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## **Home Care Assistance Named a Top Franchise for Veterans by Franchise Business Review**

### ***Independent Survey Shows Franchise Owners Are Highly Satisfied with Home Care Assistance's Performance***

**Palo Alto, CA** – Just in time for Veterans Day, Home Care Assistance announced that they have been named a top franchise for veterans by Franchise Business Review in its 2016 [Top Franchises for Veterans Report](#). Home Care Assistance is the nation's largest provider of in-home care, bringing quality care to older adults that enables them to live happier, healthier lives at home. Dubbed the "[home care company with a Silicon Valley soul](#)," the company's [Cognitive Therapeutics Method™](#) program, which was developed by brain health experts and includes administering more than 300 digital interventions to keep aging minds sharp and engaged. And this past month, the company [launched a pilot program](#) to bring robots to seniors homes, providing companionship by allowing seniors to easily video conference with loved ones.

"We have had the honor to serve some amazing veterans here at Home Care Assistance, including a Pearl Harbor survivor, Korean and Vietnam War veterans, a Women's Army Corp veteran, as well as the spouses of many veterans," said Dorothy Silvanic, a retired Colonel with 25 years of service in the United States Air Force, and a Home Care Assistance franchise owner. "We have also hired amazing veterans and military spouses as caregivers and office staff. Colorado Springs has four military installations and a large number of military retirees and vets. We are looking forward to serving all our wonderful clients with Home Care Assistance, and have a special place in our hearts for military family members and veterans."

[Franchise Business Review](#), a national franchise market research firm that performs independent surveys of franchisee satisfaction, provides the only rankings of franchises based solely on actual franchisee satisfaction and performance. Franchise Business Review publishes its rankings of top franchises in its annual [Guide to Today's Top Franchises](#), as well as in special reports throughout the year that rank the top franchises in specific sectors.

Home Care Assistance was among 158 franchise brands, representing over 22,000 franchise owners, that participated in Franchise Business Review's research. Of the 22,000 franchisees, approximately 2,500 are veterans. Home Care Assistance's franchisees were surveyed on 33 benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, including training & support, operations, franchisor/franchisee relations, and financial opportunity.

Key findings from research on veterans' satisfaction with their franchise:

- 89% enjoy operating their business
- 86% enjoy being part of their franchise
- 82% respect their franchisor
- 82% believe their franchisor acts with a high level of integrity
- 81% are satisfied with their franchise overall
- 74% would “do it again” knowing what they know today
- 83% are satisfied with their franchisor and the opportunity provided
- 77% would recommend their franchise brand to others

### **About Home Care Assistance**

[Home Care Assistance](#) is the leading provider of home care for seniors across the United States, Canada and Australia. 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2016, Home Care Assistance's CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, visit <http://www.homecareassistance.com>.

### **About Franchise Business Review**

Franchise Business Review (FBR) is the only independent market research firm that specializes in benchmarking franchisee satisfaction based exclusively on ratings and reviews from franchise owners. FBR publishes free and unbiased franchisee satisfaction research reports throughout the year online at <http://www.FranchiseBusinessReview.com>.