

ESPECIALLY SENIORS OF AIKEN, LLC

With help from SCORE, Aiken firm grows into a small business success story, wins Runner-up Small Business Person of the Year title



Robbie Yarborough, owner of Especially Seniors of Aiken, LLC, is the runner-up Small Business Administration (SBA) 2009 Small Business Person of the Year for South Carolina.

Especially Seniors is a non-medical in-home care company that enables aging individuals to remain safe, active and, most importantly, independent. Its Certified Nursing Assistants help with activities ranging from bathing and dressing to meal preparation and medication management to shopping and transportation.

Robbie, an Aiken native, purchased Especially Seniors of Aiken in 2005. As a new small business owner, he received assistance from the SCORE South Central Chapter in Aiken. SCORE, a resource partner of the SBA, provides free business counseling. SCORE counselors evaluated Robbie's business plan, setting the roadmap for his success. They then helped him to develop a marketing campaign and a strong business brand.

Under Robbie's leadership, the number of full-time caregivers at Especially Seniors has grown from 38 to 98, and the company has posted consistent growth in gross billings and net income, with a 37 percent increase in gross billings from 2007 to 2008 alone. And in 2008, Especially Seniors was the Aiken Chamber of Commerce's Small Business of the Year.

The company's significant growth has not compromised its high-quality care. In fact, Robbie continues to pioneer higher standards in personalized client care. To ensure consistent superior care, he has developed a comprehensive assessment to record each client's needs and current living situation. The assessment allows employees to follow specific guidelines and quantify any changes in health status, and it allows the company to make recommendations to create a safer home for the client. Robbie also employs a full-time case manager to ensure complete client satisfaction.

Robbie lives in Aiken with his wife, Jenny, and their three children. He is a member of the South Carolina Alzheimer's Association Board, Mental Health of America Aiken County Board and the National Health Care Advisory Board.



An SBA South Carolina District Office success story