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Always Best Care Senior Services Launches New Career Center

Roseville CA, July 29, 2011 — Always Best Care Senior Services, selected by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, today announced its newest enhancement for franchisees — an online career center that focuses on connecting franchisees with eligible qualified candidates in the home care industry. The new career center, built by JobTarget, which powers more than 1,100 job websites and career centers for organizations that serve niche audiences, can be found at www.alwaysbestcare.com.

Founded in 1996, Always Best Care began franchising in 2007, and now provides non-medical in-home care, assisted living placement services and skilled home health care through a network of more than 135 franchises throughout the country. The company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

“We’re really excited to partner with JobTarget. They will be able to give our franchisees truly effective job searching and recruiting capabilities,” said Michael Newman, founder and Chief Executive Officer of Always Best Care. “We realize how hard it is for our franchisees and qualified candidates to find each other in our industry. Our goal is that the new career center will help eliminate that problem.”

The new career center will allow job seekers in the home care industry access to new jobs that effectively deliver opportunities ideal to their career development. Candidates can post their resumes anonymously, search through job postings and setup personal job alerts.

According to JobTarget CEO Andrew Banever, Always Best Care’s employment marketplace, like other JobTarget-powered career centers, distinguishes itself from generalist job boards in a number of ways. These include ...

- A highly targeted focus on employment opportunities in a certain sector, location or demographic;
- *Anonymous* resume posting and job application—enabling job candidates to stay connected to the employment market while maintaining full control over their confidential information;
- An advanced Job Alert system that notifies candidates of new opportunities matching their own pre-selected criteria;
- Access to industry-specific jobs—and top-quality candidates—often not seen on the mass job boards.

Placing job openings on the Always Best Care career center is *free* to Always Best Care franchisees, and is one more example of why Always Best Care was named one of the “Top 50 Franchises for Franchisee Satisfaction” by the *Franchise Business Review*.

For information on franchise opportunities with Always Best Care, contact Steve Marcus, Vice President, Franchise Development, at franchisesales@abc-seniors.com, or visit the franchise discovery center website at www.franchisewithalwaysbestcare.com.

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About Always Best Care

Always Best Care Senior Services, (www.alwaysbestcare.com/), 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.

About JobTarget

JobTarget makes the complex processes of finding jobs and recruiting talent more efficient with technology that powers job websites and career centers, and technology that helps employers advertise jobs where they will attract the most qualified talent. More than one thousand organizations, including professional and trade associations, publishers, world-class companies and entrepreneurs, rely on JobTarget’s best-in-class technology, generous economics and unmatched service and expertise, to power their career centers. Thousands of employers, recruitment firms and recruitment ad agencies use JobTarget to quickly find new sources of job candidates, post their jobs in front of them, and accurately measure the results to improve recruitment advertising effectiveness. For more information, visit www.jobtarget.com.