

Valerie Jurik-Henry

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## HOUSING ENTREPRENEUR AND NEW THOUGHT LEADER

Highly accomplished entrepreneur, real estate broker, educator, author, and national speaker on Aging in Place. A seasoned housing/healthcare professional and new thought leader with 25+ years of diversified experience.

Core competencies include:

- Vendor Management/Contracts
- Consumer Marketing
- Budget Prep/Administration
- Construction/Home Modifications
- Talent Development/Training
- Networking/Influencing
- TV/Radio Presence
- National Speaker
- Creative Solutions
- Strategic Planning

## PROFESSIONAL EXPERIENCE

### THE AGELESS HOME, LLC OWNER

2019 - PRESENT

Working with builders and developers on designing and creating Ageless Homes that work for every generation at every phase of life.

### INFINITE HOME RESOURCE /FREEDOM FROGS CEO/OWNER

2015- 2019

Healthcare referral company that provided at-home services to create a successful “aging in place” environment. Developed a unique concierge model that resulted in the matching of well respected, vetted businesses to provide solutions which fostered a safe and independent life at home. Provided the utmost in quality, customer service and patient education. Business collaborations included medical equipment providers, homecare/hospice agencies, construction and design companies, along with community outreach programs.

### SUNSTONE MEDICAL CEO/OWNER

2008-2013

Innovative medical equipment company designed to fill gaps in the home equipment field. Developed and implemented a creative solution combining home medical equipment with home construction/modifications for a comprehensive approach to adaptive living. This company was dedicated to superior customer service, highest quality product/installation, and patient education. Established business relationships and collaborations with government agencies, managed care organizations, local hospitals, nursing homes and the private sector. Obtained multiple certifications, accreditations, and contracts to establish a variety of revenue streams that led the company to a second location within 2 years of operation.

### HI TECH MEDICAL EQUIPMENT – Ozone Park, NY DIRECTOR OF OPERATIONS

2002-2007

Directed development and implementation of all operational policies, procedures, and initiatives for this provider of medical gases, respiratory products/services, enteral feeds, medical equipment, and supplies. Managed and led a staff of 125 with key responsibility for recruiting, hiring, training, certification, employee retention, and development. Facilitated internal and external teaching seminars on product knowledge, patient services, HIPPA and JCAHO certification, Medicare /

Medicaid and third-party insurance policies and procedures. Employed a wide range of outreach strategies to build and maintain a solid customer base. Coached sales team to maximize revenue generation and market share. Conducted extensive vendor market research and negotiated contracts to obtain best rates, products, and services. Acted as liaison between company and network hospitals, nursing homes, clinics, and external accrediting / auditing organizations.

## **ADDITIONAL RELEVANT EXPERIENCE**

National Speaker and Presenter at various events including:

- International Builders Show 2017, 2018, 2020
- Remodelers Council (NAHB)
- BSC Council (NAHB)
- 55+ Housing Council (NAHB)
- National Association of Home Builders – Webinar
- Case Management Society of America
- Homecare and Hospice Venues
- SRES (Senior Real Estate Specialist) Webinar
- Village to Village Network Conference

## **CURRICULUM DEVELOPMENT**

I am passionate about educating others. I've developed curriculum and delivered in person and on-line classes for various educational institutions including:

"Ageless Living by Design" – Wake Technical College (North Carolina)

"Ageless Living" – American Institute of Architects (AIA)

"Ageless Living"- NC Board of Contractors (Includes provision of CE credits)

## **CERTIFICATIONS**

CAPS - Certified Aging In Place Specialist

Certified New Home Specialist

Residential Construction Certified

## **License:**

NC Real Estate Broker

## **Informational Links:**

[www.TheAgelessHome.com](http://www.TheAgelessHome.com)

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