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Sharon's Photo Available at http://www.shirkcom.com/shs/shs_sharon_santoni.jpg

Seniors Helping Seniors® In-Home Services Grants Master License for Eastern Pennsylvania and Southern New Jersey

Wyomissing Hills, 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, Seniors Helping Seniors® In-Home Services (SHS) has granted a master license—its first--to establish franchise partners throughout several counties in eastern Pennsylvania and southern New Jersey.

The master license was granted to Sharon Santoni, Reading, Pa., who has devoted her entire professional career to working with seniors. Her territory includes Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Lehigh, Montgomery, Northampton, Philadelphia and York counties in Pennsylvania and Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem. Somerset and Union counties in New Jersey.

A 1993 graduate of Albright College with a BS in Business Administration, she is the president of her own company, Em-Li Enterprises, Reading. She most recently worked with Hamlyn Senior Marketing as a sales and marketing consultant and mentor for clients in Pennsylvania, New Jersey, Virginia, Michigan and Ohio. She also was director of Marketing for the StoneRidge Village CCRC, Myerstown, Pa., served as an administrator at Columbia College, Sinking Spring, Pa., and was sales and marketing manager for the Grace Community CCRC, Myerstown. She is the wife of Pennsylvania Rep. Dante Santoni.

Seniors Helping Seniors is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them.

“We are extremely pleased that Sharon has joined the Seniors Helping Seniors organization,” said Philip Yocom, who manages the franchise system. “Her extensive experience in working with seniors and her business skills makes her especially well qualified to implement and manage one of our master license territories. There is a definite need for our brand of loving, giving, caring and compassionate service in Pennsylvania and New Jersey and elsewhere.”

Said Santoni, “Trying to find care for my grandparents is a major reason why I feel strongly about helping other seniors and why I was attracted to Seniors Helping Seniors. I was also looking for a business I could own and operate that took advantage of my business skills and allowed me to continue working with older adults.”

One of the things that appealed to her about Seniors Helping Seniors was that it recognized two very different kinds of seniors and addressed the needs of both.

“Most of the seniors I have met or worked with prefer to stay in their homes as long as possible. Many who retire find they need something to do. By giving seniors an opportunity to interact with each other, we are enabling them to stay healthy and independent. I want to help them do that,” Santoni added.

Santoni said she has signed her first franchise partner, Lynn Marie Houghton, Easton, Pa., who will cover parts of Northampton, Lehigh and Bucks counties in Pennsylvania beginning March 5.

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 2006, Seniors Helping Seniors provided nearly 13, 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.”

We want the Seniors Helping Seniors franchises in our territory to be the first place seniors in need of non-medical services and those seeking extra income call, said Yocom.

“We will support Sharon and all of our master licensees and franchise partners 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 Sharon Santoni at Seniors Helping Seniors at 610-374-1601 or contact her by e-mail at santoni@verizon.net For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com .

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