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Home Care Assistance Senior Care Franchise Opportunity Now Available in Hawaii

North America's premier home care provider is bringing its mission to change the way the world ages to the Hawaiian Islands, with newly available territories in Oahu

(Palo Alto, CA - July 31, 2013) [Home Care Assistance](#), North America's leading provider of in-home care, boasts the most desirable territories in franchising and is now offering its first-ever franchise opportunity in the state of Hawaii on the beautiful island of Oahu. Unlike other mom and pop home care businesses throughout North America, Home Care Assistance focuses on premium, live-in cases and operates out of unique retail storefronts. Further, the company has a highly acclaimed approach to care called the Balanced Care Method™, promoting healthy aging and improved quality of life.

Senior home care is one of the fastest growing industries today and is primed for continued success; in twenty years, older adults will comprise 25% of the population. According to the AARP, an overwhelming majority of seniors – 89 percent – would prefer to age in their own homes, and Home Care Assistance makes that lifestyle choice possible. The company's professional caregivers are screened, bonded and insured, receive continuing education and advanced training online through Home Care Assistance University and are available to their clients for both hourly support and around-the-clock care.

Founded in 2002, Home Care Assistance provides non-medical, in-home care for older adults. Trained, professional caregivers help older adults age gracefully and independently in the comfort of home. By professionalizing the in-home care industry, Home Care Assistance is able to offer peace of mind for older adults and their families, while raising overall awareness about the challenges aging seniors face.

"The first territory we are selling will feature 200,000 residents, providing the franchise owner ample opportunity to capitalize on this market," said Jack Johnson, Vice President of Franchising and Development. "We are offering the Oahu territory for a great price; this includes all the comprehensive training and consulting that is needed to grow the location, build momentum quickly and impact referral partners."

The high quality of Home Care Assistance's services coupled with the ideal location form a winning business model. The average location achieves \$1,198,892 in revenue by year three and a high office performance of \$12,702,870 in year 11.

Home Care Assistance has already established successful locations in the United States, Canada and Puerto Rico. The Hawaiian territory will be the first Home Care Assistance office on American soil that is not part of the contiguous United States.

Entrepreneurs looking to grow an empire in Hawaii should contact Home Care Assistance immediately. For more information about Home Care Assistance's unique senior care model and available territories, visit www.MillionDollarFranchise.com or call Jack Johnson at 760-487-1745.

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® and Inc. 5000 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.