

Handling *Life* at Every *Corner*

By K.M. Sullivan | Photography by Mario Peralta




Bayfield placed as a Stevie Award for Women in Business finalist in the "Best Entrepreneur, Service Businesses — Up to 100 Employees" category. She was also nominated in the "Best Overall Company of the Year, Service Businesses — Up to 100 Employees" category.

Life Management Advisors help keep people's lives in check

Heather Bayfield can honestly say she has a feel-good job. Bayfield, who was a teacher after college and even taught English in Japan for a few years, never thought she would own her own business. That was until Bayfield founded Life Management Advisors in 2001. She had held previous positions as a trust officer for SunTrust Bank and as a financial consultant for Merrill Lynch, when she realized the desire to help others, both financially and personally, was one she wanted to explore further. So Heather opened up shop in her home and Life Management Advisors was born.

Life Management Advisors is comprised of a small staff of individuals who help people of all ages manage their lives. Their clients normally fall into three categories: The majority of clients are 70 or older and need assistance managing everyday tasks; then, there are the younger professionals who don't have the time or desire to handle their own tasks; and finally, third-guardianship clients, which are court-appointed.



Bayfield's company is unique to the area in that they handle more than just the financial aspect of a person's life. "As individuals become older, we often find ourselves unable or unwilling to take care of all the day-to-day problems and tasks that are needed to sustain an independent lifestyle," she said. So she and her team make weekly house calls to allow individuals and their families to live in the manner they choose, while ensuring their continued well-being from physical, mental and financial standpoints.

"One day we could be setting up an appointment to meet with brokers in New York to go over financial statements, and the next we are calling the pool guy to make sure the filter is being changed," Bayfield said of every day being different than the last. "I am often called the daughter who lives in town because so many of our clients live far from their families or have no family at all."

Almost all of Bayfield's clients are from referrals – fellow CPAs, lawyers, stockbrokers and other professionals she works with on a regular basis. "We come highly recommended – people don't just call us out of a phone book. Usually the people who hire us need us very badly."

One of the biggest challenges with new clients is establishing trust, something she doesn't take lightly. "I know our clients are going to be safe because of what we put in place to protect them," the mother of two said. "We take a lot of safety precautions and have a checks-and-balances system in place to make sure that no one is taking advantage of our clients."

Denis Cortese, M.D., president and CEO of Mayo

Clinic, had this to say about Bayfield's company: "Life Management Advisors has provided my father and my family an extraordinary service. Because of their compassionate approach, they were able to gain my father's trust and confidence and take control of a situation that initially was somewhat chaotic, and now is under excellent control."

While few companies offer the range of services that Life Management Advisors provides, what sets them apart from others is their client commitment — every client is guaranteed individualized service by a trained consultant who makes weekly visits to the home. Consultants also report back to family members at least once a month on the overall condition of their loved one.

"We actually get to see so much more than other advisors because we go to the client's home and are in their true environment. This way we can make sure that nothing is going to hurt them physically or financially."

Bayfield's future in life management looks promising, as statistics show that for the first time in recorded history, there are fewer young people than elderly. "Over the next 20 years, the population of people 65 and older is going to grow by 75 percent, and 85 and older by 400 percent. These people are going to need more help, not less."

Bayfield is a graduate of the Florida Graduate Trust School and is a Certified Trust and Financial Advisor. She holds Series 7, 63, 65 and insurance licenses and is a trained Guardian Advocate, member of the Florida State Guardianship Association and the American Association of Daily Money Managers.



Life Management Advisors services include:

- Bill payment.
- Balancing checkbooks.
- Collection and coordination of tax information year-round.
- Review of financial statements.
- Organization of insurance information.
- Medical claims management.
- Arrangement of companion or nursing care.
- Bookkeeping and payroll.
- Coordination of financial, estate and tax planning.
- Simplify and consolidate financial affairs.
- Research and arrangement of housekeeping services.
- Research and arrangement of brokerage, banking or investment management services.
- Research and arrangement of nursing home or assisted living facility.
- Research and arrangement of transportation or shopping services.
- Research and arrangement of home repair or contractor services.
- Research and arrangement of sale of home or personal property.
- Research and arrangement of funeral and cemetery services.

Packages range around \$1,800, and hourly services cost \$100 per hour.



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