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## **Home Care Assistance Announces Immediate Availability of New Master Franchise Territory in Singapore**

*In-home care leader, Home Care Assistance, identifies strong need for home care franchise locations to serve the fast growing senior population in Singapore*

**(Singapore—January 13, 2016)** [Home Care Assistance](#), a premier home care provider with 130 locations worldwide, recently announced the availability of a Master Franchise opportunity in Singapore. Home Care Assistance is seeking a master franchise owner that is 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 open at least 12 months is \$1,728,848.

“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 Singapore,” said Jack Johnson, Head of Franchising at Home Care Assistance. “At this point, the argument can be made that Singaporeans are aging faster than any society in the world, and there will be a major need for Home Care Assistance’s services. We are looking for a visionary franchise owner and partner who shares in our mission to change the way the world ages by helping seniors live happier, healthier, lives at home.”

Between 1965 and 2015, Singapore’s population grew from 1.9 million to 5.5 million; the number of citizens aged 65 and older is increasing rapidly while the overall population growth is slowing. The size of this group of citizens doubled from 220,000 in 2000 to 440,000 in 2015, and is expected to increase to 900,000 in the next 15 years alone. Home Care Assistance will fulfill the increasing need for high-caliber home care to better serve the rapidly growing senior population of Singapore.

No longer can Singaporeans rely strictly on family care or assistance from a Domestic Helper. As 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 aging, 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 to aging Singaporeans.

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 aging 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).