



Always Best Care Partners With MySeniorCare.com

Roseville -- 10/10/2010 – **Always Best Care Senior Services** has announced that they will partner with MySeniorCare, one of the most comprehensive resources on senior care. MySeniorCare will be an approved vendor for Always Best Care's franchise owners, providing them with locally targeted advertising and marketing analytics. MySeniorCare will also provide Always Best Care with performance tracking to lead generation and customer relationship management.

According to David Caesar, Vice President of Franchise Development at Always Best Care, this will allow their franchise owners to capitalize on the benefits of listing their business with one of the largest and most comprehensive senior care directories today. Caesar goes on to say that MySeniorCare will provide Always Best Care with the innovative marketing tools, software, and resources needed to help franchise owners expand their client base.

As a leading senior industry directory, MySeniorCare.com allows families to search, review, and connect with more than 10,000+ prescreened member providers in the home care and senior housing industries through a directory decision tool. Families are able to search by geography, specific type of care required, and payment method to engage with providers based on their specific needs. As a provider of extensive resources, interactive tools, and custom features on everything from home care and senior housing to senior health topics, MySeniorCare.com provides users with expert assistance and guidance through a difficult time. The MySeniorCare directory is featured across their network of hospitals, insurance carriers, illness associations, pharmacies, media companies, and on MySeniorCare's website.

By working with MySeniorCare, Always Best Care will be able to expand its services of providing exceptional In-Home Care, Assisted Living Placement, and trusted Senior Care. This will continue to give Always Best Care Senior Services and its franchise owners an opportunity to take pride in helping seniors enjoy fulfilling lives.

Always Best Care Senior Services, founded in 1996 by Michael Newman, is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care Senior Services has assisted over 10,000 seniors representing a wide range of illnesses and personal needs. This has established the company as one of the premier providers of in-home care and assisted living placement assistance. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.

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