



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

**FOR IMMEDIATE RELEASE**  
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**Seniors Helping Seniors® In-Home Services Establishes Latest Franchise in South Palm Beach County & North Deerfield Beach, Florida**

Wyomissing Hills, Pa – To help meet the growing demand of older Floridians 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, the third in the state of Florida to serve South Palm Beach County and North Deerfield Beach.

**Seniors Helping Seniors** in-home services offer loving, caring, compassionate non-medical services *for* seniors *by* seniors to help them live with dignity and respect and remain independent. **Seniors Helping Seniors** Providers are matched with senior Receivers. They provide services, such as: companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Jim Hansen launches the newest **Seniors Helping Seniors** office driven by his personal experiences caring for his own family members. Jim took care of his 96 year old grandmother doing many activities that **Senior Helping Seniors** services provide. He took her shopping, helped her pay bills and put away groceries. Most priceless, is the time Jim spent as his grandmother's loving companion.

Jim's Mom took ill with ovarian cancer. He left his professional career to care for her until her premature death at age 59. Most recently, Jim's Dad was hospitalized with a stroke and died in his arms on Christmas day. Jim truly understands when we give of ourselves we get more in return. Caring for his family has given him the passion to help others in need.

He said, "Doing all I could for my family and knowing they were surrounded by love, care and compassion has made me a better human being."

Jim Hansen was born in Arizona and was raised in Connecticut. He and his wife Janet have four wonderful daughters. Jim joins **Seniors Helping Seniors** in-home services after thirty-eight years with one of the largest franchise companies in the world. Jim started in an entry level position with the franchise's corporate offices and worked his way up to become the training director for the company. He left corporate to become a successful franchisee. Jim's business was in the top 3% of sales in the company. Jim served on various boards to help other franchisees promote their brand and served as Chairman of the Board of the franchise's National Advertising Trust. He retired from the organization after moving to Boca Raton to be the CEO of the Franchisee Association for the organization. In addition, he was an international speaker on the subjects of customer service and operational excellence.

Jim is very active in his community. He says, "I was a coach with the Special Olympics, volunteered for M.A.D.D. (Mothers Against Drunk Driving) and participate in our church's Backpacks for Kids program where we fill backpacks with food for underprivileged children." Jim is also a supporter of Relay for Life for the American Cancer Society, the Masons, and is a major supporter of the D.A.R.E. program (drug awareness education). His interests include skiing, scuba diving, golfing and reading.

Jim says, "**Seniors Helping Seniors** services are truly ...a way to give and to receive®. To join an organization that changes lives with the services we provide is profound. To help seniors maintain their independence with the dignity and respect they deserve is an opportunity to live the Golden Rule."

He adds, "**Seniors Helping Seniors** in-home services provide much needed assistance to seniors in our community. Our goal is to bring an unsurpassed level of service to seniors and families. We want seniors to stay where they want to be, in their own homes, for as long as possible. We are glad to be a beacon of hope for families who are struggling to meet the needs of their loved ones. We are also happy to provide meaningful employment to active seniors and give them the opportunity to serve their peers."

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."

Philip is pleased to welcome Jim Hansen as a Franchise Partner. "He comes to our **Seniors Helping Seniors** community with many years of customer service and care giving experience. Jim has a special passion to help others. He 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 throughout the United States."

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."

**Seniors Helping Seniors** organization has grown to over eighty franchises 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 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."

For additional information, contact Jim Hansen at (561) 392-4846, visit his website [www.seniorshelpingseniors.com/BocaRatonArea](http://www.seniorshelpingseniors.com/BocaRatonArea) or email him at [JimHelpingSeniors@bellsouth.net](mailto:JimHelpingSeniors@bellsouth.net).

#### **For Franchise Information:**

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