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Leading Senior Care Franchise to Host a Free Welcome Webinar for Home Care Entrepreneurs

Home Care Assistance, the leading provider of in-home senior care, is hosting a live informational webinar for entrepreneurs interested in learning more about the booming senior care industry. The webinar will be held on Thursday, May 17th at 10AM PST.

(Palo Alto, CA – April 23, 2012) The senior care industry has been named as one of America's fastest growing sectors by CNBC, *Fortune* and *Newsweek*. Every day over 4,000 Americans turn 85. These older adults have a strong preference of 'aging in place' and many have the financial means to do so.

[Home Care Assistance](#), North America's leading provider of in-home care, has consistently capitalized on the growing opportunity in senior care. The Home Care Assistance business model, focused on affluent older adults who require full-time care at home, has helped over 60% of locations join its Million Dollar Club. The company, based in Palo Alto, California, has built a unique home care business distinct from the myriad competitors within the space and has consistently been ranked in the *Franchise Business Review* Top 50 for owner satisfaction.

Today, Home Care Assistance announced a free informational webinar for qualified entrepreneurs and professionals interested in the booming senior care industry. The webinar will introduce the Home Care Assistance model and reveal some of the tools and processes that Home Care Assistance has leveraged to achieve client revenues three times greater than the industry average. The webinar, on Thursday, May 17th from 10AM to 11AM PST, will be led by Lily Sarafan, President of Home Care Assistance, and Jack Johnson, Vice President of Franchise Development.

"We take tremendous pride in the success of our local owners across the network," said Lily Sarafan, President of Home Care Assistance. "Our business model has helped entrepreneurs with no health care background build multi-million dollar businesses and continue to grow throughout

the recession. It's amazing to think that our owners can achieve a million dollar business with 18 Home Care Assistance clients.”

Top Reasons Entrepreneurs Choose Home Care Assistance:

- Large exclusive territories, typically with 500,000 population
- Proprietary Balanced Care Method™ aimed at the health and wellness needs of high-value clients
- Focus on full-time care and client relationship management that helps build million dollar businesses with fewer than twenty clients
- Long-term client relationships
- The most innovative systems and tools within the industry including our proprietary relationship management system, online staff, caregiver training and more
- An unparalleled client acquisition and community branding toolkit that creates one of the most recognizable brands in Home Care
- Network wide growth of over 30% every year

“Our industry-leading systems and high-touch support model make Home Care Assistance the best opportunity in senior care,” said Jack Johnson, VP of Franchise Development. “Our systems and tools help owners manage every important business process and every important people process. This network-wide approach to quality and client care will differentiate Home Care Assistance in the long-term and maintain our status as the dominant brand for decades to come.”

Find out if you qualify for a potential Home Care Assistance franchise by completing our [application](#) and register for this event at franchise.homecareassistance.com/webinar today. Our most successful owners are entrepreneurial, hardworking and passionate about serving their communities. Many do not have a healthcare or senior care background and have never owned a business before. Find out more about our owners at franchise.homecareassistance.com.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® Company, Home Care Assistance has received numerous industry awards including

Entrepreneur's Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.