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Home Care Assistance Receives *Franchise Business Review* Award for Network Satisfaction

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

(Palo Alto, CA – March 19, 2012) [Home Care Assistance](#), the premier provider of in-home care for seniors, is honored to receive *Franchise Business Review's* Top 50 2012 Franchisee Satisfaction Award. The Award is based on an independent survey of more than 22,000 franchise owners representing hundreds of brands. Every year, *Franchise Business Review* recognizes the companies with the highest level of owner satisfaction across a variety of factors including overall experience, strength of the business model, level of support and outlook for the future.

“As the senior care space continues to grow, it’s great to see smaller brands like Home Care Assistance stand out for having high franchisee satisfaction,” said Michelle Rowan, President of *Franchise Business Review*. “They’re demonstrating early on that their system is dedicated to supporting current owners as they grow their brand.”

Home Care Assistance is North America’s leading provider of non-medical, in-home care for seniors. The business is built on a client-first model with expertly-trained caregivers, 24/7 support from care managers and a focus on the client’s lifestyle and wellness needs. Home Care Assistance trains its caregivers in the company’s proprietary Balanced Care Method™, which emphasizes healthy nutrition, mental and physical stimulation and social connection. The company’s mission is to change the way the world ages and support the desire of 9 out of 10 seniors to age in place at home.

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. The company’s devotion to the client experience is seen in the caliber of its caregivers, the responsiveness of its staff and its commitment to community and consumer education. The focus on full-time clients sets Home Care Assistance apart with per-client revenues that are almost three times higher than the industry average.

“Our company-wide commitment to the client experience differentiates us from other companies that have a more generic focus,” said Lily Sarafan, President of Home Care Assistance. “We take pride in providing every individual franchisee with the guidance, systems and support needed to promote our message within the community. This award reflects not only the strength of our message and our business model, but also the steps we take to ensure that our owners are able to effectively execute in their local markets.”

Home Care Assistance began franchising in 2005 and has experienced over 30% growth every year. Today, the network has expanded to over 60 locations across North America and projected revenues of \$150M by 2015. In addition to the award from the *Franchise Business Review*, Home Care Assistance is also recognized as a Franchise500® company and a fastest-growing franchise by *Entrepreneur* and as a Hot 100 Franchise by *Red Hot Franchises*.

To learn more about Home Care Assistance's unique senior care model, visit www.homecareassistance.com or franchise.homecareassistance.com. For more information about the Balanced Care Method, order your copy of [*Happy to 102: The Best Kept Secrets to a Long and Happy Life*](#).

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 2012 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.