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Photo: Attached or available.

Seniors Helping Seniors® In-Home Services
Establishes Franchise in Oxford, Michigan

Wyomissing Hills, Pa.-To help meet the growing demand of older residents of Michigan who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise in Oxford, Michigan, north of Detroit.

The latest franchise will serve Addison, Brandon, Oxford, Rochester, Rochester Hills, Oakland Township, Auburn Hills, Independence Township, Orion Township, Pontiac, Waterford, Lake Angelus, Troy, Bloomfield Hills, West Bloomfield, Bloomfield, Clawson, Royal Oak, Birmingham, Orchard Lake Village, Keego Harbor, Sylvan Lake

Seniors Helping Seniors--which has five master license holders and some 40 franchise territories in Michigan, New Jersey, Connecticut, Massachusetts Pennsylvania, Ohio, New York, Delaware, Virginia, Maryland, the District of Columbia, North Carolina, Georgia, Florida and California--is a national caregiver and companionship organization and the only one that matches seniors who need in-home care services with seniors who provide them.

The newest franchise is owned and operated by Bob and Dawn Neely, Oxford. They have more than 35 years of combined business experience working for customer service related firms. Bob is a graduate of Oakland University, Rochester, Mich., and has worked as an Information Technology (IT) director of a large insurance company and as a private IT consultant to smaller businesses. Dawn has managed a national claims customer service unit at a large insurance company for the past eight years and was previously a language instructor in South America.

Much of their inspiration of becoming owners of a Seniors Helping Seniors franchise came from experiencing the challenging, yet rewarding circumstance of caring for their elderly parents. Bob's mother died in 2006 after a battle with cancer. Dawn's mother had struggled with illness, but is fortunately doing very well now and living independently in her own home.

"It became very clear to us how important it is for senior citizens to maintain their independence by remaining in their own home, surrounded by their own belongings and memories. Society has not served our elderly well, and we would like to be a part of changing that," said Bob Neely, who added that he also has found a higher commitment and calling to excellence in the area of providing service. "I am truly blessed to be able to be a part of this organization, meet the wonderful people that I have met and at the end of the day, know that I have contributed in a positive manner to someone's life."

Said Dawn Neely, "It is our goal to become a leader in non-medical home care in the Northern Oakland County area by providing outstanding, high-quality care and companionship to those seniors in need, while also providing opportunities to those many senior citizens that are still very active and wish to continue contributing to their society in a meaningful way."

"We are convinced that there is an overwhelming number of senior citizens that need only a caring, helping hand in order to remain in their homes. We wish to do whatever we can to make this a reality for them," she said.

Philip Yocom, who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome the Neelys as franchise partners. "They come to our Seniors Helping Seniors community with many years of business experience and a deeply personal knowledge about what it means to be a caregiver. They will make an excellent addition to our franchise family, people who are dedicated to providing the Seniors Helping Seniors brand of loving, caring and compassionate care and who will fulfill our mission in expanding our organization into Michigan and the rest of the Upper Midwest," he said. Seniors Helping Seniors is also in the process of establishing a franchise at Farmington.

Added Bob Neely, "We believe without a doubt that the Seniors Helping Seniors Family shares a common dedication to providing loving, caring, giving and compassionate service. It is truly a family oriented business. The services offered by Seniors Helping Seniors will make a difference in many people's lives and we are so happy to be a part of it."

Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors In-Home Services (SHS), which began as a non-profit organization serving Reading and Berks County, Pennsylvania. That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2007, the non-profit Seniors Helping Seniors provided nearly 17, 000 hours of service.

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 said, "We want the existing Seniors Helping Seniors organization and any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support all of our franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll also provide marketing, sales, management, and technology support."

Yocom added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service."

For more information contact the Neelys at seniors@shs-mi.com or by telephone at 248-969-4000. For franchise info, e-mail Philip Yocom at philip@seniorshelpingseniors.com .