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Always Best Care Senior Services Launches Manager-Driven Franchise Model for the Senior Home-Care Industry

Roseville, CA (October 30, 2013) – Always Best Care Senior Services revolutionized the senior home care industry when it introduced its exclusive outsourced staffing program, provided free to franchisees for their first six months to allow them to concentrate on immediate revenue-generating activities.

Now Always Best Care has done it again!

“Introducing the semi-absentee executive business model for the senior care industry,” proclaimed Michael Newman, founder and Chief Executive Officer of Always Best Care.

The semi-absentee executive model (also known as an investor or manager-driven model) is designed for persons who want to invest and prosper in the growing and recession-resistant senior care industry, but who are not looking for a new full-time operating position.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living placement services, and skilled home health care. The company delivers its services through an international network of more than 180 independently owned and operated franchise territories.

Traditionally, virtually all franchises in the senior care industry have been awarded to persons who have a passion for serving the senior community, who want to make a difference in people’s lives while they build a business, often who have had a personal experience caring for a senior relative, and who want to be “hands-on” in operating their businesses, according to Mr. Newman.

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“With the dramatic growth of the senior care industry,” he said, “we’ve been seeing more and more business-savvy individuals who see the opportunities inherent in an industry that’s projected to continue on a growth curve for the next 30 years. They’re not seeking a job or a position running a small office, however – they’re looking for an investment opportunity where they can open multiple offices and utilize their leadership and management skills in building a larger-scale business than has traditionally been the case in senior care.”

To qualify for the semi-absentee model, prospective franchisees must have a minimum liquidity of \$150,000 and a minimum net worth of \$500,000. They’re required to purchase two or more territories, follow a prescribed hiring plan, and maintain a minimum required local marketing program.

According to Mr. Newman, the ideal candidate for the Always Best Care semi-absentee model is someone with prior business management experience who understands the model represents a long-term investment with a goal to grow the business and maximize equity value, versus developing immediate short term income. “Additionally, he added, “the ideal candidate must be willing to relinquish controls to a manager as he or she builds a long-term business opportunity.”

A strong training program is essential to help these candidates develop the right attitudes, the right practices and the right culture for their home care businesses, Mr. Newman explained. “Accordingly, we’ll provide an extensive training program for both the owner and managers of the new offices,” he said, “including several weeks of what we call ‘pre-training,’ then seven days of classroom training, nearly two weeks of in-the-field training and of course on-going support from our nationwide team of area representatives and the field support office.”

For information on Always Best Care franchise opportunities, including the new semi-absentee executive investor model, call toll-free 1-855-430-CARE (2273), write to us at 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 has assisted over 25,000 seniors, representing a wide range of illnesses and personal needs. 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.

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 \$300,000 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.