

## Business Beat



## The Abelmans

*A helping hand  
when you need it.*

Helping seniors with all aspects of household maintenance, including but not limited to...  
*yard care, snow removal, home cleaning, meal prep, handyman, relocation and more.*

FOR MORE INFO CONTACT:  
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SPECTRUM HOME SERVICES

My husband Paul and I hail from South Africa where we lived for 30 years. In the past 8 years, we moved 5 times, on 3 continents, and had 3 children, born on 2 of those continents: Leilah, who is 8, Marc, who is 6 ½, and Isabella, who is 4 ½. I also finished my PhD, which took me 7 of those years! Now we can happily say that since our move to New Albany 18 months ago, we have settled firmly into the wonderful Hampsted community.

Originally Paul transferred with Colgate Palmolive South Africa to Headquarters in New York. Then, as Finance Director, we moved to Colgate Hong Kong where we lived on 2 different parts of the island. Because the bird flu had broken out (1997), we chose to have our first child, Leilah, in South Africa, which entailed flying back and forth a few times!! Two years later, the offer to move back to America beckoned; Paul became Plant Controller of one of Colgate's largest

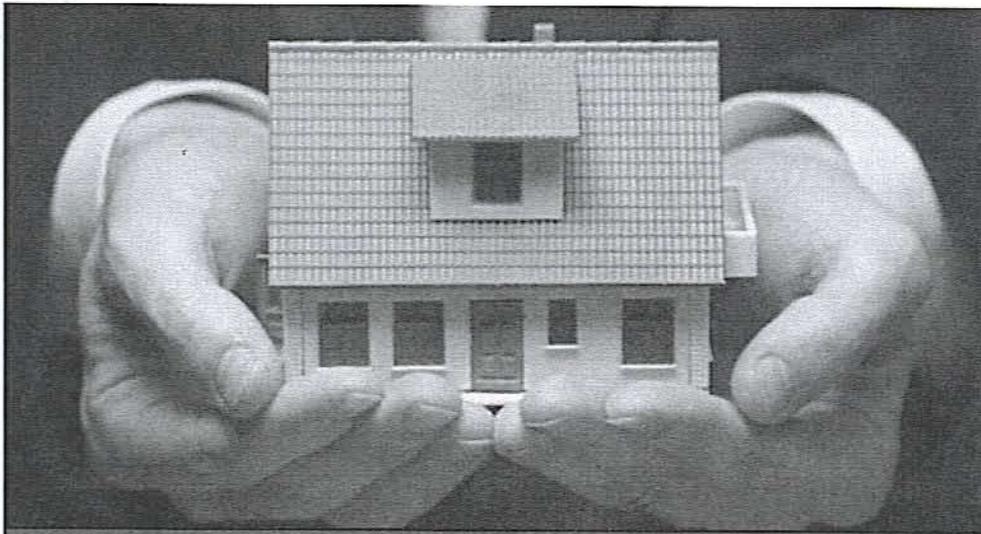
plants, located in Cambridge, Ohio. We lived in Zanesville for 6 years, where we had our next 2 children, who are now both Buckeyes! Our beautiful green Buckeye backyard was unlike our apartment on the 32nd floor in Hong Kong. Because Paul and I both have heavy South African accents, when people ask where we're from, we joke and tell them Zanesville!

Immigration is hard. Leaving one's family (mothers, sisters, nieces, nephews) and homeland is never easy. However we've found home here in New Albany – it may not be South Africa, but our kids sure sound American; they love school, and we are fortunate to be able to give them a future in this country!

So invested are we in our futures and lives here that we purchased an incredible new franchise, Spectrum Home Services, that is growing nationally **by the day** (there

are now 17 across America). We are the only one in Ohio thus far...but probably not for long. Check out our website, [www.spectrumhomeservices.com](http://www.spectrumhomeservices.com), where you'll get a fabulous idea of what we do (at "locations", click on Ohio for our webpage!).

Spectrum Home Services was founded by a husband and wife team, who as a realtor and physical therapist became frustrated at not being able to find reliable service, with as few calls as possible. They founded a home services company specializing in seniors, busy homeowners, new moms, realtors and their clients, which does everything from yard care (snow blowing, leaf raking, mowing) to handyman and maintenance jobs (we don't charge trip fees, and our hourly price is affordable), to relocation (from packing beforehand, to the physical move, to sorting and packing after) in the new living environment, and even homemaking and



We've got all your  
Home care needs covered...

- |               |               |
|---------------|---------------|
| Handyman      | Yard Care     |
| Home Cleaning | Relocation    |
| Senior Care   | Companionship |



*Services for all seasons of life*



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cleaning. Where home health companies traditionally do only in-home care, such as companionship, housekeeping, light cleaning, and other services are limited only to their specialty, we are that "one stop home-service shop" with one call!

I loved the 'multi-layering' concept of this business, which can be summed up in this example: When our yard crew comes to mow, rake or remove snow, they will first check in with mom or dad, assessment sheet in hand, and follow any directions (such as medicine reminders or appropriate placement of the telephone); next, they will throw in a load of laundry, and when the yard work is finished, they will fold and visit at the same time. While the maintenance or yard work is being done, mom or dad may be able to take a shower! Just one way of providing varying layers of peace of mind.

Our same gals and guys will climb that ladder to change a light bulb, make sure they clean on the same day that your trash needs to be taken out (in the snow or rain), or even walk that precious pooch, rain or snow! We are licensed, bonded and insured, and our employees are trained in the hazards of Elder Abuse, Home Safety, and Age-Related dangers, as well as HIPAA, provided by the franchisers.

We are driven by a passion for our new-found homeland, and by the idea that one day, as South African immigrants, we will pass on a family business that is geared to the future, to our kids and to our future generations, here in America!

