

Seniors Helping Seniors
Retired Military, Realtors, Teachers, Healthcare Professionals Generic releases

NEWS RELEASE

For immediate release

Contact: Philip Yocom: 610-927-2778; Philip@seniorshelpingseniors.com

Seniors Helping Seniors® Franchises Excellent Second Career Choice for Retired Military Officers

Wyomissing Hills, PA—An excellent second career choice for retired military officers is a Seniors Helping Seniors® franchise designed to serve the fastest growing segment of America's population and to help meet the needs of these older Americans to remain independent and in their own homes, said Philip Yocom, who manages the Seniors Helping Seniors system.

"Many officers are able to retire in the 40s, but most want to remain productive and continue contributing to society. Most of them believe strongly in the need to serve, they like dealing with people and they understand the value of being part of a community. And, like all of us, they seek fulfillment," said Yocom.

Seniors Helping Seniors franchises do exactly that—they match seniors (receivers) who need non-medical, in-home services with other seniors who offer them (providers).

Seniors Helping Seniors franchises were co-founded by Yocom and his wife, Kiran, based on the success of the non-profit Seniors Helping Seniors organization the established in Reading and Berks County, Pennsylvania in 1998. Today, the non-profit Seniors Helping Seniors has more than 250 providers serving more than 600 receivers, delivers in excess of 10,000 hours of service annually and generates in excess of \$200,000 per year.

Seniors Helping Seniors provides a variety of help including companion care, transportation to doctors and healthcare facilities, around-the-clock in-home care, basic handyman services, lawn and garden work, food shopping, etc.

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."

"We want Seniors Helping Seniors to be the first place seniors in need of non-medical services and those seeking extra income call," he added.

He pointed to numerous advantages Seniors Helping Seniors offers to retired military officers and others. “It’s a simple, home-based business with a low overhead that doesn’t require highly specialized skills and it is an easy business to start up. We believe it is on the leading edge of an industry (senior care) in transition and fills a definite need. Equally important, Seniors Helping Seniors offers its own special brand of loving, caring, giving and compassionate service.”

He said the for-profit Seniors Helping Seniors franchise system offers two options. The first is a basic franchise with an initial investment of about \$25,000. The other is for a Seniors Helping Seniors Master License that would encompass a much large exclusive territory and require a larger investment. The long-term goal is to expand franchises nationally with the granting of one master license in the Northeast, the Mid-Atlantic, the Southeast, the Midwest and the West.

“We will support all of our master licensees and franchises with all of the expertise we have gained in running Seniors Helping Seniors for the last seven years. In addition, we’ll provide marketing, sales, management, and technology support,” said Philip Yocom.

Yocom has about 25 years of experience with domestic and international franchises that includes financial, legal, sales and marketing functions. He helped pioneer real estate franchising in the 1970s and has worked with Century 21, Realty World and ReMax.

“We believe we have found a successful and cost-effective way to help seniors remain independent and to continue contributing and a business that can be extremely rewarding both personally and financially for retired military officers,” he said.

For more information on Seniors Helping Seniors and its for-profit franchise system, call the Yocoms at 610-927-2778 or visit the website www.seniorshelpingseniors.com.

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Seniors Helping Seniors® Franchises Excellent Second Career Choice or Complimentary Business for Realtors

Wyomissing Hills, PA—An excellent second career choice or complimentary business for professional realtors--especially those who specialize in the seniors market--is a Seniors Helping Seniors® franchise designed to serve the fastest growing segment of America's population and to help meet the needs of these older Americans to remain independent and in their own homes, said Philip Yocom, who manages the Seniors Helping Seniors system.

“Many realtors have a lot of insight into the needs of seniors because they work with them on a day-to-day basis. They know the seniors market is definitely a growth market. Establishing a Seniors Helping Seniors franchise gives them an opportunity to take advantage of that experience in a second career.

“Or, if a real estate operation is looking for ways to expand or diversify, a Seniors Helping Seniors franchise can generate additional income in a market they are already part of. Realtors, too, believe strongly in the need to serve and they understand the value of being part of a community. And, like all of us, they seek fulfillment,” said Yocom.

Seniors Helping Seniors franchises do exactly that—they match seniors (receivers) who need non-medical, in-home services with other seniors who offer them (providers).

Seniors Helping Seniors franchises were co-founded by Yocom and his wife, Kiran, based on the success of the non-profit Seniors Helping Seniors organization the established in Reading and Berks County, Pennsylvania in 1998. Today, the non-profit Seniors Helping Seniors has more than 250 providers serving more than 600 receivers, delivers in excess of 10,000 hours of service annually and generates in excess of \$200,000 per year.

Seniors Helping Seniors provides a variety of help including companion care, transportation to doctors and healthcare facilities, around-the-clock in-home care, basic handyman services, lawn and garden work, food shopping, etc.

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.”

“We want Seniors Helping Seniors to be the first place seniors in need of non-medical services and those seeking extra income call,” he added.

He pointed to numerous advantages Seniors Helping Seniors offers to professional realtors and others. “It's a simple, home-based business with a low overhead that doesn't require highly specialized skills and it's easy to start up. We believe it is on the leading edge of an industry (senior care) in transition and

fills a definite need. Equally important, Seniors Helping Seniors offers its own brand of loving, caring, giving and compassionate service.”

He said the for-profit Seniors Helping Seniors franchise system offers two options. The first is a basic franchise with an initial investment of about \$25,000. The other is for a Seniors Helping Seniors Master License that would encompass a much large exclusive territory and require a larger investment. The long-term goal is to expand franchises nationally with the granting of one master license in the Northeast, the Mid-Atlantic, the Southeast, the Midwest and the West.

“We will support all of our master licensees and franchises with all of the expertise we have gained in running Seniors Helping Seniors for the last seven years. In addition, we’ll provide marketing, sales, management, and technology support,” said Philip Yocom.

Yocom has about 25 years of experience with domestic and international franchises that includes financial, legal, sales and marketing functions. He helped pioneer real estate franchising in the 1970s and has worked with Century 21, Realty World and ReMax.

“We believe we have found a successful and cost-effective way to help seniors remain independent and to continue contributing and a business that can be extremely rewarding both personally and financially for real estate professionals,” he said.

For more information on Seniors Helping Seniors and its for-profit franchise system, call the Yocoms at 610-927-2778 or visit the website www.seniorshelpingseniors.com.

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Seniors Helping Seniors® Franchises Excellent Second Career Choice for Retired Teachers

Wyomissing Hills, PA—An excellent second career choice for retired teachers is a Seniors Helping Seniors® franchise designed to serve the fastest growing segment of America’s population and to help meet the needs of these older

Americans to remain independent and in their own homes, said Philip Yocom, who manages the Seniors Helping Seniors system.

“Teachers spend their lives dedicated to helping students and the community. They are natural net workers. We strongly believe that a Seniors Helping Seniors franchise gives them an opportunity to continue that fulfillment, as well as provide a much-needed service in their community. Plus they have an opportunity to become part of and help shape the rapidly evolving senior care industry,” said Yocom.

Seniors Helping Seniors franchises do exactly that—they match seniors (receivers) who need non-medical, in-home services with other seniors who offer them (providers).

Seniors Helping Seniors franchises were co-founded by Yocom and his wife, Kiran, based on the success of the non-profit Seniors Helping Seniors organization the established in Reading and Berks County, Pennsylvania in 1998. Today, the non-profit Seniors Helping Seniors has more than 250 providers serving more than 600 receivers, delivers in excess of 10,000 hours of service annually and generates in excess of \$200,000 per year.

Seniors Helping Seniors provides a variety of help including companion care, transportation to doctors and healthcare facilities, around-the-clock in-home care, basic handyman services, lawn and garden work, food shopping, etc.

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.”

“We want Seniors Helping Seniors to be the first place seniors in need of non-medical services and those seeking extra income call,” he added.

He pointed to numerous advantages Seniors Helping Seniors offers to retired teachers and others. “It’s a simple, home-based business with a low overhead that doesn’t require highly specialized skills. It’s easy to start up. We believe it is on the leading edge of an industry (senior care) in transition and fills a definite need. Equally important, Seniors Helping Seniors offers its own special brand of loving, caring, giving and compassionate service, which teachers can certainly appreciate.”

He said the for-profit Seniors Helping Seniors franchise system offers two options. The first is a basic franchise with an initial investment of about \$25,000. The other is for a Seniors Helping Seniors Master License that would encompass a much large exclusive territory and require a larger investment. The long-term

goal is to expand franchises nationally with the granting of one master license in the Northeast, the Mid-Atlantic, the Southeast, the Midwest and the West.

“We will support all of our master licensees and franchises with all of the expertise we have gained in running Seniors Helping Seniors for the last seven years. In addition, we’ll provide marketing, sales, management, and technology support,” said Philip Yocom.

Yocom has about 25 years of experience with domestic and international franchises that includes financial, legal, sales and marketing functions. He helped pioneer real estate franchising in the 1970s and has worked with Century 21, Realty World and ReMax.

“We believe we have found a successful and cost-effective way to help seniors remain independent and to continue contributing and a business that can be extremely rewarding both personally and financially for retired teachers,” he said.

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Enjoy or Miss Serving Seniors and Your Community? How About a Seniors Helping Seniors® Franchise?

Wyomissing Hills, PA—If you enjoy working with senior citizens or you’re looking for a way to continue working with them after you retire, an excellent second career choice could be a Seniors Helping Seniors® franchise designed to serve the fastest growing segment of America’s population and to help meet the needs of these older Americans to remain independent and in their own homes, said Philip Yocom, who manages the Seniors Helping Seniors system.

“Who better understand the needs of seniors than the nurses, continuing caregivers and others in the healthcare industry who serve or have served them. Their dedication and commitment is virtually unmatched. We strongly believe that a Seniors Helping Seniors franchise gives them an opportunity to continue that fulfillment, as well as provide a much-needed service in their community. Plus

they have an opportunity to become part of and help shape the rapidly evolving senior care industry,” said Yocom.

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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.”

“We want Seniors Helping Seniors to be the first place seniors in need of non-medical services and those seeking extra income call,” he added.

He pointed to numerous advantages Seniors Helping Seniors offers to healthcare professionals and others. “It’s a simple, home-based business with a low overhead that doesn’t require highly specialized skills and is easy to start up.

“Nurses already know the healthcare industry. They understand how important it is to help seniors remain independent. Finally, they can relate to the Seniors Helping Seniors own special brand of loving, caring, giving and compassionate service.”

He said the for-profit Seniors Helping Seniors franchise system offers two options. The first is a basic franchise with an initial investment of about \$25,000. The other is for a Seniors Helping Seniors Master License that would encompass a much large exclusive territory and require a larger investment. The long-term goal is to expand franchises nationally with the granting of one master license in the Northeast, the Mid-Atlantic, the Southeast, the Midwest and the West.

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“We believe we have found a successful and cost-effective way to help seniors remain independent and to continue contributing and a business that can be extremely rewarding both personally and financially for caregivers and other serving seniors, “ he said.

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