

# Home sweet home.

## American Home Companion, Inc.

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

**Orlando-based company becomes a leader in the elder care industry.**

When Jim Mark took over the leadership of American Home Companions, Inc. (AHC) from his father-in-law in early 2004, it was a small-scale, family-owned business struggling to compete in the home care market. And, although Jim was an accomplished businessman with nearly 20 years of experience, he had little understanding of the home care industry.

Knowing he needed expert advice to turn the company around, Jim reached out to the Small Business Development Center at UCF and applied to the Advisory Board Council program. AHC was accepted to the program and began meeting with a custom-fit advisory board in March 2004. Jim credits much of the company's success to the assistance he received as an Advisory Board client. "I would have given up on the company had it not been for my board. The transitional problems were overwhelming. The board helped me work with my father-in-law to effect a successful transition."



**"I would have given up on the company had it not been for my board."**

Jim's board guided him through the company acquisition and business transition issues, as well as assisted with the development of a much needed infrastructure. AHC graduated from the program in 2005 and applied for a second board to focus on sales and marketing. According to Jim, "The second board was great for the honest feedback and making those hard decisions. They helped me close poor performing districts and better focus the firm's resources on those areas that had the best potential for growth."

Within three years, Jim turned the company around to achieve \$4.5 million in sales and the position of market leader for the live-in home care industry segment in Florida. Known as the "live-in experts," AHC offers an alternative to assisted living facilities by providing in-home elder care services for aging and disabled persons. The company works with medical professionals and home health care nursing agencies to allow elderly individuals to remain living in their own home. Recently, AHC was recognized for growth and determination by earning a spot on the 2008 Inc. 5000 list of the fastest growing private companies in America.

