



Media Contact:

Kathryn Zaksorn
Public Relations and Marketing Manager
650-462-9501
kzaksorn@homecareassistance.com

Home Care Assistance Announces New Expansion Model

Home Care Assistance is now pursuing an aggressive campaign of corporate expansion to complement its successful franchising strategy across the United States

(Palo Alto, CA – July 13, 2011) [Home Care Assistance](#), North America's leading provider of in-home care for seniors, is proud to announce an innovative new business model in home care. In addition to its ongoing franchise expansion model, Home Care Assistance is committed to opening at least ten new company owned locations every year.

“Our new growth strategy will allow us to double our current growth rate,” said Lily Sarafan, COO of Home Care Assistance. “This innovative hybrid strategy will allow us to serve a broader population of seniors with our premier caregiving services at a time when the demand for around the clock in-home care is increasing rapidly. Having a wide network of corporate offices will also allow us to pilot exciting new customer service and marketing campaigns that we can share with our franchise owners. We are the only home care company investing significant resources in opening company owned locations. We truly believe there is no better time to own and build a home care agency and no better business model for doing so than ours.”

Home Care Assistance has developed the most lucrative business model in the senior care industry. Their focus on long term, around the clock care means that it typically takes fewer than 20 clients to generate a million dollars in annual revenues. The Company's unique focus on traditional advertising, branding and social media marketing also provides new franchise operators an accelerated path to revenue growth and profitability.

“I am so thrilled that Home Care Assistance is pursuing additional corporate locations,” said Lori Wengerd, owner of a Home Care Assistance franchise in Central Ohio. “Their commitment demonstrates their faith in the business model, and we will all benefit from the increased visibility of the Home Care Assistance brand. I'm really looking forward to the tools and best practices that are being developed at our corporate locations so that I can apply the best ideas to my market.”

Prospective franchise owners in available territories can now take advantage of the most innovative business in home care and the most transformative demographic shift in history. Home Care Assistance offers the largest franchise territories and the most personalized support models in the senior care industry. The Company's proprietary Balanced Care Method trains caregivers to focus on spiritual and mental health in addition to physical well-being in order to ensure the highest possible client satisfaction and long-term client and employee relationships.

For more information on Home Care Assistance Franchise, please contact Jack Johnson, VP of Franchising, at 702-204-1436 or visit franchise.homecareassistance.com or www.homecareassistance.com.

Interested in being considered for one of our exciting franchise opportunities or want to learn more about the unique Home Care Assistance business model? Complete an application here: <http://franchise.homecareassistance.com/content/?c=23>

ABOUT HOME CARE ASSISTANCE

Home Care Assistance, North America's leading provider of in-home senior care, specializes in around the clock live-in care. Our proprietary Balanced Care Method caregiver training program emphasizes healthy nutrition, mental stimulation and other components of senior wellness. A Franchise500® Company, Home Care Assistance has received numerous industry awards from *Entrepreneur*, *The Franchise Times* and *Franchise Business Review*. We are actively recruiting talented new owners into our franchise network. For more information about Home Care Assistance and available franchise opportunities, please visit: franchise.homecareassistance.com or www.homecareassistance.com.