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Home Care Assistance Named One of the Top Senior Care Franchises of 2014

Home Care Assistance was honored by Franchise Business Review as one of the Best of the Best: Top Senior Care Franchises

(Palo Alto, CA – June 20, 2014) [Home Care Assistance](#), a leading provider of in-home care for seniors, is honored to be recognized as one of *Franchise Business Review's* Best of the Best: Top Senior Care Franchises. This distinction honors franchise systems that provide the best business opportunities for their owners based on current franchisee satisfaction ratings. *Franchise Business Review* surveyed 1,300 senior care franchise owners and researched more than 30 franchise companies to rank businesses in the areas of financial opportunity, training and support, leadership, operations and product development, core values, general satisfaction and the franchisee community.

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 a mission to change the way the world ages, Home Care Assistance helps seniors live well at home through innovative offerings such as their proprietary Balanced Care Method™, which emphasizes scientifically studied lifestyle behaviors of the longest living people on Earth, and the Cognitive Therapeutics Method™, an activities-based program designed to delay the onset and progression of cognitive decline.

"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. For more information about the company's franchise opportunity, visit 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 or 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.