



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

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Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise in Dallas, Texas



Wyomissing Hills, Pa – To help meet the growing demand of older adults in the Northwest Dallas area who want to maintain an independent lifestyle in their own homes, Greg and Katie Dodd have established a new **Seniors Helping Seniors** in-home services franchise in Dallas, the second franchise in the state. This new franchise will serve the Northwest area of Dallas, including the cities of Farmers Branch, Highland Park, University Park, and Addison.

The mission of **Seniors Helping Seniors** In-Home Services is simple: To provide our 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 creates 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.

There will be an Open House on Tuesday, October 5 from noon until 1:30PM at Woodlands American Grill in Dallas (6073 Forest Lane, a half block east of Preston Road). "Please join us to celebrate the opening of our franchise, Seniors Helping Seniors of Northwest Dallas! There will be a delicious light buffet, information on Seniors Helping Seniors in-home services, and a chance to meet some of our compassionate in-home helpers", notes Katie.

12:15 Welcome and Comments by Greg and Katie

12:20 Comments by dignitaries in attendance (State Senator John Corona and State Representative Jim Jackson have been invited to attend.)

Katie and Greg have a passion for serving others. The **Seniors Helping Seniors** mission...to make life a little easier for seniors by providing in-home services...resonates with their own desire to give back to the community. "The Seniors Helping Seniors model meets a vital, growing need for seniors, in a caring and cost-effective way. The people who started and still operate Seniors Helping Seniors are building their franchise network with people like themselves, caring and capable. This is a business we will own and operate with pride", notes Greg.

"We both had a parent who had Alzheimer's disease the last several years of their lives. We saw the effect that a patient, compassionate person can make in helping seniors and their families", relates Katie. She continues, "Greg worked as an orderly in a nursing home while in college. He saw how even a few minutes of sitting and conversing with a resident could mean more to them than anything else he did during his shift." Greg shares that, "While raising our six children is not the same as helping seniors, there is a huge amount of caring and patience involved with both activities, as there is in the work that Katie does teaching her 3-year old students."

Greg is a native of Dallas, grew up in south Louisiana, and has more than 33 years experience in commercial property and liability insurance and risk management. He is a Chartered Property and Casualty Underwriter (CPCU) and an Associate in Risk Management (ARM). Katie was born in Granville, New York, and attended the University of Dallas in Irving, Texas with Greg. She has taught Pre-Kindergarten for the past eleven years. "We looked for years for an opportunity to have a business of our own. This year provided the right timing", relates Katie.

Philip Yocom, and his wife, Kiran Yocom, share; "We feel very blessed to know Greg and Katie and are excited to welcome them into our **Seniors Helping Seniors** family. They both have a very real understanding about what it takes to help seniors and their families who need care. They are dedicated to providing the loving, giving and compassionate service that is synonymous with our **Seniors Helping Seniors** brand; Greg and Katie will further strengthen our growing presence in Texas and throughout the country."

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 Greg or Katie Dodd at: (214) 478-4198
visit their website: www.seniorshelpingseniors.com/NorthwestDallas/
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For Seniors Helping Seniors Franchise Information:

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