



## **Home Helpers Ranked No. 1 Senior Care Franchise in *Entrepreneur's* Franchise 500® For Fifth Straight Year**

(Tuesday, February 02, 2010) – Home Helpers, the nation's leading senior care franchise specializing in non-medical and personal care and companionship, has been named the No. 1 Senior Care Franchise in *Entrepreneur* magazine's Franchise 500® for the fifth straight year and No. 63 overall.

The rankings for all 500 companies are determined using an exclusive formula that takes into account objective and quantifiable factors, including financial strength and stability, growth rate and size of the system. The franchises that continue to thrive despite a tough economy are those that serve a budget-minded consumer and boast low start-up costs.

"The *Entrepreneur* rankings are both humbling and gratifying," said Emma Dickison, president of Home Helpers. "It is an honor and milestone to be recognized by such a prestigious publication. The long-standing recognition speaks volumes about our business and the services we continue to provide franchisees and clients."

With the aging of Baby Boomers and their parents, the demand for non-medical and personal care continues to grow exponentially. Home Helpers has shown steady unit growth even in the tight economy. The company's financial strength ranking jumped from No. 70 in 2009 to No. 63 this year.

Home Helpers offers free in-home consultations and works with individual clients and their families to tailor flexible care plans to meet their specific needs and budgets. Services offered may include companionship, grocery shopping, meal preparation, transportation, assistance bathing and dressing, medication reminders and light housekeeping.

The company also provides assistance for new moms, people recovering from illness or injury, and those who need continued care. No equipment or inventory investment is required of franchisees. In addition to training, franchisees receive various business tools, including caregiver selection, scheduling and management control systems.

### **ABOUT HOME HELPERS**

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 communities across North America and is seeking qualified franchise candidates in strategic communities throughout the country. Home Helpers was recently ranked the No. 1 Senior Care Franchise and "Best of the Best" by *Entrepreneur* magazine for the fifth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® Help At The Touch Of A Button, a 24-hour personal emergency response system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at [www.HomeHelpers.CC](http://www.HomeHelpers.CC).