



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

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Seniors Helping Seniors® In-Home Services Establishes Latest Franchise in Scottsdale, Paradise Valley & Fountain Hills, Arizona and Welcomes the Cotter Family as Master License Owners

Wyomissing Hills, Pa – **Seniors Helping Seniors®** In-Home Services is pleased to welcome the Cotter Family; Susan, Ed Jr., and Ed III to their franchise family as Master License Owners in the Southwestern, United States. Their territory includes all of Arizona with the exception of the northern half of Apache County; San Diego, Imperial, Riverside and Orange Counties in Southern California, and Greater Las Vegas, Nevada. Susan, Ed Jr. and Ed III are excited about the opportunity to share **Seniors Helping Seniors** services, mission and values throughout the Southwest. **Seniors Helping Seniors** franchises provide the opportunity for franchise partners to work from the heart and build a strong, independent financial future while improving the quality of life of seniors in their communities. In addition, to help meet the growing demand of Arizona's seniors who want to remain in their own homes and stay as self-sufficient as possible, Ed Cotter III manages **Seniors Helping Seniors** In-Home Services in Scottsdale, Paradise Valley and Fountain Hills, Arizona, the first **Seniors Helping Seniors** In-Home Services in the state.

"Our mission is to provide our 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," said Susan.

She adds, "Our primary goal is to communicate our mission to as many people as possible. We want to reach seniors and their loved ones. We know that we will be successful as our community becomes aware of our services. This will translate to spiritual and financial success benefiting our local community and the Southwest."

Susan Cotter is the Cotter Team Leader and has been working to launch **Seniors Helping Seniors** services in the Southwest since the fall of 2008. She is a trained architect with a Masters in Architecture from Tulane University in New Orleans and was a commercial property management executive for two decades with two of the most successful property developers on the west coast. She is utilizing the business skills developed throughout her career as she

establishes her **Seniors Helping Seniors** venture for long-term success. Susan's kind heart, passion and loving spirit will also prove to be instrumental in the success of **Seniors Helping Seniors** services in the Southwest. During her spare time you can find Susan enjoying needlepoint or reading mystery novels authored by women.

Susan's son, Ed III received his Bachelor of Science from UCLA. Prior to returning to school for his MBA Ed worked for the Department of the Navy in San Diego designing and installing computer security systems in Navy ships. He earned his MBA with highest honors in May 2009 from the Kelley School of Business at Indiana University. His hobbies include skiing, snowboarding, exercising and hiking. He is an avid reader and sports fan.

Susan's husband, Ed Cotter Jr. joined their **Seniors Helping Seniors** venture in May 2009. Ed spent the first part of his career with the U.S. Navy. He was a Midshipman at the Naval Academy in Annapolis, Maryland and then spent twenty years as a commissioned officer. He started in Naval Aviation and later became a Navy lawyer specializing in health care law. After completing his service, he worked for two Fortune 200 health insurance companies and became a national expert on Medicare and government regulation of health insurance plans. He retired from this work in May 2009 after sixteen years and dedicated his efforts full-time to his family's **Seniors Helping Seniors** mission.

Ed III learned about **Seniors Helping Seniors** In-Home-Services while researching entrepreneurial opportunities during his second year of graduate school. He and his mother, Susan began researching **Seniors Helping Seniors** franchise opportunities in their area in Arizona. As they learned more about the local franchise opportunity in their community, they gradually developed bigger dreams for their role in the **Seniors Helping Seniors** franchise organization. With the encouragement of **Seniors Helping Seniors** founders, Kiran and Philip Yocom, they decided to become Master License Owners to further expand the **Seniors Helping Seniors** franchise system in the Southwest. "We made this commitment and are thrilled to have the opportunity to benefit so many seniors throughout the Southwestern United States!" said Susan.

For ten years the Cotter family helped with long-distance care giving for both of Susan's parents and Ed's mother. Susan says, "It was very difficult to care for our aging parents especially because we were not always near one another geographically. When we hired outside services we felt that the quality of care was lacking; they would come for a single event and then we did not hear from them again. Seldom did any of the agencies send another senior and the service providers never built a rapport with our loved ones. It was a joy to discover **Seniors Helping Seniors** In-Home Services and the opportunity to be a part of such a worthy mission. We are pleased to be able to provide our special brand of loving, caring, compassionate services *for* seniors *by* seniors. Our goal is to help other families avoid the struggles we faced so they can enjoy quality time and happy memories with their family members."

"Seniors deserve to have dignity, respect and the best quality of life possible during their golden years. **Seniors Helping Seniors** In-Home Services allow active and less active seniors to do just that. Active seniors have the opportunity to help their peers, develop new relationships and supplement their fixed income. Less active seniors can remain living independently by receiving the personal gift of caring from their Provider. They pay for services so not only are they giving active seniors spiritually fulfilling work but they are assisting them financially as well. It is a powerful circle of giving that builds positive energy among seniors and our community!" adds Susan.

Susan, Ed Jr. and Ed III are looking forward to working together. "We know how to be a loving and vibrant family, and we are now learning to work effectively together in a family business," says Susan. "We each have different strengths and perspectives to contribute and we are learning every day how to play to those strengths and support each other. We are on a mission to help people and then make money, in that order. It is a mission we all support wholeheartedly. This keeps us motivated!" she adds.

The Cotters understand the importance of giving back and have been active in the various communities where they have resided. Susan adds, "**Seniors Helping Seniors** In-Home Services allows us to continue to give back to our community, both in our local community through our operating our **Seniors Helping Seniors** center and also by actively spreading the **Seniors Helping Seniors** message throughout our entire region. The **Seniors Helping Seniors** model is designed to help seniors of all ages and capabilities."

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 to provide 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."

Philip is pleased to welcome The Cotter Family as Master License Owners in the Southwest and Franchise Partners in Arizona. "The Cotters come to our **Seniors Helping Seniors** franchise community with many years of business management experience. Their experiences caring for aging loved ones have inspired their passion to help seniors. The Cotters will make an excellent addition to our franchise family."

He continued, "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."

"Today we are excited to offer our services in Arizona in addition to our over 55 franchises in Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington," said Philip.

He adds, "We support all of our franchises with the expertise we have gained in running **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to simultaneously help seniors remain independent and continue contributing to their community."

If you are interested in providing or receiving services in Arizona or for franchise opportunities in the Southwest, contact Susan Cotter at (480) 584-3639, visit the website www.seniorshelpingseniors.com/Southwest or e-mail SusanCotter@SouthwestSHS.com.