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Section: BUSINESS

### Lakewood company provides a totally moving experience

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TOMS RIVER BUREAU

AT A GLANCE

A.J. and Michelle Rosenthal started a moving and maintenance company five years ago. It has grown to a \$500,000-a-year business.

The company is located on Airport Road in Lakewood and employs about 15 people. Its niche is helping senior citizens relocate.

For more information about the company, call (732) 270-4740.

When a senior citizen needs help moving his or her belongings to The Haven at Silver Woods in Toms River, management knows precisely whom to call — **Jay Rose Services** Inc.

The Lakewood-based moving company has helped move more than 100 people into the senior housing and assisted-living community.

"This is their niche, helping a community like ours," said Lynne Servodio, a resident and director at The Haven at Silver Woods. "We have never had a problem with them. They are very careful in the moving process, and they handle everything with the sensitivity and care seniors need. The seniors are happy, their families are relieved and the personal items that mean so much to people are preserved."

**Jay Rose Services** Inc. provides a variety of **services** including moving, recycling, trash removal and senior relocation — and not just involving The Haven at Silver Woods.

The company has really tapped into Ocean County's senior market, helping boost its revenue.

"Imagine being a senior moving and seeing three scary guys come to the house for a job," A.J. Rosenthal said. "I saw that situation unfolding a lot, and I recognized there would be a niche for us. It has worked out well and helped provide an important **service** for seniors. They know when they move that there is someone who is sensitive to their needs and able to relocate them without any problems."

The company was started in 2002 by A.J. and Michelle Rosenthal of Toms River. They had one van, a small storage unit in Brick and a lot of determination.

As a mover for Public Storage and PNC Bank, A.J. was struck by the need for multiple **services**. That gave him the idea of opening a one-stop shop for everything involved in the moving process, except electrical installation.

"The concept was general **service** revolving around moving," said A.J. Rosenthal, 36. "There were times when I was moving and they would have to hire someone to hang pictures, or hook up the computer. That held up the moving job. So, I thought, 'If we could put all these things together, we could really have something.'"

At the outset, to drum up business, Michelle called friends and family members, and combed the Internet and newspapers for leads. A.J. rented a chicken coop to house the company's meager supplies.

The company's first job was a waste-removal project. A.J. handled it on his own over the weekend, and soon positive word began to spread.

"I sent out letters to everyone we knew," said Michelle, 36, who works as the office manager. "Soon, we were getting referral after referral. Things just took off."

The growth in the business triggered a move in 2004 to the company's present location, a 3,000-square-foot building in Lakewood, used for storage, equipment and trucks. **Jay Rose Services** employs about 15 people and last year's revenue topped \$500,000, A.J. Rosenthal said.

#### THE COMPANY

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