Because I was downsized out of a job that I had for 27 years. Don't need to go into all that just a buy, sell, buy, sell. I was sold and that's okay. But I was sold, I was 55 years old, probably the worst day of my life when that happened as you can imagine.

Phillip Vincent:

Would you consider that was your... Some people are like it's our identity, right? For 27 and a half years you're known as Rob the... You know what I'm saying? Because now it's not...

Rob Howe:

And not only that, that's exactly right because I was that employee even though it was a big job in that company and managed a lot of people I was that guy like many people are that put everything into that job so it becomes your identity. They don't take a paycheck away, I mean that really in hindsight was the smallest part of the loss. It was all the fact that this is what I did for 27 years. I mean, my friends, my business associates, employees, customers they were my friends.

Phillip Vincent:

You grew up together in 27 years.

Rob Howe:

And then they take that away and you forego so much because you actually forego personal stuff because that replaces some of the personal stuff. So now that's gone and I swear you could have... I don't know, you look up clinical depression or whatever I guarantee you. So anyway, so all that said at the same time I was going through that crisis in my life my wife's mother was going through exactly what we're talking about. Her mom and dad are still alive, her mom's suffering from dementia, trying to bring care in the home, doing all this stuff, ended up getting sick, going to rehab, can't stay. Here's my wife who is an occupational therapist in the medical field, the best caregiver, patient advocate...

Phillip Vincent:

Trained for it.

Rob Howe:

If you or I were in the hospital you would want her by your bed.

Phillip Vincent:
Literally trained for care.

Rob Howe:
Yeah. And here to watch her. When that rehab... We live south and when that rehab... And nothing against the rehab, when Medicare said to her and her dad that, "Your mom basically is being discharged from this rehab because she's been in so many words no progressing. Medicare is not going to pay anymore."

Phillip Vincent:
You were there 14 days or something.

Rob Howe:
Yeah it depends progressing but then all of a sudden if that stops then you're given however long of a notice to say, "You can't be anymore." And the option to go home was not an option to watch my wife and her dad... Understand the dad part but to watch my wife's head spin when she's like, "What do I do?" It's funny we were talking about A Place for Mom because you only have two parents and you never do this.

Phillip Vincent:
You're not trained for it at all.

Rob Howe:
No.

Phillip Vincent:
And it was thrust upon you.

Rob Howe:
And so she starts online, contacts, really doesn't contact, stumbled into A Place for Mom. Now we live in the South County, South area. And just because of everything we talked about they're recommending places in Illinois and just everywhere that absolutely made no sense whatsoever. But to watch my wife go through this very thing that I do every day is really the genesis behind, "Okay I don't know what I want to do right now but I know I don't want to go work for somebody again after what just happened.

Phillip Vincent:
When that rug got pulled yes.

Rob Howe:
And the good news is I was 55. Our two kids at that time they were 26, 21.

Phillip Vincent:
College?

Rob Howe:

One was out already on his own, the other one not quite, but almost. We're not independently wealthy don't get me wrong but no debt, no nothing. My wife's got a great job. If I didn't make a penny at this business we would eat tomorrow and still take vacations and still do whatever. So right away, I started applying for jobs but then quickly I said, "I don't want to do that. I don't want to go to work for somebody." So I was looking for something then all that stuff about my wife's family that started the genesis of, "I wonder if..." I had no idea about any of this stuff. And then I just looked into it and lo and behold there's a business here and so that was the beginning of that.

And I think the subtext to all of that is that I got the luxury of starting a business that is really built on trusted referrals. It's a slow build business. You just don't open the door and turn on a McDonald's sign and people come to your... This is a trusted referral business.

Phillip Vincent:

Seed planting I call it, I plant a ton of seeds.

Rob Howe:

The same thing that you probably did back when you started.

Phillip Vincent:

It is.

Rob Howe:

You've got to find people that understood who you were, what you were doing, why you're doing it, how you do it.

Phillip Vincent:

They have to trust you.

Rob Howe:

And then to trust you to start referring their precious friends, business associates, clients, whatever.

Phillip Vincent:

And take it from the senior living perspective from the community for them to say, "Call Phil." Wow, that's a ton of trust that they have to have in me.

Rob Howe:

That's exactly right and the same for me.

Phillip Vincent:

Yeah we have to build it.

Rob Howe:

When somebody refers to me that is the biggest compliment. I mean, they're trusting me with somebody. Because you can imagine the phone calls I get. It's not like, "I've got a house to sell and you know what you take however long." That is life crisis. This is what my wife went through. "My mom's getting discharged and I don't know and somebody gave me your name." And then it's my opportunity to hit it out of the park for them. So, I got the luxury of starting a business without the financial pressure of...

Phillip Vincent:

The rent.

Rob Howe:

Absolutely.

Phillip Vincent:

Yep.

Rob Howe:

It didn't matter what the slope was I was committed to this. I thought it was a valuable rewarding, I thought a lucrative business could spring from it knowing that this isn't going to be just a turn key start making money kind of a thing and I was okay with that because I thought, "Man, this is going to be a cool thing. This is going to be a really cool thing."

Phillip Vincent:

And you get to help people, right? Isn't there a satisfactory feeling every time it works the way you hope? Because for me when I buy their house and they give me a hug because they don't have to come back and take the dumpster and bring all this. You know what I mean? They're like I can see their shoulders.

Rob Howe:

I see it everyday.

Phillip Vincent:

Yeah. Right. It's a great feeling.

Rob Howe:

I'm hustling out of here to meet a family and I guarantee you without even knowing this family they come to me over the weekend by the daughter, I'm going to meet the mom in just a minute. And I guarantee you I just know by the end of that meeting because right now she's upside down and by the end of that whatever long it takes it'll be. I probably will get a hug from her and that's meeting one. But for sure it'll be just, "Oh my God." Because basically I'm taking that piece off of him or her to say at least, "Okay, there is a resource out there and you're a decent guy and you're here to help me and you're going to do right by me."

Phillip Vincent:

And you're going to give the advice that's best for them not for you that's the benefit.

Rob Howe:

And it comes through, that's why I turn a phone call into a face to face because it just... All this might sound okay but then I think when you see people you know right away whether this dude is okay or he's a salesman or whatever but you know right away I think so. And so, it's a beautiful gig. It quite honestly is a beautiful gig.

Phillip Vincent:

What are some things that people don't know about this space that you wish they did? I mean, so remember what you were saying or another way to say this is people seem to be woefully unprepared. So, what if you could tell them, the public, "This is what I wish you would do," right now what would it be?

Rob Howe:

That's a great question. And no matter what I say, I could probably answer that in a couple of different ways but no matter what I said if you think about it and put yourself and your wife 20, 30 years down the road no matter what I said about preparing this either from a financial perspective or just a knowledge perspective. Because people are unprepared in all different aspects, A they can't pay for it, B... So, I could tell you any which way. I have a sneaky suspicion that most, if I would stand in front of a bunch of seniors saying, "Hey, most people just don't take, everybody wants to stay at home in their house forever."

Phillip Vincent:

Just like we will. We're going to be doing the same thing.

Rob Howe:

I look at these, "I wish I would have taken out longterm care insurance. I wish I would have. I wish I would have." And I'm like, "I'm going to be just like you. I'm going to want to live here until I can't." And no matter what you say about preparation people just don't do it.

Phillip Vincent:

Because it's morbid, they think it's morbid to plan for the future, especially the older generation. I think we're getting better. I think we're getting better that we're going to plan for it a little better hopefully than them but I feel like that older generation didn't talk about money.

Rob Howe:

The problem is I think we are getting better but I think the financial preparedness for that is getting worse.

Phillip Vincent:

Because it's more expensive.

Rob Howe:

It's becoming more expensive. I look at our kids, they're spenders, they're not savers as much as what I was. And I'm a little older than you, but I think we're spenders.

Phillip Vincent:

Well the boomers still live in their... Well, they spend, they're very American.

Rob Howe:

How much we go out to eat now versus when we were children.

Phillip Vincent:

Special occasion versus pretty damn common, right?

Rob Howe:

It's all the time.

Phillip Vincent:

It's all the time right.

Rob Howe:

Yeah. So, no matter how I answered that to you I think that builds in the job security of what I do because no matter what I say financial preparedness or just have the knowledge about what's out there so you can figure out people just don't heed that.

Phillip Vincent:

No, but it's like anything just like me I'm supposed to work out more. I know that. I know that I'm supposed to work out more.

Rob Howe:

Yeah.

Phillip Vincent:

She's still going.

Rob Howe:

So I think the point I'm trying to make is that I think what you're doing in building resources and we're all telling about what we do is just invaluable because we're the kind of resources that get plugged and played at a time that's important for these folks.

Phillip Vincent:

What resource do you wish was available to families that's not? If you could just take out a wand and say, "I wish people had this."

Rob Howe:

I wish there was a way that some kind of... Let me say it this way, there's Medicaid for skilled nursing. So, for even those people that are unprepared as bad as Medicaid in skilled nursing is at least it's there for people. Thank God that, I mean it might be crappy but at least there's an option.

Phillip Vincent:

Better than the alternative of nothing.

Rob Howe:

Exactly.

Phillip Vincent:

Right or dying or whatever it is.

Rob Howe:

Here I'm out of money but at least I can go to a skilled nursing facility under a Medicaid situation. Even though that place might be crappy at least it's a thing. Any lesser level of care for that in the St. Louis area, Missouri area is private pay or bust. So not that I'm going to get political here but it's just a shame. People are needing help and they can't afford to pay for that help whatever that help is. If it's at home care, if it's finding a place that's inexpensive or somewhat subsidized in some way there just aren't those resources out there.

Phillip Vincent:

Are they trying to... I see billboards a lot about staying home with your loved ones and help them with care is that the government's way of trying to keep them... They want to keep them at home longer, right? It's cheaper to keep them home with some care than it is to put them in Medicaid.

Rob Howe:

Yeah I don't know that that's the government. I think that's the private duty companies out there that are just offering up a resource because they know everybody wants to stay at home and this is a way for people to stay at home longer. There just becomes an economic thing behind that though because it's expensive, it's expensive.

Phillip Vincent:

I've heard people talking about 24 hour care at home. You have to be rich.

Rob Howe:

It will dwarf the cost of going into a place. But everybody wants to do it. Everybody wants to test drive that before they call me.

Phillip Vincent:

Really?

Rob Howe:

Oh my gosh. In fact, you know what?

Phillip Vincent:

That was a good one, 24 hour care before. See right now you just said, "I didn't think of that," and that's right. And there's that test drive now maybe I can bring leads to you if the 24 hour care says, "Hey, this didn't work."

Rob Howe:

24 hour care people are, those private duty companies are some of my best referral sources. Because I go both ways, I refer to them. Because I'm sitting with this lady today and one of the first options for me is always my radar's up to say, "Okay wait, is staying at home the best thing for you?" Even though I make money doing something else if staying at home is the right thing for this lady this afternoon then guess what? We'll go in that direction.

Phillip Vincent:

Because you know in a year or two years they're going to... Because you did that they're calling Rob.

Rob Howe:

So you can imagine if I plugged her into some reputable private duty companies that are going to take care of her at home those same companies are going to be calling me to your point in a year from now, six months from now, one month from now. So it's a mutually beneficial thing so.

Phillip Vincent:

See Rob, I didn't know that. I love this. This is what I was hoping for. Sometimes these don't always apply... I try to do general overviews.

Rob Howe:

That's okay.

Phillip Vincent:

Are there any big no nos that someone looking to work with you should know that they, I mean is there anything that you say, "I mean just right there I can't help you."

Rob Howe:

No. I make a comment that it's kind of like I want to be all things senior, kind of corny but no matter what if you're in doubt and you need some help like a realtor and you have family and you're just, call me. Because I'll navigate that for you to figure out what's the best option and whether that might be private duty or whatever. So no, for me anyway it's you know what if there's a senior out there that it needs some help it may land in my world of economic gain but there's so many that I help every day that I don't derive anything and that's okay. That's what we're all doing.

Phillip Vincent:

Sure. Yeah. We wish we could help them all but it just doesn't always work.

Rob Howe:

But I can give them resources. Even people that don't have a dime I have resources to connect them with to help them in that area as well. So there really isn't, the answer is no because I can at least keep them referring to another person that can get maybe help where I can't help so.

Phillip Vincent:

You had said it in the beginning that those referrals we get how important they are for both you and I. And not that we don't go out of our way anyway but when somebody refers me I'm going to go out of my way to give them the best advice. Even if it's not best for me because I want that person when they get, "Oh, Phil came over." Here's all the great things. And like I said even if it doesn't benefit me it's so important for me to keep that relationship with my referring source and we're helping them, "Which way can they go?"

Rob Howe:

That's how I live life in this business every single time the phone rings.

Phillip Vincent:

That's good.

Rob Howe:

That is the honest truth so.

Phillip Vincent:

If people wanted to turn to start to get information what resources besides Google, I mean, obviously Google is great but how where are people turning to to get information on this? Was there, in the past I remember Martha's Hands or what was the one that was local here like a resource guide or what was the ones that were? Are there still some of those out there, are they local to St. Louis or they national? I don't even know.

Rob Howe:

They are. There's some local. I have a website. There's stuff online. Unfortunately, A Place for Mom dominates that domain.

Phillip Vincent:

That's what I heard. I heard \$40 grand a month in the region they're spending.

Rob Howe:

If somebody goes online they're not going to find Rob Howe. They're going to stumble into A Place for Mom. I just hate, it's just the way it is. So I don't, I'm going to say all this to go back to everything's just referral-based for me. Because I don't spend a lot of money. The first year or so I did BNI, I advertised. Yeah it wasn't even money it was time. So, I did all the conventional things that you would say, "Well, what about, what about a church bulletin? What about this? What about that?"

And I did all that stuff for the first year and it didn't take me a year to know that you know what all that is fine and I probably had to do it just to get the word out about what the heck this business is. But I pulled back on everything because what has driven my business is simply connecting with people like you, insert name here, that understand what I do, understand who I am, understand how I do this and that alone differentiates myself from anybody else. And then that all sounds good and then they see it in action one time and they're like, "Holy crap, you would tell me that but I didn't get how that really played." And then they become my best... So, this whole business beyond the first year I don't advertise at all it's all referral based.

Phillip Vincent:

What are you doing to keep we call it touches in our business, is it emails, letters, lunches, what are you doing to keep? Because I've noticed I mean I know a thousand real estate investors in St. Louis, probably literally a thousand and I can't relationships with... To stay relevant to how are you staying relevant with those people that you planted the seeds with within that first year.

Rob Howe:

Yeah I suck at it to be real honest.

Phillip Vincent:

Did you fall back on the Breakthrough Coalitions like I do?

Rob Howe:

In fact I kind of...

Phillip Vincent:

We should get that. What are we doing? We need to be there.

Rob Howe:

But business gets in the way. And the good news is I think the business has begotten more business over the continuation of staying in touch. And that's not good because there's still a ton of referral sources out there that I let slide a little bit. Because what I'm getting at is if you refer to me obviously there's going to be a connection and just feed back and top of mindness and... But the problem is for those that I don't see or haven't referred to me or me referring to them and there isn't that touch point I don't do the best job at it and I should, I should.

Phillip Vincent:

I just listened to a book it was called the Dream 100. You need to make a list of the 100 people that they think...

Rob Howe:

I have to stay top of mind.

Phillip Vincent:

Just those 100. If you have a 100 people that thought of you every time you wouldn't even need business, you wouldn't be able to get to at all.

Rob Howe:

See, that's a great comment. And I'm sharpening the saw all the time but that's the... And I have to figure wait how do you do that.

Phillip Vincent:

I've got it. I've got it. I mean really in my business we you spend \$30,000 a month on marketing. So we're a marketing business, we're trying to find these customers. What I've found is my senior living I call it senior living, guys like you the best leads and it's because they're warm, the trust. If Rob says call Philip what do I need to do? You know what I mean? They are the best leads. I've got such good referral sources like you said had slowed down on the networking and I shouldn't be. I've got to turn it up. And you know timing is the most valuable thing we have and so I've got ways we'll talk about that. [inaudible 00:21:40] Give me a success story that you're proud of.

Rob Howe:

Oh boy.

Phillip Vincent:

I mean, I know you have them every day but maybe something that was like, this was not exciting but more out of the norm of something that you felt really good when it was over.

Rob Howe:

Yeah. I'm thinking of two off the top of my head but maybe one and this happens a lot. I mean, I'm going to talk about one specific time but this has happened so many times over four years. Because everybody thinks out there in the world that if my mom needs help she's going into a nursing home or skilled nursing as we call it now. But everybody out there wants to keep their mom out of a nursing home because they suck and it's just a high level of care and it just isn't the best place to be. I work every day diligently to keep people out of skilled nursing. So, it's so enjoyable when people find out that, "Oh my God, there's something a little bit more attractive. I know we've got to move mom out of the house but this environment here whatever it is, independent living, assisted living, even a memory care type thing." In that is so much more attractive than jumping into a skilled nursing arena. So, to be able to present options that are far superior then that is so rewarding.

Phillip Vincent:

Because they think that's our only option.

Rob Howe:

They think that's their only option.

Phillip Vincent:

So that's a good one like what's falling through the cracks. I mean, that's one of the questions that you're saying that they think it's this draconian it's over and really there's a bunch of better options based on [crosstalk 00:23:21]

Rob Howe:

So, to watch the family when we tour or whatever say, "This is different than I thought," you can imagine how that makes me feel it's like yeah.

Phillip Vincent:

Sure. And they've come a long way, they're resorts actively.

Rob Howe:

And still there's trouble don't get me wrong but it's far... Yeah exactly. But that option is far better than this option.

Phillip Vincent:

Old age is coming for us all, what have you done in your own life to prepare for the future?

Rob Howe:

Yeah. It's funny from a financial preparedness my wife and I actually have longterm care insurance but I don't think we would have probably went forward with it as fast until you see this. And there's dementia especially on my wife's side of the family and that's the part that costs so much. Healthy okay...

Phillip Vincent:

Yeah but the brain.

Rob Howe:

Yeah. So that can really exhaust some family's resource.

Phillip Vincent:

I've heard Alzheimer's can be 20 years.

Rob Howe:

Yeah. I mean and that slope is all who knows but it could be.

Phillip Vincent:

Assisted living in America costs on average \$123 a day for a private room. Luxury assisted living costs around \$200 to \$250. How are people paying for that care that you see?

Rob Howe:

There's only a few options because in St. Louis and the Missouri area there's no support for that from either state or federal resources.

Phillip Vincent:

Is that in other states?

Rob Howe:

Yeah other states I don't know so sorry.

Phillip Vincent:

No, that's okay. Because I've read that we're one of the worst states for this and I don't know what the other ones have but [crosstalk 00:25:04]

Rob Howe:

I think they have something similar to more of a Medicaid, what we have is Medicaid for skilled nursing I think they have some semblance of that whatever that's called for assisted living. We don't have that.

Phillip Vincent:

Pre-skilled.

Rob Howe:

So we have your private paying either income, assets, whatever, longterm care insurance.

Phillip Vincent:

Is it true that it only lasts for three years? I heard people say it only has a shelf life of a certain amount of time or
it doesn't go forever, right?

Rob Howe:

No, there's usually a daily pay and then there's a cap. So depending on what three years are very common.

Phillip Vincent:

I've heard that, I didn't know if it was true.

Rob Howe:

But there are some policies from back in the day, that's the reason most long term care companies are going out of business because you'll see words like unlimited and you don't see that anymore. You or I could never opt into a policy like that. Most of them have a cap now and it's a capital money usually. It might be \$100,000. So if it's \$100 a day which is \$3,000 a month which is let's just say \$30,000 a year, that's where three years comes from. It's \$100,000 policy but so it varies.

Phillip Vincent:

And if it's \$8,000 a month you get to live there a year.

Rob Howe:

Exactly.

Phillip Vincent:

That's the sad part.

Rob Howe:

You wouldn't even pay out that because the payout portion is \$100 a day so it's going to cost you \$8,000 they're only going to pay \$3,000.

Phillip Vincent:

\$5,000 comes out of your own pocket or somebody. In the next five years what do you see happening not only in the industry but in your niche, what you do? The next horizon, what's on the horizon for a transition specialist like yourself?

Rob Howe:

It's funny. I would have told you, my view has changed on that. Number one, when I first got into this business in St. Louis it was Sharon Ballou, I was a second person and friendly competitor with her and Jeff. And then, as I went into the business and saw how hard it was to get started I'm like, "Nobody else is going to enter this market. Who in their right mind would do this that wasn't wired like me and had the opportunity at my stage in my life given my financial wherewithal, my work ethic and whatever?" I thought, "Who else would do this when you have kids." Like somebody like you how could you go a year or two without much income to start a business?

Phillip Vincent:

You couldn't.

Rob Howe:

You could not. And so I was thinking... So I remember probably Jeff and Sharon and I even had a conversation about this, "I don't think many people are going to enter this marketplace because it just doesn't seem like financially even though I think there's," and it has proven itself over time that it is going to be a nice little business it's never going to be a crazy get rich thing but it's a nice little business.

Phillip Vincent:

With a constant flow of customers.

Rob Howe:

With a constant flow of customers. But those constant flows of customers aren't like, you still have to get them like you do. It's like you do.

Phillip Vincent:

You're never done.

Rob Howe:

That's exactly right.

Phillip Vincent:

That's good, that's our job.

Rob Howe:

But it keeps us going. It's no different to me than you, from that perspective. You want that phone to keep ringing and it's always a little unnerving is it going to keep ringing?

Phillip Vincent:

I say if I don't buy a house in a week I always think nobody likes me. I'll call Brian and be like, "Nobody likes me." And we're the same way, we want to go out and do our jobs. [crosstalk 00:28:44]

Rob Howe:

So, if you would have asked me that question back when I started and after a little while of doing it I would have said, "You know what it's going to be Sharon and I forever because she is probably shocked that I came into the market." Well, since then though there's probably a handful of us here in St. Louis over four years and I'm shocked. And I know it's a struggle get out there and market and whatever. So, I don't know in answer to your question about what the landscape looks like because I would've told you four years ago that nobody would be in this space and there are a few more people four years later.

Phillip Vincent:

Well, and A Place for Mom to the world I feel like they got the venture capital money behind them so they have the money to put into the marketing but it's not what you do. I don't think it is because you're there to give them the best care and I think they're just trying to steer that lead into a profit center for them.

Rob Howe:

You know what? A Place for Mom is my best, it's almost comparing and contrasting what I do to them is what wins me business every single day.

Phillip Vincent:

I was going to tell you something. You had said that, "I'll never compete with them in the Google search." And here's what I know about people at least for my business they want three bids and I'm telling you right now Rob if it's you versus a computer as long as you get a chance put me in coach.

Rob Howe:

Just to give you a little insight into how the financial side works though is that so A Place for Mom get that lead, they get Phil Vincent.

Phillip Vincent:

That's bullshit by the way.

Rob Howe:

Well it is and there's lawsuits and whatever.

Phillip Vincent:

There should be.

Rob Howe:

But I'm paid based on bringing fresh families to communities. So if they've already muddied the water for me which is an occupational hazard because they go out. If A Place for Mom grabs them before they get to me which they'd rather be with me anytime but they already spoiled the water because they've already gotten the lead.

Phillip Vincent:

Has the person signed a contract with them?

Rob Howe:

It doesn't matter.

Phillip Vincent:

It so should. And I'll tell you why that to put that in perspective of my job as soon as, "Hey Susie, you want to sell your house?" If I put an email out to every real estate investor that says, "You can't buy this house now," that's crap honestly.

Rob Howe:

That's a great analogy and I think that's probably the model that's being used in all of these lawsuits out there. There's lawsuits out there like crazy about what A Place for Mom is doing.

Phillip Vincent:

But they're probably also printing money if they got rid of the warm bodies because they're going to own that service.

Rob Howe:

But the more they do that the more I own them locally.

Phillip Vincent:

I totally agree.

Rob Howe:

Because there is nobody in their right mind if they truly understand what I do versus what they do...

Phillip Vincent:

You're going to win. You versus the computer come on.

Rob Howe:

Yeah, that's exactly right. Because I'm the guy that takes that phone call on Saturday and meets with them on Monday to find out exactly what. That's what I do all day long.

Phillip Vincent:

I was talking with Jenn they're pretty much a Google search because when they spit back to these communities to you, you could have found a list of communities. I mean they're not doing... There's a big opportunity that's what I'm trying to say.

Rob Howe:

And they only refer to the places... Because you'd be surprised how many people are, how many communities are beginning to cancel their contracts with A Place for Mom.

Phillip Vincent:

I can't even believe there is a contract. How did they get a contract with them?

Rob Howe:

Because they give them a bunch of leads. You can imagine how many people are out there searching every single day. A Place for Mom grabs them and sends them the lead. Even though these community people are calling those leads and they probably have a less than one out of 10... Oh my God I pay it's probably in the single digit percentile of closed leads from [crosstalk 00:32:30]

Phillip Vincent:

But still two out of 100 is great.

Rob Howe:

So, they're willing to pay for that because it's still a lot of leads. I'm different, I only send them a lead when they know, when they see an email from me they salivate because they know not only is this family a good fit for you but I've also vetted and I know...

Phillip Vincent:

That they are a right fit. The close rate is going to be way higher through the roof comparatively.

Rob Howe:

Because I'm probably going to show two to four places because I already after meeting you and knowing what you need...

Phillip Vincent:

And their desires and their wants and their finances and a million other question.

Rob Howe:

And where they want to be that's going to narrow itself down to a certain group?

Phillip Vincent:

How do you do this? My parents live in Incline Village. They're not even close to this [inaudible 00:33:23] Do you see... Let's say, I'm just going to throw something. My dad passed away, my mom's going to move into senior living... It's always the adult children too, we deal with a lot of adult children, way more than the seniors.

Rob Howe:

You're my customer.

Phillip Vincent:

Yeah the adult children.

Rob Howe:

90% of the time.

Phillip Vincent:

90%. Selfishly I want mom to live at Brooking Park [crosstalk 00:33:45] But the mom has a relationship with everybody out there so is it a fight inside the families or do you want to keep... I honestly do want to keep mom in her community that she's used to. [crosstalk 00:34:00]

Rob Howe:

I don't think there's one... That's the role I play. When we're sitting down there and you feel that right away mom would stay out here, Phil wants mom to be close to him and his family for all the right reasons.

Phillip Vincent:

So I can help you more mom.

Rob Howe:

For all the right reasons. And after you really talk through it, it just plays out. It'll just play out because you'll either understand that for right now it's better for my mom to be out there. [crosstalk 00:34:26] Now, suddenly we're having that same conversation and mom's health needs are a little different than they were when she was 60 or whatever and now all of a sudden usually through that conversation mom will actually realize that, "I probably need to be close to Phil and his wife."

Phillip Vincent:

See the grandkids more.

Rob Howe:

See the grandkids more.

Phillip Vincent:

Or make it easier for them [crosstalk 00:34:44]

Rob Howe:

Yeah. So, I would say normally it just plays out the way it should play out.

Phillip Vincent:

Organically right.

Rob Howe:

In both yeah. Every once in a while you run into families that there's always dynamics but it actually is, I actually enjoy the heck out of it. I bring a little humor to these situations. My wife looks at me and like, "How do you say that?" And I'm like, "Lisa, if I wasn't like this I'd cry all day."

Phillip Vincent:

That's true.

Rob Howe:

So I will make light of the fact that Phil is on this side of the fence, moms on this side of the fence and we bring it in for a landing in a good way and it just, I don't know.

Phillip Vincent:

One of my favorites is them to say, "When I took dad's keys away boy he sure was mad." And all of a sudden I said, "You know what's funny about that. Think about when your kids try to take your keys away what are you going to say?" And then you see them go, "Yeah I guess."

Rob Howe:

And that's the kind of stuff I say. What about that?

Phillip Vincent:

Yeah. Wait till your kids are taking your keys away like come on.

Rob Howe:

And all the sudden they're like, "Yeah I get that but." And I'm like, "I know." But and so I don't know so to your earlier comment when we were just walking around I think how'd you say it we we play...

Phillip Vincent:

Psychiatrists.

Rob Howe:

Psychiatrists.

Phillip Vincent:

We are yeah.

Rob Howe:

In a soft way we do that all the time.

Phillip Vincent:

Because sometimes people want to blame mom's health on someone else. Not necessarily us but sometimes the family dynamic it can either bring it together or make those things... You know what I mean? There's a lot of combustible opinions in this situation and it always when we talk about the most responsible child and what I mean by that is the one that, that burden is put on to take... It's usually the one that's closest. The one that's, well I'm dealing with one right now, brothers in North Carolina, another brother in Chicago. And she's like, "I've got to get their opinion and they're way opinionated and they're not part of this at all." And so not only does she have to keep mom happy it's the two brothers that just have an opinion but aren't really part of it all. And you can see and what I always tell them is, "Your mom wanted you to be this person because she knew you could handle it." And they always say, "I didn't think of it that way." And I try to say, "Take that as a compliment that they chose you to be that person for them."

Rob Howe:

Yeah, no, that's a great point.

Phillip Vincent:

Rob we are done.

Rob Howe:

Oh, perfect. That was easy.

Phillip Vincent:

I know we're talking about what we do right. We can do this all day. What I hope is just like I learned something today every time I do these is that if I can get this content out into the world that maybe we can help those families before it gets to that tragedy. Because like you say if we can help them get there early versus all of it that's great so that's my goal.

Rob Howe:

You're a good man.

Phillip Vincent:

Thank you. I appreciate it.

Rob Howe:

You're a good man. This is a worthwhile endeavor that you're doing.