



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

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Family business is focused on helping Mesa area elderly remain in their homes. This business leads with the heart helping seniors with jobs and in-home assistance.

Mesa, AZ – To help meet the growing demand of older East Valley residents who want to remain in their own homes and stay as self-sufficient as possible Colleen and Chris Wakely and Adam Trevino have established a new **Seniors Helping Seniors** in-home services franchise location in Mesa, AZ. Their office will be providing services for seniors throughout the East Valley, Mesa, Chandler and Sun Lakes areas and they will be hiring seniors to provide the services.

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

Colleen Wakely is a Registered Nurse by profession and she certainly is a caregiver by her heart, actions and passion. Colleen has cared for several of her family's seniors and has observed that care can sometimes be less than ideal. She is looking forward to creating a business which provides the highest standard of service with the most reliable and caring senior Providers that the Phoenix area has ever seen. Through Colleen's career, she has had the opportunity to visit and evaluate more than 50 assisted living homes in the area. While she understands the need for this living situation, she is convinced and committed to providing a quality service which will allow seniors the highly preferred option of living at home.

In addition to Colleen's talents and energy, she brings with her a very capable team. Her husband, Chris is a very talented musician who currently gives his talents to public education by teaching in the local schools. Chris has also been a business owner himself. Her elder son, Adam, is a 28 year old business man who is very interested in the development of a family business which benefits so many people. And the youngest member of Colleen's team is 13 year old son, Jason. He looks forward to helping with all aspects of the family business through his energy and youthful enthusiasm. In their

personal lives, Colleen and her family are very active in their church and their community. They all will be excellent representatives of the **Seniors Helping Seniors** brand in the Phoenix area.

Seniors Helping Seniors Regional Owner Susan Cotter notes, "We have been delighted by the comments that Colleen's heart and caring for the well-being of seniors comes through loud and clear. Coupled with the business skills and support of her team, we are very excited for the contributions that Colleen's team will make to their community and that of our **Seniors Helping Seniors** 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 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 one-hundred franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, 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 the **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 help seniors remain independent and continue contributing to their community."

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For Franchise Information:

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