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## **Home Care Assistance Receives *Franchise Business Review's* Top 50 2014 Franchisee Satisfaction Award**

*Home Care Assistance is recognized for the fourth consecutive year as one of the top franchise networks worldwide based on owner satisfaction*

**(Palo Alto, CA – March 17, 2014)** [Home Care Assistance](#), North America's leading provider of in-home care for seniors, is honored to receive *Franchise Business Review's* Top 50 2014 Franchisee Satisfaction Award. This prestigious award recognizes franchise systems that provide the best business opportunities for their owners according to the companies' current franchisee satisfaction ratings. Owner satisfaction is evaluated by overall experience, strength of the business model, level of support and outlook for the future. This year's list is based on independent surveys of more than 26,000 franchise owners across more than 350 brands—the largest pool to date since the award was created in 2005.

"These franchisors truly understand the importance of surveying their operators," said Franchise Business Review president Michelle Rowan. "If franchisees aren't happy, they won't validate your system, and you won't sell franchises—it's really that simple".

Unlike other companies within the fast-growing senior care industry, Home Care Assistance specializes in full-time care for seniors with a more comprehensive set of needs. This focus on full-time clients produces per-client revenues that are almost three times higher than the industry average; 64% of the franchise locations open at least one year are in the company's Million Dollar Club. With its proprietary Balanced Care Method™, Home Care Assistance emphasizes scientifically proven lifestyle behaviors for healthy longevity including a nutrient-rich diet, mental and physical stimulation, social connection, and a sense of purpose and calm. The company recently launched the [Cognitive Therapeutics Method™](#), an activity-based cognitive intervention program, designed to delay the onset of new symptoms and the progression of existing symptoms in individuals with mild to moderate dementia. Based on cutting-edge scientific research and a National Institutes of Health report suggesting that mental stimulation is associated with slower cognitive decline, the Method currently includes over 20 activities targeting the five primary cognitive domains. Home Care Assistance caregivers are professionally trained through the company's Cognitive Therapeutics Method program to promote increased daily functioning through cognitive rehabilitation in the familiar home environment.

"One of our core values at Home Care Assistance is to do well by doing good," said Lily Sarafan, President of Home Care Assistance. "Many franchisors focus more on expanding their footprint than on supporting their existing owners. We commit time and energy to providing every individual franchisee with the guidance, systems and support needed to succeed within each community. Our mission is to change the way the world ages; this award is a testament to the strength of our business model and the tools we put in place for all owners in our network."

Home Care Assistance began franchising in 2005 and has experienced 25% year-over-year growth for nearly a decade. Today, the network has expanded to almost 100 locations across North America with projected revenues of \$150M by 2015. In addition to this award from the *Franchise Business Review*, Home Care Assistance is also recognized as a Franchise500®, Inc. 5000 company and a fastest-growing franchise by *Entrepreneur*.

For more information about Home Care Assistance and how they are changing the way the world ages, visit [www.homecareassistance.com](http://www.homecareassistance.com). For more information about the company's franchise opportunity, visit [milliondollarfranchise.com](http://milliondollarfranchise.com) or call Jack Johnson, Vice President of Franchising, at 702-204-1436.

#### **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 Inc. 5000 and 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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).

#### **ABOUT FRANCHISE BUSINESS REVIEW**

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm's services include commissioned franchise research projects, as well as industry-wide studies of franchisee satisfaction. Franchise Business Review is headquartered in Portsmouth, NH.