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## **Home Care Assistance Announces Immediate Availability of 12 Regional Master Franchise Opportunities in the UK**

*Home Care Assistance, North America's leading provider of in-home care, identifies a strong need for the UK's rapidly growing senior population*

**(Palo Alto, CA—January 27, 2016)** [Home Care Assistance](#), a home care company headquartered in Silicon Valley with 130 locations worldwide, recently announced the availability of 12 strategically planned Master Franchise opportunities throughout the United Kingdom. Home Care Assistance is actively seeking master franchise owners in the following areas: London, the South West, the South East, East of England, East Midlands, West Midlands, Wales, North West, North East, Yorkshire, Scotland and Ireland.

Currently the UK is home to more people over the age of 60 than those under the age of 18, indicating an increasing need for long-term care options such as in-home care services. The number of centenarians in the UK has risen by an incredible 73% over the last decade due to medical advancements and increased lifespan; nearly one in five people in the UK will live to see their 100th birthday. In keeping with this trend, analysts predict that the number of people over the age of 85 will double in the next 23 years, further illustrating the tremendous need for at home care and an outstanding opportunity for entrepreneurs.

Home Care Assistance is looking for franchise owner partners that are passionate about making a difference in the lives of seniors while simultaneously transitioning to a rewarding and potentially lucrative career; the average revenue for Home Care Assistance locations tends to be much higher than similar concepts, with median performance in year three alone topping \$1.3 Million U.S.

"I am excited to bring Home Care Assistance's innovative senior care programs such as the Cognitive Therapeutics Method™ and the Balanced Care Method™ to the UK," said Jack Johnson, Head of Franchising at Home Care Assistance. "While other home care services and established North American brands are already in the UK, nothing can match the level of service or franchise opportunity Home Care Assistance provides. Compare our Item 19 to any other company and you will quickly see why Home Care Assistance is leading the pack of one of the hottest industries on the planet. Our average client spends over one thousand dollars per week to receive services compared to the industry average of five hundred to six hundred dollars per week in the U.S. We are looking to partner with visionary franchise owners to share in our mission to change the way the world ages by helping seniors live happier, healthier lives at home."

As UK seniors live longer, their nutritional, mental and physical needs are best addressed by an expertly trained caregiver provided by Home Care Assistance. Home Care Assistance caregivers are trained in the [Balanced Care Method™](#), a holistic approach to healthy ageing, and the [Cognitive Therapeutics Method™](#), a cognitive stimulation program designed to promote brain health; both programs are unique only to Home Care Assistance and will be the cornerstones of the services offered by franchisees.

Senior home care is one of the fastest growing industries with over 4000 people turning 85 every day. Home Care Assistance helps older adults age gracefully and independently in the comfort of home with trained, professional caregivers and premier home care services. By professionalizing the in-home care industry, Home Care Assistance is able to offer peace of mind for older adults and their families, while providing resources for the challenges our ageing population faces.

To learn more about Home Care Assistance franchise opportunities, please visit [www.franchise.homecareassistance.com](http://www.franchise.homecareassistance.com) or call 702-204-1436 today.

### **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for older adults 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 home care. We embrace a positive, balanced approach to ageing centered on the evolving needs of older adults. A 2016 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 and our services, visit [homecareassistance.com](http://homecareassistance.com). For more information about franchise opportunities, visit [franchise.homecareassistance.com](http://franchise.homecareassistance.com).