

## **NEWS RELEASE**

For immediate release

Contact: Philip Yocom: 610-927-1188; [Philip@seniorshelpingseniors.com](mailto:Philip@seniorshelpingseniors.com)

### **Seniors Helping Seniors Co-Founders Launch For-Profit Franchise System**

Reading, PA—To help meet the growing demand of older Americans who want to remain in their own homes and stay as self-sufficient as possible, the co-founders of Seniors Helping Seniors® In-Home Services® (SHS), a non-profit organization serving Reading and Berks County, Pennsylvania, announced today they are launching a for-profit Seniors Helping Seniors franchise system beginning with the granting of five master licenses nationwide and an initial offering of franchise territories to qualified investors in eastern Pennsylvania.

Kiran Yocom, the co-founder and executive director of Seniors Helping Seniors, said the decision to expand is based on the ongoing success and growth of the center established in 1998 that today encompasses more than 250 senior providers helping more than 600 seniors. Her husband, Philip Yocom, will oversee the franchise system.

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.”

Seniors Helping Seniors matches providers who can offer services such as household assistance, companion care or 24-hour care with seniors who need services. Their mission is “to provide 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 finding caring seniors to help each other.”

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

“We have had great success with our center in Reading and Berks County as a non-profit and we want to share that success with others. We have found that a for-profit business model is more attractive to business leaders to bring Seniors Helping Seniors in-home services to their communities. That’s why we are convinced that for-profit Seniors Helping Seniors franchises will be more effective as we grow SHS nationwide. We will continue to operate our Berks County organization as a non-profit venture.”

(MORE)

"Seniors Helping Seniors provides a very well defined process to help people evaluate this business opportunity before starting out and then offers all of the systems, tools, processes, and procedures to help build the business as efficiently, as effectively, and as economically as possible with a support team of experts in every area of the business," stressed Philip Yocom.

He said the for-profit Seniors Helping Seniors franchise system seeks to grant its first five franchises in Lancaster, Lebanon, York, Harrisburg and Main Line Philadelphia for an initial investment of approximately \$25,000 per franchise territory. The long-term goal is to expand franchises nationally with the granting of one master license in the Northeast, the Mid-Atlantic, the Southeast, the Midwest and the West.

"We will support all of our master licensees and franchises with all of the expertise we have gained in running Seniors Helping Seniors for the last seven years. In addition, we'll provide marketing, sales, management, and technology support," said Philip Yocom.

Yocom has about 25 years of experience with domestic and international franchises that includes financial, legal, sales and marketing functions. He helped pioneer real estate franchising in the 1970s and has worked with Century 21, Realty World and ReMax.

"We believe we have found a successful and cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing loving, giving, caring, compassionate service," he said.

Kiran Yocom, who once worked for Mother Teresa in India, said the timing is perfect for organizations like Seniors Helping Seniors. "Many sources of help and support are not as available as they once were and many seniors are simply finding themselves out there on their own. Many are forced to move into nursing homes and other long-term care facilities at great expense to themselves and society.

In 2005, Seniors Helping Seniors provided 11,000 hours of service, nearly double the 5,800 hours provided in 2004. The program has received recognition from numerous local, state and federal agencies, as well as many politicians including Pennsylvania Gov. Edward G. Rendell, State Senators Michael O'Pake and David J. Brightbill and State Representative Dante Santoni.

For more information on Seniors Helping Seniors and its for-profit franchise system, call the Yocoms at 610-927-1188 or visit the website [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com).

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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.”

Seniors Helping Seniors matches providers who can offer services such as household assistance, companion care or 24-hour care with seniors who need services. In 2005, Seniors Helping Seniors provided 11, 000 hours of service, nearly double that of 2004.

“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,” said Philip Yocom, who has more than 25 years experience in developing and overseeing franchises.

“We have had great success with our center in Berks County. We want to share that success with others and have found that a for-profit business model is more attractive to business leaders to bring Seniors Helping Seniors to their communities.”

He said the for-profit Seniors Helping Seniors franchise system seeks to grant its first five franchises in Lancaster, Lebanon, York, Harrisburg and Main Line Philadelphia for an initial investment of approximately \$25,000 per franchise territory.

“We will support all of our master licensees and franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We’ll also provide marketing, sales, management, and technology support.”

He 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,” he added.

For more information call Philip Yocom at 610-927-1188 or visit the website [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com).

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