

The Westmount Examiner - Living

Jasmin helps seniors with transition process

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A local one-woman start-up is offering seniors and their families help with home transition.

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“We’re all faced with that at some point in our lives, aging parents, aging families,” says Danielle Jasmin. So she created Jasmin & Associés Home Transition.

Jasmin spent 20 years working in public relations, with a focus on healthcare. Her PR work brought her into contact with elderly clients.

“I really got close to them, and I started to really like working with the elderly,” says Jasmin.

After training as a Certified Senior Advisor (CSA), and completing a course on priority aging issues, Jasmin is excited to be opening shop. She wants to offer home transition with a personal touch.

“You’ve got to listen to the person in front of you,” says Jasmin. “A vase is not just a vase.” Jasmin says that allowing clients to share the stories behind their possessions is an important part of the transition process.

Jasmin & Associés offers assistance with a wide spectrum of transition scenarios.

For example: “Perhaps a couple who is still living in the family house, they’ve been living there for 40 years, perhaps the kids are gone,” says Jasmin. “I can come in and give them a hand, get rid of the unused stuff. If they have antiques, we get antique dealers in, we do auctions, we do donations,” she says.

Other scenarios? Perhaps a client wants to downsize to a smaller apartment, or needs to make changes around their home for safety reasons. “I can bring in the appropriate team to get safety bars in the bathroom, check the carpets, everything around the kitchen,” Jasmin says. “And, if you need home care, I bring in the appropriate person or group to help you with your medical needs.”

Jasmin’s preference is to keep clients at home as long as possible. But if seniors are ready to make the transition to a residence, she makes sure they are actively involved in the process every step of the way. “We’ll look around, see where someone wants to live, and take them to the residences. Then, the client can make their own choice.”

When the new year rolls around, Jasmin will begin hosting a series of chats and seminars. “I want to give talks in senior’s centres, and at activities - rotary, bridge club, dance clubs - wherever I can get a bunch of people together!” she laughs.

To learn more about Jasmin & Associés, you can visit the website at : www.jasmintransition.com. Visitors will notice many turtle illustrations on the website. Jasmin says she chose the turtle as her company’s mascot because, “the turtle is the oldest symbol of planet earth ... but the turtle also underlines the danger of rushing things. Hence, I think the link of home transition, and the elderly, and the turtle is perfect.”



Danielle Jasmin