

**For Immediate Release
May 27, 2014**

**SMK Senior Living Advisors LLC
Joins Ask-Carol! Franchise System**

SMK Senior Living Advisors LLC of Alexandria announced today that it has been awarded a franchise by Ask-Carol Franchising LLC of Tinton Falls, NJ to provide senior living referral services in Fairfield County, Arlington County, and the City of Alexandria.

SMK, owned by Michael Kofler and Susan Kofler, will help families select from the over fifty assisted living facilities in the region, to help assure that their parents and other loved ones will be placed in the most appropriate facilities for their physical, mental, and financial needs. SMK will provide its service at no cost to families.

Susan Kofler has over twenty years of experience in the healthcare industry working with seniors and their families. She and Michael Kofler are currently candidates for Certified Senior Advisor designations, an award of the Society of Certified Senior Advisors, in recognition of their expertise.

Ask-Carol! was founded in New Jersey in 2009 by Carol Shockley, who had helped her own Mom for many years and served as a volunteer at an assisted living facility, learning the issues seniors and their families face. Using that experience, she began helping families choose from among the many assisted living facilities basing her selections on individual family needs. *Ask-Carol!* is today one of the most respected referral agencies on the East Coast, with clients in many states.

Michael and Susan Kofler can be reached at 703-879-2272 or 703-879-2774, and through the *Ask-Carol!* website, www.ask-carol.com/locations.

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Susan and Michael Kofler, co-owners of SMK Senior Living Advisors LLC