



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

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Seniors Helping Seniors® In-Home Services Establishes Franchise to Serve Indianapolis Seniors

Reading, PA– To help meet the growing demand of seniors in the Greater Indianapolis Metro Area, **Seniors Helping Seniors®** in-home services has established its first franchise in Indiana to serve portions of Marion and Johnson counties.

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 Indianapolis franchise is owned and operated by Sandy and Carl Lowe, residents of Franklin Township, on the south side of Indianapolis. Sandy and Carl also own and operate Carl Lowe Builder, LLC in Indianapolis. Sandy has 20 years administrative experience as a legal secretary and 14 years working in real estate sales/marketing. Carl graduated from Indiana University-Purdue Indianapolis with a degree in building construction and management and has been involved in the building industry for 29 years.

Sandy Lowe, Franchise Owner said, "We were immediately drawn to **Seniors Helping Seniors** services because we can relate to family caregivers who are trying to provide for their senior loved ones as well as their own growing family. We provided short-term housing and in-home care to family members over the past several years. We experienced the challenges that caregivers face and the need for quality, compassionate care for loved ones. The idea of building a truly synergistic relationship for our senior community through **Seniors Helping Seniors** services greatly appealed to us."

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.

"We provide a strong sense of security and familiarity for Receivers of services by matching them with senior Providers who typically share similar histories and values. Likewise, we provide caregivers of Receivers an equally strong sense of ease and security by matching their loved ones with Providers who treat them with respect, love, care and compassion. **Seniors Helping Seniors** in-home services also provide active seniors with a continued sense of purpose and an opportunity to supplement their income doing something they love to do...help others," Sandy said.

She continued, "Seniors deserve to retain their independence and remain in their own homes for as long as possible. We feel honored to accept the challenge and bring that opportunity to Indianapolis and the surrounding areas through **Seniors Helping Seniors** in-home services."

Seniors Helping Seniors franchise organization has ten regional owners and over eighty franchise territories in Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and Washington.

Cheryl Williams and Peggy Conlon, **Seniors Helping Seniors** Regional Owners for Ohio, Northern Kentucky and Indiana, are pleased to welcome Sandy and Carl Lowe as the first Franchise Partner in Indiana. "They come to our **Seniors Helping Seniors** community with many years of business and care giving experience. Their personal understanding and dedication to helping others will make them excellent additions 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 Indiana and the Midwest."

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 the expertise we have gained in running **Seniors Helping Seniors** in-home services in Berks County. 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 Sandy Lowe at (317) 828-0828 or e-mail seniorshelpingseniors@yahoo.com.

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