

A new-age concept in an age-old business

The booming business of helping seniors stay independent in their homes

By Marilyn Fitzpatrick

Elder care has become the top problem in our society today as it replaces childcare as the number one issue for the people in today's work force. With over seven million women providing unpaid care to the elderly they struggle to cope with the exhaustion and unending demands, and heartbreak of watching their loved one grow weaker. They need help desperately!

This growing demand for senior care has spawned a new cottage industry of independent care companies. The Senior's Choice is one company moving quickly to accelerate the pace of in home care to seniors and has set itself apart from the its competitors with a unique business model, according to Steven Everhart, its President.

"The Senior's Choice is a rapidly expanding Membership network of businesses that provides an affordable solution for families of elderly individuals who need some assistance in order to remain at home. Our proven system enables you to jump-start your business quickly and cost-effectively with a very small investment, without the traditional hassle and of getting a start-up business off the ground," says Everhart. The company is drawing on its years of experience in California and duplicating its success formula in cities throughout the country with a creative Licensing program.

I asked Mr. Everhart what role the new business owner plays in this business and why is it such a hot market? "Your role will be one of managing people who provide the companion care to clients we help you get. Let's face it; people are living longer, and they want to stay at home



Pulitzer Prize winning author Robert N. Butler predicts that the number of elderly people is expected to increase by 40 percent by the year 2010, at which time some 20 percent of the American public will be age 65 or older.

and when they need help the alternatives are few and very costly. Bottom line, there is just no time for "family caregivers" to do it all and they are reaching out to us, the "independent caregivers" to lend a helping hand and more than ready to pay for it."

Mr. Everhart explains, "The Senior's Choice business model promotes a "License" arrangement with new business owners rather than the traditional franchise form of doing business in order to keep costs down (The initial investment is small and the overhead is low). In many respects the membership offers the advantages of a franchise with first-class training and support and protected territories. However, you make no long-term financial commitments; you pay no royalties on your income; nor do they limit where you offer your services. Under our innovative Licensing arrangement you can have your cake and eat it too!"

In Mr. Everhart's business career of over 25 years, he has learned that certain critical factors weigh heavily in the success of a start-up business

and are underpinnings of the company's business model and assure new Members success. "When considering self-employment, look for a business that you will enjoy doing, with huge demand and little competition and associate with experienced people who are prepared to share their secrets", he says.

The company's business model gives Members a competitive advantage in that they do not need a lot of capital to get started and the overhead is minimal. Moreover,

you can start this business anywhere, including the smallest of towns, without formal qualifications or experience, and work from your home and set your own hours. "With just a few thousand dollars of capital and a little hard work, most new Members are making enough money to recoup their entire investment in the first few months of opening," said Mr. Everhart.

According to Everhart, "if you're ready for positive changes in your life and think you can manage a few caregivers serving clients who are in desperate need of our service, call us and let's get started! The timing could not be any better! Don't miss out on the opportunity to give yourself the chance to make some powerful changes in your life and the lives of others—act now!"

For more information, contact Steve Everhart at 1-800-757-1333 or e-mail steve@theseniorschoice.com. You can write The Seniors Choice, 34700 Pacific Coast Highway, Suite 200, Capistrano Beach, CA 92624 or visit its website at www.theseniorschoice.com.