



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

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New Missouri City, TX business leading with the heart is set to help seniors with jobs and in-home assistance.

Missouri City, TX – To help meet the growing demand of older Fort Bend County residents who want to remain in their own homes and stay as self-sufficient as possible Mike and Barbara Alexander have established a new **Seniors Helping Seniors®** in-home services franchise location in Missouri City, TX. Their office will be providing services for seniors throughout Ft. Bend County and they will be hiring seniors to provide the services. Mike notes that "Our motivations are personal because of our care for and commitment to quality of life issues for seniors. Our motivations are practical, as seniors ourselves we are not ready to retire and intend this franchise to be a thriving part of the business community for years to come as well as a business that employs seniors who feel the same way we do."

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, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Mike and Barbara grew up in the same small Gulf Coast town and have been married for 42 years. Together, they attended Sam Houston University in Huntsville Texas where Mike majored in Business and Barbara majored in Journalism. Both Mike and Barbara have successful careers in the marketing and advertising world. Mike has worked as a marketing professional with sales and sales management experience at AT&T, Yellow Page Publishing and National Franchise Companies. Barbara has worked as a marketing and advertising professional with a major oil and gas company and national retailers and mass merchandisers. Currently, Barbara works with Freed Advertising Agency.

In addition to their hard work with **Seniors Helping Seniors** in-home services Mike and Barbara are very active in their community. They visit local nursing homes to reach out to seniors as volunteers, and they work with the Interfaith Foundation, which specializes in faith-based volunteers to relieve caregivers and family member caring for Alzheimer patients. They are also members of St. Laurence

Catholic Church, Ft. Bend Gardening Associations, Knights of Columbus, National Golf Association and the Association of National Advertisers.

Having personal experience taking care of his parents in another city, Mike notes that "even with the help of good friends and church friends it is difficult. What both my parents wanted was to be at home and live as normally as possible. For both the senior wanting to stay home and for a senior's children and loved ones having care available like Seniors Helping Seniors services is a wonderful option."

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome Michael and Barbara Alexander as our new Franchise Partners. "Michael and Barbara are joining our **Seniors Helping Seniors** family with a heartfelt desire to improve their community and the lives of the seniors who live there. Their personal understanding, compassion and dedication to helping others makes them an excellent addition to our franchise community. They are clearly dedicated to providing the **Seniors Helping Seniors** brand of caring and compassionate service. I am confident they will fulfill our mission by providing the highest quality care-giving and companionship for seniors."

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/fortbend/

For Franchise Information:

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