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HOME CARE ASSISTANCE NAMED A 2017 TOP FRANCHISE BY FRANCHISE BUSINESS REVIEW

Independent survey shows franchise owners are highly satisfied with Home Care Assistance's performance; leading care provider operates over 150 storefronts around the globe

Palo Alto, CA -- [Home Care Assistance](#), North America's largest provider of in-home care was recently named a top franchise by Franchise Business Review in its [2017 Top Franchises Report](#). The company operates 165 storefronts throughout the United States, Canada and Australia. Home Care Assistance is the only home care provider to have retail locations in each market they serve, operating as a resource center to the community and providing seniors and their families an opportunity to meet with a home care expert to find the perfect caregiver for their needs.

"Our franchise owners are an integral part of the Home Care Assistance family," said Barbara Schuh, Vice President of Franchise Development at Home Care Assistance. "We strive to provide our franchisees with the support and resources they need to succeed, and offer the highest quality care for the communities and families they serve."

Home Care Assistance has created a hybrid franchise model, where they utilize corporate owned offices as "incubators" to test out new and innovative technologies such as the company's [Cognitive Therapeutics Method](#) (CTM), an activities-based program designed to boost mental acuity and delay the onset and progression of cognitive decline like dementia.

[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 name the top franchises in specific sectors. Home Care Assistance was among 334 franchise brands, representing over 30,000 franchise owners, that participated in Franchise Business Review's research, which was conducted between May 2015 and November 2016. Home Care Assistance's franchisees were surveyed on 33 benchmark questions in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 16 questions asked franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community.

"Franchises that survey their franchisees realize that transparency and openness contributes to a trusting relationship," says Eric Stites, CEO of Franchise Business Review. "Franchisee satisfaction ratings show you whether or not a franchise opportunity is really as good as it appears and fits your values and vision by providing insight into a system's culture, training, leadership, financial outlook, franchisee community, and much more."

The following are key findings on franchisees' perceptions of franchising from Franchise Business Review's overall research for its 2017 Top Franchises list.

- 89% enjoy operating their business
- 87% enjoy being part of their franchise
- 84% respect their franchisor
- 81% believe their franchisor acts with a high level of integrity
- 81% are satisfied with their franchise overall
- 89% would "do it again" knowing what they know today
- 88% are satisfied with their franchisor and the opportunity provided
- 81% would recommend their franchise brand to others

To learn more about Home Care Assistance's franchise opportunities visit: <http://franchise.homecareassistance.com>

About Home Care Assistance

[Home Care Assistance](http://www.homecareassistance.com) is the leading provider of home care for seniors across the United States, Canada and Australia. 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Franchise500®, Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2016, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a [2016 Endorsed National Provider](#) by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, our services and franchise opportunities, 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>.