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Veterans have personal traits needed to operate a successful franchise, says Always Best Care founder & CEO

Roseville, CA (September 10, 2013) – According to Michael Newman, founder and CEO of California-based Always Best Care Senior Services, veterans have the ideal traits to become a successful franchise owner.

“Veterans have the ability to understand processes and follow a plan – which is perhaps one of the most critically important for success in franchising,” Mr. Newman stated. “In fact, the military operates very much like a franchise in many key respects. For example, every aspect of a service member’s training is delivered in an Operations Manual. The military trains service members from the beginning to solve problems by following standard operating procedures (SOPs), and reinforces that training throughout their careers.”

A franchise SOP, he added, by its very nature will feel familiar to veterans franchisees – so they are likely to understand it and follow it closely, thereby mitigating some of the risks of investing in franchising.”

That’s one reason why Always Best Care has launched a major initiative to attract veterans to its franchise system – and is giving away \$2.6 million in free franchises!

Another essential characteristic of a successful franchise operation, according to *Franchising USA*, is a business methodology that can get a franchise launched in a short period of time; supports the franchisee with built-in networks that can include suppliers, advisors, and other franchisees; and provides pre-established guidelines for the back-office procedures – usually the most challenging part of starting a business for most people. To make a franchise system flourish, a good franchisor painstakingly researches and tests all elements of its methodology and documents them in their Standard Operating Procedures.

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“All this will seem familiar to veterans,” explained Mr. Newman. “They have the leadership skills and get-it-done attitude that we’re looking for in our franchisees.”

No franchise company can guarantee the business will not have its hiccups. *Franchising USA* says that’s where character traits developed and reinforced in the military come into play. Those include an ability to “improvise, adapt, and overcome” (an unofficial mantra of the Marine Corps) and not let setbacks deflect their focus on the mission.

Another such trait is the ability to be both a leader and a team member. To succeed in franchising, the owner must lead his or her business and the franchise employees, and should also assume a leadership role in community organizations.

"President Obama called for industry to create hundreds of thousands of new jobs for veterans," said Mr. Newman. "We’re taking it a step further by providing not just a job, but a lifelong career opportunity that will allow our nation’s heroes to build a business while making a real difference in people’s lives.”

Always Best Care has launched a contest to award a free franchise to military veterans in every state in the union – 51 free franchises (including the District of Columbia) worth more than \$2.6 million.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living services and skilled home health care. The company was named one of the best franchises for veterans by *Military Times EDGE*, and one of the top 50 franchises for veterans by the World Franchising Network in *USA Today*, June 21, 2013.

For complete information on the Always Best Care contest for veterans, visit www.abc4free.com.

Veterans of all US military services are invited to join the contest, Mr. Newman explained. Veterans will be asked to create and post a three-minute video, and complete the online entry form ([click here](#) to view the form). Finalists will then be selected for personal interviews with a panel of judges comprised of Always Best Care executives. The videos will be judged on the basis of creativity, a compelling personal story that outlines why the veteran believes they should be a winner and become an Always Best Care business owner, the ability to apply former experience to the concept of business ownership, and personal attributes, including compassion for seniors and a driving desire to succeed.

Instructions on how to post the videos are included in the contest website, www.abc4free.com.

Winners will be awarded a free Always Best Care franchise – all franchise fees plus royalties, marketing and other fees will be waived for the first six months of operation. The total value of each free franchisee is a minimum of \$51,200.

The contest is now open for entries, and veterans will have until December 31, 2013 to complete their entries. Winners will be announced on or about February 1, 2014.

Founded in 1996, Always Best Care began franchising just six years ago, and now has more than 180 franchised territories throughout the United States. Always Best Care has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

To learn more about Always Best Care, visit www.alwaysbestcare.com.

For information on Always Best Care franchise opportunities, 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

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 25,000 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, assisted living placement assistance, and skilled home health care. 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.

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 Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com.

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