



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

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Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise in the Greater Brighton
and Ann Arbor, Michigan area.



Wyomissing Hills, Pa – To help meet the growing demand of older adults in the southeastern Michigan area who want to maintain an independent lifestyle in their own homes, Lynn and Jim have established a new **Seniors Helping Seniors** in-home services franchise serving the Brighton/Ann Arbor area. This is the seventh franchise in the state. This new franchise will serve residents of western Oakland, Greater Washtenaw and Livingston counties.

The mission of **Seniors Helping Seniors** in-home services is simple: To provide our local seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve, by providing compassionate seniors to help. This innovative program provides the support seniors need from people who understand them the most. Since our helpers are also seniors, they understand more about the twists and turns of life. They provide essential services such as companionship, transportation, meal preparation, light housekeeping, yard work, overnight stays, pet care and handyman services. Providers are seniors with the heart of a volunteer, doing what they love to do, but are also compensated for their time.

Lynn and Jim both have firsthand experience as care givers for friends and family. Lynn has always had a passion for helping her family and her neighbors and has been primary caregiver for her Mother, Father-in-law and grandparents. She is also a caregiver for several neighbors, and for Jim's wife Carol. For her, a **Seniors Helping Seniors** franchise is a perfect way to help others as well as to contribute to the family income.

Jim has taken this as a total redirection from his career as a noted landscape architect to owner of a franchise based on compassionate care for seniors. His life experience has given him a humble understanding of many of the challenges that seniors face. As a teen he suffered a debilitation skiing accident, leaving him in a coma and challenged with years of rehabilitation. This experience provided a unique understanding of his wife Carol's challenges from Multiple Symptom Atrophy. Carol requires daily assistance to remain in her home and Jim has been her primary caregiver and coordinator. "Having experienced being totally dependent on others for my care, I have a unique understanding of the challenges we face as we get older. **Seniors Helping Seniors** in-home care allows me to extend this understanding to others and to help them stay in the comfort of their home."

"The key thing making our company unique is to have compassionate, loving, able bodied seniors providing services to like-minded seniors in need within the comfort of their own homes. If given a choice, we all would like to live our life within our own home, and seniors have a lot to contribute to their neighborhood. It remains socially diverse and keeps our valuable seniors as an integral part of our neighborhood framework, while they are able to remain in a familiar environment," relates Jim. Lynn shares, "The **Seniors Helping Seniors** organization is built on helping others. All of the franchise partners are caring and companionate people themselves. I would welcome any of the 90 plus franchise partners to be in charge of the care for my family."

"We first met Jim in the fall of 2009 when he was looking for the right business opportunity that could offer him both personal and financial fulfillment. Jim has very personal experience and understanding of the difference that having loving, caring and compassionate caregiver can make. Jim introduced us to Lynn several months later and we knew right away that the two of them would make an excellent team. Lynn has a huge heart and experience as a caregiver, but she also has a business background and enthusiasm for getting out into the community. Jim and Lynn along with their Providers will provide a great service to their communities and also be an asset to our entire **Seniors Helping Seniors** community." Dave VanderLinde, Jr., Regional Franchise Owner, Michigan.

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 twelve 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."

"Today, our **Seniors Helping Seniors** organization has grown to over 90 franchises in thirty states including Arizona, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington," said Philip.

He adds, "We support all of our franchises with the expertise we have gained in running **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 simultaneously help seniors remain independent and continue contributing to their community."

For additional information, contact Lynn Albanelli or James Ludwig at: (810) 229-6400

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

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For Seniors Helping Seniors Franchise Information:

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