



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

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**Seniors Helping Seniors® In-Home Services Establishes Franchise to Serve
Sacramento County Seniors**

Wyomissing Hills, Pa - To help seniors who want to remain in their own homes and stay as self-sufficient as possible, West Sacramento residents Priya Bansal and her husband, Vipul Bansal have joined **Seniors Helping Seniors®** in-home services. The Bansal's territory provides services to Sacramento County, California 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 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 companionship, transportation, light housekeeping, meal preparation, yard work, pet care and more.

"We had been looking for opportunities to start a business that would be fulfilling and purpose-driven. After exploring many different options, we were not finding anything that resonated in our hearts. That is, until we learned about **Seniors Helping Seniors** in-home services. We were so impressed by Kiran Yocom's mission and knew this was the opportunity we were searching for," said Vipul Bansal, Franchise Owner.

He continued, "Our goal is to become the premier organization in Sacramento and surrounding areas to provide loving, caring, compassionate services for seniors by seniors. Our service will be an important resource, as Sacramento County is projected to have almost 75,000 seniors by

2040. We need to have services in place to allow seniors to be where they want to be, in their own homes, with the loving, caring, compassionate services required to maintain their independence.”

Vipul and Priya Bansal have two children; their daughter Ayushi is seven and their son, Krishh is two years old. They enjoy spending time with their children, listening to music and meditating. Priya’s career began as a scientist in Central Scientific Instrument Organization, a premiere national laboratory dedicated to research, design and development of scientific and industrial instruments. Vipul began his career with Insweb, as a software engineer. Currently, Vipul is the Vice President of Software Development and is responsible for all of the corporate software development processes and major system implementations.

Active members of their community, the Bansals volunteer for All World Gayatri Parivaar (AWGP), a non-profit organization engaged in activities of social reconstruction with a view to usher in a bright future for mankind. Participating in many community events, they enjoy the opportunity to tell seniors and their family members about **Seniors Helping Seniors** in-home services. Most recently, they sponsored a Grandparents’ Day Tea on September 20 and participated in the 2009 Memory Walk to benefit the Alzheimer’s Association on October 3. Priya and Vipul look forward to continuing to share **Seniors Helping Seniors** services with Sacramento County.

Priya said, “We have already successfully provided a number of services in our community. Our Provider, Jim, has developmental disabilities and was recommended to us by Progressive Employment Concepts. He provided yard work for Frances and Fernando, both over 85 years old. Frances and Fernando were impressed by Jim’s hard work and are looking forward to scheduling additional services with him.”

Seniors Helping Seniors franchise organization has ten regional owners and over eighty 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, Tennessee, Texas, Virginia and Washington.

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Priya and Vipul Bansal as franchise partners. “They come to our **Seniors Helping Seniors** community with a passion to help others. Priya and Vipul make an excellent addition to our franchise family.”

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 Priya and Vipul Bansal at (916) 372-9640 or e-mail Priya@servingsacseniors.com.

Visit their website at www.seniorshelpingseniors.com/SacramentoCA.

For Franchise Information:

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