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**Always Best Care® Territories Create
Greater Opportunities for Franchisees**
Significant advantage over other senior care business models.

Roseville, CA (July 17, 2014) – Most senior care franchises claim to “protect” a territory by making the senior citizens who live within the territory exclusive to a particular franchisee. The problem, according to Michael Newman, founder and Chief Executive Officer of California-based Always Best Care® Senior Services, is that franchisees are dependent on the many different health care industry professionals who actually refer seniors who need care – and neither the referral source nor the franchisees have any control over where those seniors may live.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living finder/referral services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories and area representatives throughout the United States.

According to Mr. Newman, the senior care industry is a referral-based industry – and what drives growth are relationships with the many referral sources within each franchisee’s protected territory. The senior citizens receiving care, however, may live anywhere, not exclusively within the territory.

As a result, Always Best Care franchises may serve customers both inside and outside their defined territories, as they are not limited to serving clients only within a specific area.

Always Best Care protects the actual **referral sources** in our franchisees' territories. These sources are the true originators of revenue for our franchise owners. They introduce seniors and their families to the franchise owners. "Our territory policy is designed to protect the franchisees' marketing efforts and all channels of referrals and revenue inside their defined territories," explained Mr. Newman.

"This also avoids the problems faced in other franchise systems where multiple franchisees all sell to the same referral sources in multiple territories. When a referral source provides a new referral," he said, "if that potential client happens to live in another franchisee's territory, all of the hard work to build the relationship with the professional referral source just went to someone else. That is most definitely not the case with Always Best Care!"

Always Best Care franchise territories are determined by contiguous zip codes. Each territory is protected and exclusive, encompassing a minimum population base of 200,000 people. The company also balances each territory to include a roughly comparable number of referral sources based on the inherent differences in individual areas.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), send an email to franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Founded in 1996, Always Best Care Senior Services 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 3 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit www.AlwaysBestCare.com. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.com.

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 56,000 pharmacies across the USA, and have saved consumers more than \$400,000 since its inception. This service is offered at no cost to the users,

there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit www.FreeABCRx.com.

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. *Always in Touch* is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on *Always in Touch*, or to request an application, visit www.Always-in-Touch.com.