



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

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Seniors Helping Seniors® In-Home Services Establishes Franchise to Serve Plymouth, Minnesota Seniors

Wyomissing Hills, Pa - To help meet the growing demand of older Midwesterners who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** in-home services has established a franchise in Minneapolis that will serve the city's western and southwestern suburbs- Plymouth, Wayzata, Hopkins, Edina, Bloomington and Minnetonka.

Seniors Helping Seniors organization- which has ten regional owners and seventy franchise partners in Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Iowa, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia and Washington and 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 first **Seniors Helping Seniors** franchise in Minnesota is owned by Sandi Niccum and Cheri Nispel.

A native of Apple Valley, Minnesota, Sandi Niccum graduated from the University of St. Thomas, St. Paul, with a B.A. in finance and a minor in communications. She worked in the financial industry where she obtained her Series 7 and Series 24 licenses, and then joined her husband running their marketing communications agency. They built the business for nine years before selling it to a Fortune 500 company. Since 1999, she has held various volunteer and part-time jobs, including work as a personal care assistant.

Cheri Nispel is a twenty-five year resident of Plymouth and a native of Little Falls, Minnesota. She graduated from the University of Minnesota, Duluth with an undergraduate degree in Communication Disorders and the University of Wisconsin, EauClaire with an M.S. in Communication Disorders. She worked for fifteen years as a Speech Language Pathologist treating neurologically impaired adults with communication and swallowing disorders in long-term care, rehabilitation and home-care settings around the Twin Cities area. For the past twelve years she has been a dedicated volunteer with agencies that serve seniors including Store to Door, a grocery service that serves seniors and Meals on Wheels.

Sandi said she had been searching for a franchise opportunity and chose **Seniors Helping Seniors** services because of their loving, caring and compassionate approach. "As my family members have gotten older, I have

watched each of them choose different ways to spend their golden years. Their decisions have ranged from living in assisted care facilities to living with family members."

"For those who chose to move into assisted living and nursing facilities, I felt that the care that was available for them could have been better. I believe that the longer a person can live in their own home the longer and happier their life will be. Unfortunately, not every family is able to provide the assistance that a loved one may need to continue to live in their homes. We want to be able to provide services that would not only help the person who needs it but also their families and caregivers," Sandi added.

She said she hopes to be able to help Minneapolis seniors live their lives to the fullest, by providing care from someone that understands, cares and connects with them. "It's even better because we have seniors working with other seniors, which creates a powerful opportunity for seniors to help each other."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Sandi and Cheri as a franchise partners. "Sandi Niccum and Cheri Nispel come to our **Seniors Helping Seniors** community with many years of management 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, giving, caring and compassionate service and who will fulfill our mission in further expanding our care giving and companionship services in Minnesota and the Midwest," he said.

Sandi added, "The quality of life for a person is increased the longer they are able to continue living in their own homes. I feel that the **Seniors Helping Seniors** services can play a significant role in allowing this to happen."

Philip Yocom and his wife Kiran 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** center. We also provide marketing, sales, management, and technology support to our Franchise Partners."

For Franchise Information

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