



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

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Seniors Helping Seniors® In-home Services Establishes Its First Franchise in Illinois to Serve DuPage County Seniors

Wyomissing Hills, Pa - To help seniors who want to remain in their own homes and stay as self-sufficient as possible, Westmont, IL residents Dan and Valerie Rattary have joined **Seniors Helping Seniors®** In-home Services. The first **Seniors Helping Seniors** franchise in Illinois, they will assist DuPage County seniors by providing services to less active seniors and employment opportunities for more active seniors.

Seniors Helping Seniors In-home Services is the only national caregiver and companionship organization that matches seniors who need in-home care services with seniors who provide them. The **Seniors Helping Seniors** 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. In-home services include personal care, transportation, light housekeeping, meal preparation, yard work, pet care and more.

"We want to provide the best non-medical in-home care for seniors in our community. Our services will make a difference in people's lives through loving, compassionate care, quick response time and a sense of community. We will benefit active seniors in our community by providing them with dignified and fulfilling opportunities to help others and supplement their income," said Dan Rattary, Franchise Owner.

He continued, "DuPage County has a rapidly growing senior population and a high level of home ownership. Our residents want to remain in the homes they love; living independently for as long as possible. Together, we can provide superior services which will allow them to accomplish their goals. Our passion, skills and experience will allow our **Seniors Helping Seniors** center to become an important part of our community and the seniors who live here."

Both Dan and Valerie Rattary are natives of Chicago, Illinois. Dan attended the University of California, Irvine, earning a bachelor's degree in Psychology. His background is in regional and national business development and marketing. His wife, Valerie, attended Northern University in Illinois, earning a bachelor's degree in education. Valerie's bilingual background will allow them to provide exceptional services to Spanish speaking Providers, Receivers and their families, as well. Dan and Valerie have three children and are active within their church and community.

In 1997, Dan transferred from California back to Chicago, IL. During this time, he reconnected with his grandmother and for six years took on the role as her primary caregiver. Dan was able to provide his grandmother with companionship, transportation, and yard work, amongst other needed activities. This experience gave Dan a deeply personal understanding of the assistance less active seniors require to maintain their quality of life, independence, dignity and respect. He recognized that there were others in the community who did not have family members who were able to assist them; eventually leaving them with no choice but to move into a senior living facility.

The opportunity to **do good and help others™** is one of the reasons **Seniors Helping Seniors** franchises are so special. **Seniors Helping Seniors** franchises have a positive impact on their communities by helping seniors and establishing a successful local business.

The DuPage County branch will be very active in the local senior community, as well as in charity fundraising events such as races for Alzheimer's and Parkinson's disease. Further plans include providing opportunities for seniors to get together and hear from speakers on a variety of senior-related topics.

"**Seniors Helping Seniors** services provide seniors with love, care and compassion. They receive the respectful assistance they need to continue to live independently. Val and I love the unique aspect of fellow seniors providing the services. Both our Providers and Receivers will benefit mutually and develop strong relationships. For all involved, it is truly **...a way to give and to receive®**," Dan said.

He adds, "We have a strong desire to serve the senior market and create a lasting resource for seniors in our community. We are so passionate about our **Seniors Helping Seniors** center because we are able to serve both less-active seniors who will receive services and also active seniors who can provide them."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Dan and Valerie as the first franchise partners in Illinois. "They come to our **Seniors Helping Seniors** community with business knowledge and personal care giving experience. Dan and Valerie make an excellent addition to our franchise family. They are dedicated to providing the **Seniors Helping Seniors** brand of loving, giving, caring and compassionate service, fulfilling our mission," he said.

Dan adds, "We are excited to embark on this journey. Our **Seniors Helping Seniors** center will directly help those in our community who need it the most. After 17 years in the corporate technology sales world, I feel so fortunate and blessed to be able to make this life change, and to improve lives and impact my community."

Seniors Helping Seniors franchise organization has ten regional owners and over sixty-five franchise partners in 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 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 said, "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."

"We support all of our franchises with all of the expertise we have gained in running **Seniors Helping Seniors** In-home Services in Berks County, Pennsylvania. We also provide marketing, sales, management, and technology support to our Franchise Owners."

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."

For more information, contact Dan and Valerie Rattary at (630) 324-6086 or e-mail SHSillinois@comcast.net.

Visit their website at www.SeniorsHelpingSeniors.com/DuPageCounty

For Franchise Information:

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