



Media Contact:

Kathryn Zakskorn
Public Relations and Marketing Manager
650-462-9501
kzakskorn@homecareassistance.com

As the Senior Care Market Continues to Snowball, Home Care Assistance Delivers Another Record Performance

Home Care Assistance exceeds projections with \$18M in services during the first quarter of 2013. The company continues to benefit from the combination of an unprecedented demographic shift and the most lucrative operating model in the industry

(Palo Alto, CA – May 22, 2013) – Home Care Assistance, North America's premier provider of in-home care for seniors, continued their phenomenal growth in 2013, with first quarter revenues well above projections. Over the past three months, Home Care Assistance locations have provided \$18M in services, representing over one million hours of care, to clients in the United States and Canada. Growth was seen across the board, with 98 percent of locations increasing revenues over the prior year.

Senior home care is one of the fastest growing industries today and is primed for continued success; in twenty years, older adults will comprise 25percent of the population. Nine out of 10 older adults prefer to age in place, and the ratio is even higher among our 78 million baby boomers. The industry for paid caregivers is expected to explode, growing 70 percent between 2010 and 2020, according to the Labor Department.

“As lifespans increase, demand for senior care will skyrocket,” said Lily Sarafan, President of Home Care Assistance. “This aging revolution presents a unique opportunity for socially-conscious entrepreneurs. Not only does Home Care Assistance provide the foundation, tools and support to develop a multi-million dollar business, but we also have an unparalleled client care model that sets us apart as an industry leader.”

The increasing demand for in-home care presents a tantalizing opportunity for entrepreneurs. In addition, Home Care Assistance specializes in around-the-clock and live-in care. This emphasis sets it apart from other agencies, with per client revenues almost three times higher than the industry average.

Home Care Assistance currently owns and operates 15 profitable company stores as well as a successful franchise network. Their systems and tools, such as their 52-Week Fast Start Program, comprehensive training program (in-person and virtually through Home Care Assistance University) and dedicated support team helps franchise owners master every aspect of the business from grand

opening to multi-million dollar operations. Home Care Assistance began franchising in 2005 and has experienced 25 percent year-over-year growth for nearly a decade; two-thirds of locations open at least one year are in the prestigious Million Dollar Club. Home Care Assistance is an Inc. 5000 fastest growing company and an *Entrepreneur Magazine* fastest growing franchise.

For more information about Home Care Assistance visit www.HomeCareAssistance.com or call a local office at 1-866-454-8346. For information about Home Care Assistance franchise opportunities, visit 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 2013 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.