



SENIORS Helping SENIORS®
...a way to give and to receive®

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A heartfelt mission provides new hope for Las Vegas seniors who want to stay in their homes but need in-home help to remain living independently.

Las Vegas, NV – To help meet the growing demand of older Las Vegas area residents who want to remain in their own homes and stay as self-sufficient as possible Doug and Natalie Ahlstrom, have established a new **Seniors Helping Seniors®** in-home services franchise location. They will be providing services for seniors in the Las Vegas area.

Seniors Helping Seniors in-home services offers loving, caring, compassionate non-medical services *for seniors by seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** Receivers are matched with senior Providers. They provide services, such as; companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Doug and Natalie intend on not only providing outstanding in-home non-medical care for seniors, but also programs and presentations to educate the senior community on issues related to seniors and caregiving. "We plan to provide seniors with the dignity and ability to remain living independently in their own home for as long as they desire" relates Doug. "And we want to provide educational and emotional support for the many adult children involved in the caregiving balancing act" adds Natalie.

Prior to opening **Seniors Helping Seniors** in-home services Doug and Natalie focused their different careers on senior care. Natalie, a financial consultant, assisted seniors with their everyday accounting needs. Doug's architectural career led him to focus on the design of communities and residences that assist seniors in maintaining their independent lifestyles. Natalie has always enjoyed helping others and was looking for a business opportunity in the senior market. Doug's emphasis in the housing market to design communities and residences to assist a senior in maintaining an independent lifestyle in the home and community was a natural segue into the Seniors Helping Seniors business.

Natalie spent two years as the primary care provider for her mother. She notes that "while there are several companies in the community providing similar services, our Seniors Helping Seniors service is the only company that emphasizes that the provider is a senior."

Doug and Natalie, both California natives have been married for 30 years and are the proud parents of 25 year old twins, Ian and Brittney and the even prouder grandparents of grandson, Caleb and granddaughter, Sorah. They have lived in Nevada for almost 20 years with a menagerie of two dogs and two cats. In addition to working hard, Natalie and Doug volunteer for their local Alzheimer's Association and are active in their community. Natalie also volunteers with AARP and the Nevada State Health Insurance Assistance Program (SHIP) where she has counseled seniors with their Medicare requirements.

"We are thrilled that Natalie and Doug are opening their Seniors Helping Seniors business in Las Vegas! We know there are so many seniors who prefer to remain in their own homes and need some help to do so. Natalie and Doug bring a wonderful blend of commitment to the welfare of seniors along with great enthusiasm, strong business skills and numerous connections in their community. Their business success and their contributions to Las Vegas will be phenomenal", says Susan Cotter, Regional Owner in Southern Nevada, Arizona and Southern California.

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society." He continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

Seniors Helping Seniors organization has grown to over one-hundred franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to help seniors remain independent and continue contributing to their community."

For additional information, contact:

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Visit their website: www.seniorshelpingseniors.com/SWLasVegas/

For Franchise Information:

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