



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

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Seniors Helping Seniors® services along with Missouri natives, David and Darcy Carpenter, bring new in-home assistance to seniors in the tri-state area of SE Nebraska, SW Iowa and NW Missouri helping seniors remain in their homes.

Wyomissing Hills, Pa – To help meet the growing demand of older tri-state area residents who want to remain in their own homes and stay as self-sufficient as possible Darcy and David Carpenter have established a **Seniors Helping Seniors®** in-home services franchise location based in Nebraska City, NE to serve seniors in the tri-state area of SE Nebraska, SW Iowa and NW Missouri.

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** service receivers are matched with senior providers to provide services such as: companionship, transportation, meal preparation, personal care, overnight stays and handyman help among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

The rural area where the Carpenters will be providing services has few care facilities for seniors. Without the services the Carpenters will be providing, many residents would need to move to Omaha, St. Joseph, or Kansas City for retirement homes, assisted-living, or nursing homes. This new Seniors Helping Seniors location will offer an opportunity for seniors in this tri-state area to remain independent, connected to their communities and in their homes.

The Carpenters experiences with their own parents inspired them to bring a better alternative to their community. David's parents left their home of 54 years and moved into an assisted-living facility eight years ago. "We have seen the challenges they faced leaving their home and the changes in their quality of life" David shares. "In hindsight, keeping them at home would have been better for them but, at the time, the in-home services we needed were not available. As we prepare for Darcy's parents' next steps, we know that keeping them in their home for as long as possible will be the best way to insure a good quality of life and continued connection to their friends and community."

Both David and Darcy were born and raised in St. Joseph, MO, and both of their families have farming backgrounds in Northwest Missouri. David graduated from Washington and Lee University in 1978 with a BBA. Darcy graduated from Southern Methodist University in 1981 with a BBA, and a MA degree in Human Development from the University Of Kansas in 1988. Their business careers, until now, have been centered in metropolitan areas—Atlanta, Dallas, Denver and Kansas City. They have returned to

a rural community in the middle of their territory so they can offer their new service to the under-served rural communities in SE Nebraska, SW Iowa and NW Missouri.

Darcy and David were both active in the Kansas City community they recently left: Darcy was a member of the National Association of Realtors, Kansas City Association of Realtors, a Women's Bible Study leader, Lay Pastor at Delmar Gardens Senior Living, Women's Ministry Coordinator at Stanley Presbyterian Church, and participated in the Blue Valley PTA. David was a member of the National Association of Personnel Consultants, Den Leader and Assistant Scoutmaster for Boy Scouts of America, an Eagle Scout, and a member of Ducks Unlimited.

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome the Carpenters as our newest Franchise Partner. "Darcy and David are joining our **Seniors Helping Seniors** community with years of professional business and care-giving experience. Their understanding and dedication to helping others makes the Carpenters an excellent addition to our Franchise family. David and Darcy are clearly dedicated to providing the **Seniors Helping Seniors** brand of loving, caring and compassionate service for seniors. I am confident they will fulfill our mission providing the best care-giving and companionship for seniors in the Tri-State area."

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 120 franchises in thirty-five states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, 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

For Franchise Information:

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