



What our members are saying.....

The following testimonials were unsolicited and the members providing them are real. Their locations have been omitted to prevent unqualified candidates from calling members directly and consuming their valuable time. The location of any of our members, including those who have supplied testimonials, are available from the corporate office to any individual who meets our qualification standards.

Dear Steve,

I'm sure each of you have received many of these over the years but, like the seniors you've taught me and thousands of others to care for and serve, and since we're all unique individuals, I wanted to offer my own thanks to each of you for your time, effort, energy, enthusiasm and insight.

I must share with you that from my life experience I believe that you have built and execute a truly extraordinary program. I am just so impressed that words can't really express. O.K. Steve, awe comes close!

From a personal perspective, you've provided me the answer to a dream, and for those of us who are religious, the answer to a call with a calling.

Not to get all gushy but you're all really, really good -- the best -- at what you do, inside and out, and it shows. You are the real deal because YOU ARE REAL. Very few can even come close to making that claim.

Does a mere thanks come close? Not by a long-shot. I only hope you feel can my gratitude for what you have provided for me, my family and for those I hope to soon be serving through my agency.

Most sincerely and from my heart,
Gregg Rackin

Dear Steve,

Good news and bad news! The good news first -- After following the guidelines of The Senior's Choice training and membership we were able to grow Seniors 1st Choice into a thriving business that has been enjoyable and very rewarding for Terry, Kevin and myself. I remember the initial training we attended six years ago this month in Las Vegas. Terry was the sole owner - who had a dream, a lot of drive, and was smart enough to join The Senior's Choice. It's been the perfect business to own in these challenging times. We have sold our business to ResCare HomeCare. Our son Kevin has been invaluable partner in the whole

process from organizing the company to developing an exit strategy that created value which made Seniors 1st Choice a very desirable company for acquisition. Terry and I are looking forward to retirement, slowing down and enjoying the rewards. Kevin has decided to pursue other dreams. Now the bad news - we will no longer be members of The Senior's Choice effective immediately and will miss you and the team at headquarters and all the members who have given freely of their time, talent, and wisdom.

Steve we have talked to many people over the years about the membership and I can assure you that we are a great example of how the program works. Please don't hesitate to continue to use us as a reference source. We wish you continued success and the best of luck in the future.

- Terry, Tony, Kevin Taggart

Dear Steve,

One of the things that Debbie and I noticed about The Senior's Choice right from the beginning was the high degree of Respect and Admiration that the staff (and your lovely wife included) had for you as the leader of the company. This did not appear to come from an attitude of "a yes man" or need to keep my job but more out of genuine sincerity. Since we have been members of the Senior's Choice and have built our business we have seen time and time again how your team in fact are very accomplished and insightful people in their own right and in spite of their apparent affection for you are completely comfortable within your organization either as a team or in autonomy.

My compliments to you on both recruiting amazing people and in developing your relationship with them to the level where it is apparent to anyone who has anything to do with The Seniors Choice should realize the dynamics and how they enhance The Senior's Choice.

Just thought you should know.

Rick Judy
President
Tender Hearts Senior Care, Inc.

I wanted to take a quick second to let you know how much I truly enjoyed the conference this past weekend in San Diego. The information was invaluable, and the networking opportunities were limitless. Having never attended anything offered by TSC, I am glad to say that I finally GET IT! I will most certainly start using my resources that I have with you guys much more. What a wonderful company! I am playing catch-up for the next few days, and I have to do some traveling to other locations, but I would love to talk to you about where our business is at, and the goals I have for the future. Also, I would love for you or Steve to take a look at our financials to see if I am being as cost-efficient as I think I am.

Once again, I can't tell you how much I got out of the conference, and how excited I am to be a part of such a wonderful group of people! You did a great job coordinating the

conference. I will be in touch very soon. I want to strategize and get my head around some ideas before we chat. Thanks again for all that you do!

Buffy Warren
Regional Director
Georgia Living At Home, LLC

Hi, Steve,

Just FYI- Wanted to share a conversation I just had with Tim [a TSC Member since July '06]... it'll make your day...

Tim's doing well- very happy- better yet, his wife's happy :) Broke the 1M level this year... closing 2009 at 1.12 M and goal for 2010 is 26% increase. Says "best move I ever made was going with TSC. I don't think I'd have been this successful with a franchise, I really don't."

He just moved into new office where he has 3 FT staff, plus Tim. He's planning on adding a scheduler in March. We discussed how to help a Veteran client apply for Aide and Attendance benefit- where he would find local help.

Tim sends his best wishes to you and everyone at TSC for merry Christmas and a prosperous new year!

-AnNita

Hi Steve,

Hope you had a great vacation. Thanks for everything you do to make life easier for TSC members. I want to tell you how much I have enjoyed my coaching sessions with AnNita. She has been a great support to me and her wise advice has been so appreciated. I have peace of mind as a business owner knowing that I have back up support whenever I need it. I can't say enough how proud I am to be a member of TSC.

By the way, I had a great conversation with [prospective member] last week. I hope he joins TSC!

Best regards,
Jamie Flesher, RN

Having my company and being a member of TSC for the past 9 years has been an immensely rewarding experience. From the very beginning I was most proud of being able to employ people and provide a comforting need at the same time. Over the years I've personally grown from interacting with families and having to be responsible for their happiness and well-being. The benefits for me have been immeasurable.

I know that I am fortunate to be able to afford a few luxuries in life, but the greatest benefit is the undeniable fact that I have given life to people. I know through my efforts

that families were able to work when some lost their jobs; other families were reassured knowing that their loved ones had someone to be with that day, someone to eat with, walk with and laugh with. It's nice for me to be able to enjoy my life because of my efforts over the past 9 years, and I most certainly do.

But, one new joy for me is to be able to fly my airplane on Mission Flights for Angel Flight West. I can take time to continue my knowledge of aviation and help children reach a destination for medical attention. Attached are a few photo's of a mother and son whom I flew to Santa Maria after they attended a consultation at UCLA Medical Center. This is a nice hobby that I never thought I would be doing, and it's all because of my success through The Seniors Choice.

- Susan Dost

Dorland has just awarded Sheridan Care The Best Home Care Company in the US. For every assessment I go on, I'm just taking the trophy and setting it on the dining room table.

I'm so proud, and you and The Senior's Choice for have been my beacon for 10 years.

Thank you,
Susan Dost

I'm happy to speak with new member candidates. I always tell them the truth as I see it and I feel that I get more from TSC (The Senior's Choice) than I've ever contributed, financially or otherwise. I'm trying not to be a suck-up, but you guys are good.

-Steve Glenn

The Seniors Choice has helped my business run like clock-work so that I am minimally involved leaving me more time to spend with my young son and husband.

-Rachel Lee Cummings

Steve,

I spoke with [the member candidate] from Queens, NY. He should be a perfect fit as his Mortgage Broker background probably is good preparation for the networking that he'll need to be doing. I went over my start-up experiences (still in process) and answered any of his questions/concerns. I left him with one thought - If this is the business he would like to be in, The Senior's Choice model is his best option.

-Joel Browndorf

I thought the training was excellent! I was also impressed with the depth and breadth of resources provided: caregiver training, forms, letters, templates, etc.

-Drew Davis

Not only has our Seniors Choice business (Signature Care) allowed us the freedom to travel to Europe, own a BMW and a Harley Davidson, work part time, and golf to our hearts content, it has more importantly given us the financial resources, network and support to be able to create and commercialize our Alzheimer's program - The Ashby Memory Method. Our relationship with The Seniors Choice and the development of this program has allowed us to help people not only in our community but around the world.

Susan Bessant and John Ashby
The Signature Care Corporation
Calgary, Alberta

Training was very informative and I told everyone in class that I wish I had had your resources when I started my business 2 years ago.

Rose Tamunday, President
Right Accord Private Duty Home Care Services

Fantastic training! I was amazed that four straight days of presentations and training could fly by so quickly. The topics were presented in a dynamic and applicable way. I left with a much better understanding of how to effectively launch a successful home care business and the assurance of continued assistance and support. Thank you!

-Bronna Kahle

I was speaking at an ILF (Independent Living Facility) yesterday. We have had several clients there and still help one client who lives there. I was asked to talk about preventative measures seniors can take to remain living at the ILF level. I have a canned talk about weaving a safety net by combining a CCA® (Certified Companion Aide, a Senior's Choice proprietary caregiver training designation) with SafeSenior® (Senior's Choice proprietary wellness and medication reminder telephony system) calls. Somehow I got side-tracked and was talking about Veterans Care Advisors. And finally I was explaining Telephony. I felt like Felix the cat. I kept pulling things out of my bag of tricks. Because of my membership in TSC, I have many more services and components to my business than any of my competitors.

-Timothy J. Karnes, MHA, FACHE

Hi Steve-

I have been meaning to respond to your email for a while and give my testimonial as I am a big TSC fan and cheerleader! Because of your team, I have a clear understanding of how to navigate this great, big ship to profitable waters. I am doing it. We had our best year ever

last year ('08) because of the focus and guidance you all provided and it has helped us this year when the economy took a bite out of us. TSC has helped me become a better CEO and taught me how to set priorities, manage my supervisors, delegate, ask for the results I want and to track (oh so important!!).

I'm CC'ing AnNita on this email because she has been an incredible support and coach to me. I realize I don't utilize either of you enough.

Take care and thank you.
Rachel Lee Cummings, President

Steve, I want to thank you for being such a great mentor to me over these past 7 years and will always cherish your friendship and leadership. I consider you one of my heroes and appreciate you letting me become a TSC member, despite my young age. It has been an incredible and thoroughly enjoyable experience and I will always steer potential members your way. I would also like to thank AnNita and Nona for being so wonderful as well! Thank you! I'm on to another adventure and am excited about where it will lead.

Thank you for everything and for helping me live the American Dream! It's hard to find the words to express my gratitude.

-Aaron Marcum
(On selling his business after 7 years of membership. Received an offer too good to turn down.)

This looks like it will be a very powerful event, and I am sorry to say that I will not be able to make it, as we will be vacationing during this time. I would be very interested in any material that is produced from this event.

It is a good endorsement of The Senior's Choice that I have spent more than 70 days in this past year traveling. Our office runs like clockwork because of the systems and people we have in place- we really have benefited from our involvement with TSC.

-Steve Bowden

Thanks, Steve! I really enjoyed meeting everyone. It is rare in the business world to find a group of folks truly dedicated to our success. I am glad that we have TCS on our side!

-Tracy Dixon

To this Wonderful Group of People,

Never have I, in all my working life, had the opportunity to work with and to be associated with such an incredible group of people. My best wishes to you and your families in the coming year.

Sincerely,
Irwin and Rosalyn Bayever

Hi Steve and AnNita-

Your "2cents" email today was very apropos to a conversation Terri and I were having over our Sunday evening martini last night! Terri did an assessment yesterday and was #4 of 6 companies the potential client was interviewing. She was told by the man's son at the end of the assessment that she by far was the most professional person that they had met at that point. They just called today to confirm that they were choosing us and told Terri again that our presentation to them was "light years above our competition." (I am certainly not saying this because it is my better half either.) My point in relating this to you is that The Seniors Choice instilled the importance of a professional approach from the get-go. We have been successful due to all the preparation and training you all provided. I hope you are able to SCREAM this from the rooftops when talking to prospective new members as I truly believe your competition and ours falls far short in their approach to the assessment process.

Best regards,
John Neill

Steve,

I had to write you to tell you what a terrific experience the initial TSC training was for me. As you know by now, I have 35 years of successful business experience. I think I have been involved in about 16 businesses as an owner or owner-operator. I have been a franchisee of public, national companies in five of those business. Suffice to say, I have seen the good and bad of franchisor performance.

The time I spent in the initial The Senior's Choice training was by far the absolute best business start-up training that I have ever experienced or have knowledge of, especially including those franchises I mentioned. Obviously, the general principles of marketing and management that you and Peter Droubay presented were not new to me. I had "heard it all before", but never in such a meaningful and learnable fashion. As, trainers, you guys are tops!

It certainly helps that your organization, The Senior's Choice, is a great concept, but I have never seen a more thorough, on-point applicable, and easy-to-use library of operations, marketing, training, procedure and policy manuals. In short, your "business in a box" is the best set of organizational and operational tools that I have ever seen, and far and away, the best value. It has been a while since I have been so excited and optimistic in a business startup. Thanks to you and your organization, I feel that our company now has excellent prospects in adding in-home senior companion care to the services we offer at our assisted living facilities.

My best to you and your staff,
Carlton Wiggins, CPA

Dear Steve, Nona, AnNita, Lindsey, Oliver, Allan, and Pete,

I promised myself on my flight home that I would take time this morning to write this email of gratitude to you.

What a wonderful national convention with such great people. All of you and all of the members made it an uplifting and energy-renewing experience. One I definitely needed. It was nice to take the time to see how far I and others have come and how much potential for growth and success there continues to be. I wasn't sure if I would make it to Vegas, even down to the morning that I flew out due to my mom's health situation, but blessings came and I'm so glad I chose to come.

Thanks for all of your hard work and for making this convention such a success. I truly appreciate how dedicated you are to high principles, standards and values. The caliber of our membership continues to impress me.

Thanks for the gift (3 years in business). I read it on my flight home and was overwhelmed with the positive messages. I needed to hear each one of them. I gave it to my oldest son yesterday who celebrated his 19th birthday. I know this little book will help him through the two tough years ahead. I plan to purchase more copies to give to others and one just for me to refer to frequently. Flying is one of my least favorite things to do, but I'll tell that book made my flight one of my best ever. Thank you.

The Senior's Choice is a beautiful blessing to all of us members. Thanks for all you do each day to select and support such good people who have such good intentions. I'm sure we don't say thank you enough.

You are all truly wonderful people and I pray God's blessings on each of you.

With warmest regards,
Gary Staples

Just a short note to say Hal and I can't thank each of you enough for the incredible and valuable training week!! We truly feel blessed and thankful that we found The Senior's Choice and each of you!

Most sincerely,
Joie and Hal Mahler

A few months later Joie writes:

I can't tell you how much your sincere concern for our business means to us; we appreciate all that you do for us. Thank you for each and every encouraging word as we go forward. I told Hal just today, I would not even consider going into this business without your support. Everyday as we go forward, I am reminded of the blessing we have in The Senior's Choice

Thanks for the wisdom,
Hal and Joie Mahler

One year later, around the holidays, Joie writes:

Hal and I want to thank you for allowing us the opportunity to make such a difference in the lives of others. Last night, Hal, myself and many of our caregivers and some of their children went Christmas caroling to some of our clients and their families. Hal and I were truly touched by the comments we heard from our clients and their families about the real difference that Coastal Companion Care is making in their lives.

We want to thank you and all of The Senior's Choice for making this opportunity possible. Thank you for your encouragement, leadership and guidance this past year.

2005 has been a year of challenges, change and great rewards that we could not even begin to imagine.

Thank you and all of the staff for allowing us the opportunity to truly make a difference, not only in our lives but the lives of others.

We wish for you and your family a most peaceful and blessed holiday season.

Hal and Joie Mahler

I just finished a week of training with The Senior's Choice and I am very impressed! I have taken many sales training courses over the years due to my profession and feel this was the best. The course is very well structured, complete and very need-specific. There are many references to practical ready-to-use templates for many, if not all, of your business needs.

Instead of just talking about how to get your business started, the training shows you how in an easy-to-follow step-by-step format. Starting a business is one of the hardest things to do in life and these materials make the process much easier to manage. You also have the added benefit of complete training videos and manuals, marketing brochures and a knowledgeable friendly staff that is only a phone call away.

Marla Beck, CPA

Three years later Marla writes:

Steve, I am thrilled !!!!!!!!!!!!!!!

I listened to today's conference call and all I can say is Wow! I am stepping up to the plate for you and want to let you know that I would love to be one of your local reps for any and all P.R. you do here in the Northwest. I can dust off my old acting skills from when I was a card-carrying AFTRA member way back when.

Also I want to let you know that AnNita has been very helpful to me, as you have been, with my project of a compensation plan for a marketing person.

I am so lucky to be a member of The Senior's Choice.

All the Best,
Marla Beck

Thank you for the excellence of your program and the way you motivate and connect with each of us. Thank you for your business ethic and the character you've brought into the leadership of The Senior's Choice. The training seminar more than met my expectations and your scheduling software is outstanding!

I appreciate you and the organization and look forward to enjoyable and profitable results for us all! I am so thankful that The Senior's Choice was *my* choice!

Blessings on you and yours,
Adele Belfsky

Two months later Adele writes:

Thanks for the great training and support. I believe we will be extremely successful due, in part, to the motivation and structure provided by the Senior's Choice. We are already breaking even after only 2 months of running the business. Upward and onward!!

Adele Belfsky

P.s. I think your program for us has been wonderful and your support exceptional. Keep the daily 2 cents coming, they are very motivating and make us feel connected to you.

Adele writes us again a few months later:

In our state, one must be state licensed to do any hands on care at all. There are several levels of licenses. We applied and the state inspector was soooooo impressed with what we had in place that he is giving us the higher level of state license. Steve, all we did was follow the policies and procedures you had outlined for new hires and care plans, etc. He was impressed with the quality of the caregiver training materials, as well as with the assessment process. He even went so far as to say, "I wish I could send people to you two so that they could see how it's done." He probably said 4-5 times how we made his job easy (on the day of our inspection) and how he couldn't believe everything we had in place.

So, put that feather in your cap and strut awhile! We are very aware that it went well for us because of the quality materials, training, and support that you provided.

Thank you, Steve.
Adele Belfsky

Months later we hear from Adele again:

You guys are great! I've already told you that your materials and training helped us to pass our state's inspection to get our license as a Home Health Care Provider; the inspector was amazed at how well we were prepared for him and the quality of the Caregiver training and paperwork as well as the materials for client care plans and assesment.

When I was researching business opportunities the fact that The Senior's Choice is not a franchise was huge for me. I felt like the franchises wanted a pound of flesh, i.e. they expected a contract that could not be broken without greivous consequences. I am

committed to staying a member of the Senior's Choice because I see great value in membership, not because I have no alternative. The fees that the other businesses charged on a monthly basis were more and the initial investments were generally higher without any greater value or benefit for the additional cost.

The single largest reward I have gotten from this business is the joy of knowing we are making a difference for Seniors and their families. I feel like I am complying with a Biblical mandate of caring. I feel like we are helping to satisfy the souls (mind, will, emotions) of folks who need help by extending a helping hand and being there to comfort and care for them.

Adele Belfsky

Shortly thereafter Adele writes:

Steve, thank you for all that you are and do. You and the Senior's Choice have enhanced our lives professionally and personally. You've caused us to stretch and become more than we were, you've given us an awesome and honorable profession by which we can not only earn money, but also contribute the comfort level of people in what could be their last and most difficult years.

Thank you and have a safe and blessed new year!

Adele & Frank Belfsky

Three years after joining The Senior's Choice membership, Adele writes:

AnNita, Steve, et all,

We are committed to you 100%. We are grateful for all you have done in pioneering TSC and though we don't often communicate 'cause we are crazy busy, we do pray for you and endorse what and who you are. I always tell prospective members that you're the best deal out there, that you're people of integrity and vision... and you are.

Because of you, we have about 40 clients whose families do not have to worry because their loved ones are secure. What a gift that is to the communities we serve. I wonder, nationwide, what your impact is? Wow.

Because of you, we have about 45 caregivers, 1 RN and one LPN who are enthusiastically taking care of people one on one; something they never really get to do in any other environment. The caregivers have jobs which are meeting their needs financially, and most of them are truly in love with their clients and the client families. They have a sense of purpose, mission, competence, and fulfillment.

Because of you, our referral sources have an agency they can call on to fill the needs of their patients. One social worker said, "We have to give three names out, but I put a check mark on your brochure (Steve, we use TSC brochures, thank you) and I say to call these guys."

Because of you, Frank and I have a business we can grow and enjoy all that business is... together. I suppose we could have done another kind of business together, but not something as fulfilling. And we hated most of the franchise contracts we looked at. We

are able to make a living by caring for tired, lonely, broken people, (sometimes they're just messy, but they need help). We give them hope and lift their loads.

Because of you, we have an influence on the lives of hundreds of people. We get to be the "lifter of their heads" in simple and practical ways.

Chin up guys,
Adele Belfsky

A while later we hear from Adele again:

Frank and I really appreciate that you selected our own Sandi Tuthill as caregiver of the season. You guys are the best. Other organizations try to make a profit center out of every scrap of collateral material, every thing they provide. I am soooooo glad we joined The Senior's Choice.

Adele Belfsky

Hello Steve, A couple of weeks ago I spoke with a physical therapist who specializes in geriatric patients. When I mentioned what we do and who we are he seemed somewhat interested, but he really perked up when I mentioned we were members of a national organization called The Senior's Choice. From there we discussed the Fall Prevention Program. He was quite impressed and wanted to be a referral partner on the spot. I handed him a brochure and a Fall Prevention CD and got permission to place a brochure holder on his front counter.

Gary Staples

A couple weeks later Gary writes:

The Member Resource Board is a wonderful 24hr resource. The CCA Program is excellent training! Our caregivers love it! I am very grateful to have your scheduling software. It's a lifesaver for us. Love the price too! Thanks for making it available to us. It is easy to use just like you said. I enjoyed The Caregiver Zone and plan to share it with clients and caregivers alike. It'll do many people a lot of good.

Thanks so much for all your great support. I'm sure many of the franchisees out there would love to have this level of support! You guys are truly awesome!

Gary Staples

A year-and-a-half later, Gary writes:

Hello Steve,

I appreciate your constant openness to new tools, services and ideas that help us do the work we've chosen to do. Sure am grateful I chose TSC. I'm continually impressed with you, your staff and our membership. All classy people. Thanks for all you do for us.

Gary Staples

Months later we hear from Gary again:

Thanks for starting TSC and making it a membership opportunity for all of us. How grateful I am to have found you. How smart I was to have joined TSC (any business-minded

person considering a franchise over a TSC membership needs some serious help. It's truly a no-brainer!). How blessed I feel at this time for my "full bucket" as well. You are a good man and a true friend to all of us members. Thanks for wanting us to succeed and for pushing us in that direction. You and your team are wonderful. Please wish them all the Merriest of Christmases and the Happiest and Most Prosperous New Year!

You're great in my book,
Gary Staples

Later Gary writes:

Hello AnNita,

I took the time last night to read through your 3-page letter regarding teamwork within the membership. It was beautifully written and well constructed. It hit on some great points and should be highly effective. Working together we can achieve so much more. I just want you to know that I'm so glad and grateful I joined The Senior's Choice. I guess I'm getting smarter in my advanced years.

Just wanted to thank you for taking the time and making the effort to communicate to us from your heart. I could feel your passion, your concern and your love. Thanks for caring about all of us. We think you, Steve and the whole gang are wonderful and we look forward to a long-lasting relationship.

Keep up the good work. We will prevail!

Gary Staples

One year later, when Gary is contacted via email by an individual who is interested in joining The Senior's Choice, he responds candidly:

Are you happy with your The Senior's Choice membership?

Yes. Very much so. I've been a member three years now.

What has been the best benefit of your membership?

The training, constant support and the networking at conventions. Also, paying a low membership fee each month is awesome as compared to a royalty and being able to run things my way is great.

Do you like the software?

We love the eRSP and Chronotek.

What has been your biggest obstacle in your business?

Just getting through that first year and finding out if we could find caregivers and clients and match them up.

How has TSC helped you with it?

Great training and Operations manual. Constant support and mentoring. Great conventions and networking.

Where is TSC the least help, where have they failed you?
I've only had minor issues which they have quickly addressed.

Do you know of any member who has had a problem with the TSC folks?
I don't. I'm sure there are some out there. My guess is they are people who were not ready to take on the load and responsibilities of starting a business or they had an "I can't do it." attitude.

Do you know a member who is unhappy with TSC?
Nope.

Do you plan to continue your membership for the foreseeable future?
It's a monthly contract, but I don't foresee the time that I won't be a member. The ROI is too great. I know one thing for sure, had I joined a franchise I'd be kicking myself hard every month. You learn the business the first year and don't require a lot of support after that.

After almost 5 years of membership with The Senior's Choice and following the TSC National Convention 2009, Gary writes:

Hello Steve,

Just wanted to thank you and your staff again for a great event in Vegas. We are putting together our survival strategy greatly based on what I gathered there. Sure appreciate the inspiration. Not sure why we didn't have 100% attendance?! You will not regret going to a TSC convention. Guaranteed! It's the wisest investment you can make in your business.

Thanks for all you do for us members.

Gratefully yours,
Gary Staples

Steve,

I want to thank you for taking your time to speak with me yesterday. I fully recognize that there are many others that are vying for your time and attention, so I appreciate the fact that you are willing to take time not only to hear my heart, but to "mentor" me as well.

It is true that I am a "young" executive; however, I have been privileged in my short career to benefit from the teachings of great thinkers that have challenged me and stretched me. Some of those people were in my life for a season; some of those still walk with me today. I consider myself very blessed to have you as one of those people in my life today.

I believe that those members who "catch on" to the opportunities they have available to them through your leadership and the strength of the membership, will reach unimaginable heights not only in their careers, but personally as well. For me, each time you invite me to "help you" with anything, I get to be involved in one of those opportunities. Thank you for "picking on me" as you put it. I consider it an honor and I hope to be "picked on" a lot.

Have a great week and I look forward to touching base with you after I send you my "homework" assignment.

Julie-Ann Parrott

One year later, Julie-Ann writes:

Steve, Thanks for inviting me [to the conference call]. As I listened to your most successful members, it was assuring to know that we are doing so many things right. I couldn't think of much to add but I definitely took some great ideas away.

I actually woke up this morning thinking about how much TSC, you and all the members mean to me. Steve and I appreciate what you have done to create this amazing network. I know other companies are beginning to emerge that directly compete with you, but one of the strengths that TSC has is the expertise of the members. You are no longer a network of new business owners, but of tenured, experienced entrepreneurs. I believe you have the best looking members too!! :) I think you should put that in your marketing materials.

Talk to you soon, my friend. We're looking forward to "Next Level" training in Charlotte. Let me know if I can do anything to help. Tell your beautiful wife I said hello and Merry Christmas to you both.

Julie-Ann Parrott

After 4 years as Members of The Senior's Choice, Julie-Ann's husband, Steve, writes:

Steve, I wanted to let you know how much the time you spent with me has skyrocketed my thinking about the marketing plan and pumped some new confidence into what foundation we are building around us. I'm committing myself to get everything revised and out the door this week. Great discussion is so important to keep us on track. You are a motivator and coach to us. We are blessed. Many thanks!

Steve Parrott

3 months later, after attending The Senior's Choice National Convention, we hear from Steve and Julie-Ann again:

Steve and Nona,

Thank you for hosting a great, great conference! When we count our blessings each year, we think of all you have done to help us be successful. We hope that your holiday season is just as wonderful as you have made ours.

Love to you both!
Steve and Julie Ann
VERY PROUD MEMBERS!

Hi Steve,

Thanks for a great week! Our minds are spinning with new knowledge and great ideas. We just need to calm down and get going!

My training experience at the corporate level dates back to my days at The Gap who spared no expense when it came to training. Last week surpassed the Gap experience on all levels.

Each and every person in your company operates with the highest level of professionalism and knowledge.

Again, many thanks to you, Nona and your staff for not missing a beat last week! We wish all of you a very Merry Christmas and look forward to a wonderful 2007 with The Senior's Choice as a partner.

Fondly,
Terri Neill

Weeks later, we hear from Terri again:

Dear Lindsey and AnNita,

OK, we've fired and now we're ready to aim!!! We got our first client AND did a home safety check in one hour and 5 minutes!!! We couldn't have done this without your help and of course the training in Dana Point. All kidding aside, none of us have ever seen the level of care/assistance, etc. that you offer. You're all amazing.

Thank you from the bottom of our hearts. I'd go on and on right now, but we're busy recording the message on the job hotline because WHY? WE NEED CAREGIVERS!!!

John and Terri Neill & Gina DeMartini

Months later, John Neill writes:

Hi Steve, hope all is great with all of you down in Southern Ca.

During our coaching session yesterday we related an experience we had with a new client to AnNita and she asked that we pass it on to you. Terri had done an assessment a week or so ago and was told at the time we were one of four companies the family was considering for their mother's companion care. We were selected and when Terri went back to sign the contract, the daughter asked if we knew why we were selected. When Terri said no, she was told they chose us because during their interview of us, Terri spent the time sitting and getting to know her Mom, **not selling a product or service** -all of the others apparently presented a hard sell of their services without taking the necessary interest in the potential client. Once again, we owe a big thanks to The Seniors Choice for the expert training and preparation you have given us. We have also quickly discovered how rewarding the assessment process can be in terms of the wonderful people we are meeting and the subsequent help we are able to provide.

AnNita conveyed you had another great class last week, congratulations!

Best Regards,
John Neill

After almost one year of membership with The Senior's Choice and after attending the TSC National Convention, Terri writes:

Hi Steve,

Congratulations on making this weekend a huge success. We know it takes a lot of planning and organization to make these events run smoothly.

Getting away from the day-to-day was exactly what we needed. This was our first opportunity to meet fellow members from across the country and our closest neighbors. As

you know, it makes a big difference when people meet face to face. It was also fun to see some of our fellow graduates from the class of 12/06! It was such an accomplished, energetic and fun group.

Sharing ideas and knowing that others have walked in our shoes AND FLOURISHED is very reassuring and motivating. Additionally, to meet the likes of Oliver Harlow and Matt Olin is further evidence of your ongoing effort to work with a top notch team. They are very impressive young men.

Also, thank you for inviting me to participate in the program. I think my enthusiasm for what we do far outweighed my public speaking ability; oh well!!!

Lastly, John and I thoroughly enjoy you and Nona. Married couples who survive working together belong to a unique group. We HOPE you'll come up north and spend some fun time with us.

Happy Thanksgiving!

Regards,
Terri Neill

One year later, after attending the next TSC National Convention, Terri writes:
GREAT opportunity to step back from the day to day to learn how to effectively and efficiently grow your business. Best bang for your buck!! In typical TSC fashion, outstanding content and well organized. No wasted time!

Terri Neill

Months later, John Neill writes:

Hi Steve and AnNita- your "2cents" email today was very apropos to a conversation Terri and I were having over our Sunday evening martini last night! Terri did an assessment yesterday and was #4 of 6 companies the potential client was interviewing. She was told by the man's son at the end of the assessment that she by far was the most professional person that they had met at that point. They just called today to confirm that they were choosing us and told Terri again that our presentation to them was "light years above our competition." (I am certainly not saying this because it is my better half either) My point in relating this to you is that The Seniors Choice instilled the importance of a professional approach from the get-go. We have been successful do to all the preparation and training you all provided. I hope you are able to SCREAM this from the rooftops when talking to prospective new members as I truly believe your competition and ours falls far short in their approach to the assessment process. I hope everyone is having a terrific summer.

Best regards,
John

Months later, John Neill writes again:

Hi Steve and AnNita-

I wanted to take the time to again voice our appreciation of all that The Senior's Choice does for its members. We are now 3 1/2 years old, profitable since our 5th month in business...Your business model is beyond reproach, having done three startups in my career, I know. Your professionalism, your training, and the systems you offer are above and beyond what any startup could ever expect... there is tremendous competition in our industry...you have set the standard for your members to truly be the "cream of the crop". We just again want to thank you for all that you do to insure that your members are so so successful...Best regards, to all of you at The Seniors Choice....

John Neill

There is no doubt in my mind that I made the right decision in joining The Senior's Choice. Doing this without them would have been foolish. It *really is* a business in a box.

I was thoroughly impressed with the training workshop and walked away feeling more confident about what I'm doing because of the knowledge and marketing strategies you shared. What a wonderful experience! Thank you!

I feel that you really care about the success of each of your members. I will make sure to take advantage of all the resources available to me through The Senior's Choice.

Thanks again,
Aaron Marcum

A few weeks later Aaron writes:

Steve, I can't tell you how much this has changed my life. The passion I feel for this business grows everyday. The experiences I'm having with clients are priceless... The Senior's Choice is not only bettering the lives of the elderly but of their members as well. I now have 6 strong clients with several recent leads I'm following up with. I'm seeing that networking and speaking is paying off.

Thank you! This is exciting!
Aaron Marcum

A couple months later:

Hi Steve! Sorry I missed Friday's conference call...I understand you had my coach, Brendan on. He's great! I will try and listen this week.

Anyways...Just an update on our progress. This is a way for me to be held accountable to my goals and to remind myself of where I am going. Plus, I'm just excited about what is taking place and I know you like to hear about members' success.

For the month of April we had a goal of growing by 150 hours. We actually grew by 200 hours! That was really exciting. We signed 5 new clients in April and lost one (the one we lost recovered because of our caregiver...that was extremely rewarding and the family is writing us a recommendation letter).

For May we are hoping to grow by 250 hours. This will be our 5th full month in business. I know we can do it.

I decided to hire some part-time help in the office. I hired my best caregiver who has experience with office work. She is great and has a passion for helping the elderly. Plus, I can focus on really growing this business the way I want with someone doing some of the office work.

My friend, this is the greatest experience imaginable. Of course, it has had its challenges but those only help you learn and grow. Thanks for all your help!

Hope things are well and God Bless.

Sincerely,
Aaron Marcum

Three months later Aaron updates us on his progress:

I've just calculated our performance for July. It was great! We billed 1,245 hours for July...Those reports in our scheduling software sure help! I'm over a month ahead of my personal forecasts. Our first "real" client came on board mid March, five months ago. So in five months we have averaged 250 new hours a month. Feels good. Really good. I can't think of a better feeling than exceeding your goals!

I know you like to hear about our successes and how things are moving along.

Thanks for everything!
Aaron Marcum

A few months later Aaron writes to us again:

I'm really looking forward to seeing you again next week. My business is ready for the next level. We should bill at least 1,700 hours this month. This is exciting stuff!

Aaron Marcum

Another two weeks later:

Thanks for having me at the training seminar again last week. It was good to rub shoulders with new members again...it really gets you going. I learned a ton and I've already started implementing some new things.

Thanks again Steve and I think what you have here is second to none! I mean that. Take it from a member whose life has changed for the better because of your organization.

Thank you,
Aaron Marcum

Later Aaron shares:

TSC has been the answer for me. Coming from an unrelated industry, I have needed support and advice on how to run this type of business. Their education and training have been priceless. Perhaps the most compelling reason for my joining TSC was the fact that

they weren't a franchise where royalties were involved. It was and is the best of both worlds. No royalties or limitations on my business but I still get the support I need to succeed. I enjoy having the freedom to run my business the way I see fit and not to be dictated by a franchise.

Steve's philosophy of empowering members to make their own business decisions and use TSC for support, ideas, etc. has been the GREATEST thing about The Senior's Choice for me. I know that if I'm stumped or need input or help, TSC will jump through hoops to get me the help I need. TSC has always been responsive to my needs and my affiliation with their network sets my business apart from the competition.

My goal is to be the leader in companionship home care and have the best reputation among all my competitors in my state. I also want to be known as a business leader who went the extra mile and always looked out for what was best for seniors. My goal is to provide quality and quantity care. In five years, I expect my business to be running itself. When I'm ready, I will hire the best people I can find to run my business for me, however, I will always be involved in some fashion or another.

Knowing that I'm doing something that actually contributes to my community has been the biggest reward in this business. I've received several letters of recommendation from clients and family members and it is rewarding to me to know that my business is impacting lives in such a positive way. Our clients see us as a wonderful service that has saved them from going into a facility or has allowed them to enjoy life a bit more.

Aaron Marcum

A member for three years now, Aaron writes:

Hi Steve!

What a wonderful convention. People are pumped up about the new Operating Systems Manual! I thank you for your trust and confidence in me and I hope that you have been happy with the end result. I also thank you for your genuine concern for every member and the vision you have to make us succeed. The manual was your vision and I'm grateful that you allowed me the opportunity to help you carry it out.

Thanks for the compensation and the territory. I feel very blessed. Your generosity and kindness will come back to you a hundred fold. I believe that.

Also, I had fun presenting. I hope the members gained a lot from it. What a great group!!

Take care my friend and tell Nona and everyone else thank you for their involvement in putting together such a wonderful event.

Sincerely,
Aaron Marcum

A year-and-a-half later, after TSC released a formal safety program to help members receive a discount on Worker's Compensation rates, Aaron writes:

Many thank you's!!!!!!!!!!!!!! This is great! Do you have any idea how much time this has saved me? We were just starting to write our own. Not sure who was primarily responsible for putting this together but TSC really came through on this one. I can't tell you how grateful I am and at first glance, I'm very impressed with the content. My staff will be over-joyed when they see this. They might even cry. :) Thank you and well done!! I will try and squeeze all of you a little harder when I see you at the National Convention in November. :)

God Bless,
Aaron Marcum

3 months later Aaron writes:

Thank you for a wonderful convention and for treating me to dinner last night. It was all a blast! Heather and I will be eternally grateful to you and Nona for being so instrumental in increasing our quality of life. Truthfully. Thank you for everything! Please thank everyone else at TSC for us as well.

We love ya!
Aaron Marcum

After 6-and-a-half years of membership with The Senior's Choice and after attending the TSC National Convention, Aaron writes:

TSC does such an excellent job at bringing out the best in its members at these conferences. They utilize their best resource, the knowledge of the members.

Aaron Marcum

I just wanted to let you know that I was very impressed with the training program (and I am not easily impressed). It was both informative and motivating!

When I did my due diligence calls to other TSC members before I joined, they said "Joe, you're making the right decision in joining TSC." And they were right!!! I have been impressed with the materials, training and most of all the people. First class!!

Thanks for the support and I look forward to working with you for many years.

Best Regards,
Joe Govern

Steve,

I would like to express how truly grateful I am to have chosen to work with The Senior's Choice. As we discussed, I came to training with great hopes, absolutely zero business components assembled, and the prospect of entering a completely new industry. Not exactly the type of scenario that an investor would jump at.

As I sit here three months later writing these comments, I have been able to set-up our business and develop such outstanding operating procedures, it has led many local referral partners to use expressions such as: "Your company practices are extremely thorough." and "You guys really have thought of everything."

I agree completely with those comments, but I credit them to The Senior's Choice and the wonderful staff members.

Our business is really starting to take off. We have been marketing for clients for 5 weeks, and we have now secured two clients and have open conversations going with nearly 10 families.

I know many members come to training with much anxiety. Please use me or my comments to help people understand that the processes can all be applied in the real world. Although we have not reached our phase 1 goal of becoming a truly solvent business, I can tell you that our company is already being recognized as a legitimate player in the local health care community. Additionally, we have been able to position ourselves as a high-end provider because of The Senior's Choice hiring profile and companion care model. No other company displays the thorough business practices that you provide in training. Procedures like care plan books, caregiver/client introductions, caregiver training and client handbooks are just a few of the procedures many competing companies lack. As a result, I know we will be successful. It is now just a matter of time (and successful hiring!)

Thanks again for all you do,
Chris Fay

I enjoyed meeting the Senior's Choice corporate office staff and made many new friends and networking partners in my fellow members.

Jim & Lana Wilde

One week later Lana writes:

Jim and I had a wonderful time with you and everyone else associated with The Senior's Choice. What a great group of people!!!

I am rolling along with the application of the principles and strategies we learned. This business is so much fun and the potential is so exciting... I can hardly sleep at night!

It was a great pleasure to meet you, and we can readily see why this organization is so dynamic.

Thanks for everything!
Lana Wilde

A few months later Lana gives us another update:

I thought I should take a minute to let you know everything is going very well and we are extremely busy. Jeremy and I are very pleased with the response we have gotten to the Fall Prevention Program. We are doing speaking events as often as possible, and assessing new clients too. We gave a Senior Health Fair this Saturday at one of the local churches, and we continue to work the areas we know will produce new clients.

We are still having lots of fun...everyday is a new challenge and a big surprise. Will talk to you soon!!!

Lana Wilde

After 4 years of membership with The Senior's Choice, Lana writes:

Just wanted to recap for you folks what a fabulous year we have had here on the Eastern side of the world. Our caregiving staff is a group of outstanding women (with a few men here and there) and are truly "the best of the best" in their work ethic and approach to caregiving. They love caregiving and we love them. While the employee side of things is usually the most challenging, we consider ours "family". They are loyal and dedicated to Mountain Home Care, and we are sure to "take care" of them.

Our clients are so special, it's hard to think of words which will do them justice. We make sure they are treated as "treasures", which they surely are. The result is kind appreciation and graciousness beyond description. Just this week, I was thanked for the hugs our caregivers give on every visit. Thing is... I haven't "trained" that. We just try to hire folks who are much like us. Hugs are our style, and apparently, we attract folks who are similar. I spend a lot of time sharing my philosophy with my employees. The sharp ones pick it up and keep it going. The "not so sharp" ones go elsewhere.

Jeremy and I have taken a major step toward moving to the next level. We will move into an office on Monday, January 3. One of our caregivers will work with us in the office a few days each week and we will have a place of our own for training and testing our future CCA's. Mountain Home Care has experienced a very busy year with tons of lessons, but most of all many blessings. We approach 2005 with great anticipation and expectations of even greater opportunities to make a real difference in the lives of our clients and their families.

It's amazing how all the stuff you guys at TSC teach us really does come true. For almost two years now, we have done all the things we're supposed to do. We have some outstanding referral partners. We're out in the public networking, volunteering, donating - trying to make a difference. Our phone rings with new opportunities and we remind ourselves that it's working just like you said it would. And we believe that if we do things correctly, we won't have to worry about business coming our way - Somehow it just happens!

In summary, you guys need to know that we are having a great time doing work that is so important for/with folks who need a little, but appreciate so much. We can't think of anything that could be more satisfying (even with the challenges and struggles) to our personality types. We are grateful for you and all of your work and support to keep us on track. There is soooo much potential in our area of the country. Thank you for all that you are and especially all that you do!!

Happy New Year!
Lana Wilde

The time spent at the training was worth every penny!! I can't believe that the training workshop was included as part of our original membership fee! We bought the business information, manuals, tapes, use of logos and tremendous support - but that price also covered the excellent training and networking, discounted hotel, lunches, and the outstanding dinner too! It was a GREAT week!

Steve, I cannot tell you how impressed both John and I are with The Senior's Choice, and our decision to partner in business with you. We can readily see how professional and classy everyone is, and most certainly how leading by example comes into play.

We intend to model the best, and from what you have shown us to date that includes you, and all your staff. We were honored to spend a lot of time with experienced members, and picked up several great tips from them as well. Fellow members in training will also be regular contacts for us.

Thank you very much for your dedication, commitment, and care in seeing that we all have a business that will be very successful.

Susan Bessant

After 6 years of membership with The Senior's Choice and after attending the TSC National Convention, Susan writes:

I thought this conference has some excellent offerings that I took advantage of - to improve my company - and help me differentiate from others in my area - particularly needed in this economy. This conference was the best one I have attended to date. Additionally, I appreciated the time we had to network with the other members and TSC staff. It seemed there were several companies from the training we took in 2003.

Susan Bessant

Hi everyone!

First of all, I want to thank all the staff at The Senior's Choice for an incredible week of training. Pete, Steve, and AnNita, you all did a great job. I am so proud to be a member of TSC. Words cannot express the gratitude I have in my heart for all you've done to help us get started in our business and what you continue to do on a weekly basis. Thank you all so very much.

I had my first coaching session with AnNita this week. It was so helpful to get her input and reassurance that I'm on the right track. I will look forward to the weekly coaching sessions. I can't say enough about how The Senior's Choice has been such a "God send" in every aspect of my business.

Best wishes for a happy and profitable year to everyone.

Jamie Flesher

Hello Steve and AnNita,

My anticipation and expectation of the next level training convention was necessarily high. Working this business for 2 years, while experiencing some intense family struggles, had left me feeling dry and burnt out. I had not been leading my team of 3 key staff as effectively as I would have liked. My trip to the Vegas Convention was not a disappointment.

Attending this convention has given me a renewed sense of energy, vision, encouragement and determination. I received some clear cut ideas and direction for what I need to do when I return. Each presenter was dynamic, inspiring and offered something unique. Between the laughter and the tears, there was so much to be gained.

As valuable as the information received was, it did not hold a candle to the experience of rubbing shoulders with all these great people. From the very moment I arrived to the second I had to leave, I experienced the usual TSC way of loving up their members. The company is run with genuine care and concern for all their people; money clearly not the motivating factor. The atmosphere of fun and unconditional acceptance was very refreshing. Each individual staff person was willing to give of their own expertise and time for *my* individual business. You guys are awesome!

Meeting seasoned members was also invaluable. They are all great people, and as equally warm and helpful. I realized that my business was not so far off from becoming every bit as successful as theirs. I have gained a greater network of support and friends for continuing to walk (or fly) through this business. Faces to names and feeling 'part of' instead of an outsider looking in at the dynamic successful core will be a welcome change of perspective. Again, you can get all the information from the download board - and as necessary and great as that is, it does not compare with being there.

It was absolutely worth the time and money that it took to be there. I am excited about the changes that I will be implementing. This was just what I needed at this time in my life. Thank you so much for *everything*.

And . . . thanks to The Strip sidewalk directory, I have a whole new set of numbers that I can call for support (Sonya, Angela, Teena, etc.) ☺ Take care y'all and have a beautiful day.

Very Sincerely,
Katherine Gregoire

I just got back from the training and still have the vibes from all the exciting information that I received, and of course the wonderful group of people that I met! "Great job" on training! The outline of methods for lead generation is wonderful. I also really enjoyed the presentations by experienced members and the opportunity to network with other members.

I continue to be impressed by The Senior's Choice! The future is bright!

Regards,
Gabriella Ambrosi and Stan Lawson

A few months later Gabriella writes:

We are very thankful for belonging to the TSC network. Even though you might not hear our voices very often, I want you to know that a day doesn't go by without us thinking about the great value of being with you.

Regards,
Gabriella Ambrosi and Stan Lawson

Over a year later Stan writes:

Hi Steve! I just wanted to get you this article that was published on the front page of the business section of our local newspaper. It means a great deal to us and is a result of local public interest in both your CCA program and our membership in The Senior's Choice network.

Gabriella and I feel strongly that what you have been offering us as members has been absolutely exceptional. We are proud to be part of this organization and ALWAYS emphasize our membership in our advertising media.

We now have over 100 caregivers and are doing exceptionally well, but have only been in business for less than 2 years. Being a part of a nation-wide organization and having access to your experience, expertise, and superb member support, has been a tremendous advantage to us. We could never have achieved this success without having you behind us all the way.

Our association with The Senior's Choice most certainly gives our clients comfort knowing that we are part of such an organization and that we are local. We are really getting the best of both worlds and are taking advantage of it!

Thank you for everything you do,
Stan Lawson and Gabriella Ambrosi

Four-and-a-half years after joining The Senior's Choice, Stan and Gabriella write:

I just wanted to let you know that Sequoia Senior Solutions was chosen as one of "The Best Places to Work in the North Bay" by the North Bay Business Journal.

We were one of 43 companies chosen from the Marin/Sonoma/Napa area. Selection was based on responses by our employees to a standard online questionnaire after we were nominated by one of our caregivers. We are really proud of this award since it really shows that our caregivers love what they are doing. I've always said that great people attract great people, and when you're surrounded by great people, it must be a great place to work! Our focus on hiring the best has given us the reputation of being the best in-home care agency in the area.

Thank you, Steve, for all the great advice and coaching you have given us these past few years. We are so fortunate to be part of The Senior's Choice!

Stan & Gabriella

The last five days in training were spectacular and I appreciate all the education and efforts you, Peter, and the whole Senior's Choice crew put into teaching us. There's no question you are truly interested in members succeeding. I'm glad I was able to be a part of all of this the past week and look forward to continue learning from the best. Thank you!

Thanks again for all your help and hospitality. We're very proud to be members of The Senior's Choice.

Brendan Stormo

Several months later Brendan writes:

I am currently billing over 2000 hours per month and love that I don't have to pay a monthly % of gross volume toward franchise fees. TSC has been terrific! They are supportive and seem to be adding new value to our membership all the time - a couple times a year I see a new 'tool' roll out that will help our business grow. They are genuinely interested in helping us.

I have really benefited from the joy of helping *sooo* many people. Not just seniors, but our employees serving our clients. Touching so many people's lives has been very rewarding. We offer extremely personalized service with caregivers that are the best of the best. We take an active role in keeping regular contact with clients. When we meet with potential clients it doesn't really feel like 'selling', we're just educating people on how we can assist.

We plan to develop a company that is the 1st in mind for seniors who need the VERY best care without question. We plan to LEAD the field of in-home care, and board & care. When people think of excellent care, they think of us, without hesitation, because of our reputation and the standards we are committed to.

Brendan Stormo

About a year later Brendan writes:

We've used TSC as a prime piece in our 1:1 marketing and I can't think of any better way to continue growing! I have to wonder, who WOULDN'T use TSC at a minimum as a credibility builder?

By promoting our affiliation with TSC, using the tools available to us, and being completely on board with TSC's Excellence in Care approach, the RESIDENTS of our community voted us #1 for the prestigious "Best In-Home Care Services" award in our community! We've done it together with promoting TSC's philosophy, membership and tools available. I firmly believe we couldn't have achieved this without the help of and affiliation with TSC.

The tools and education we have available and us by being a proud members of TSC are immeasurable! There are so many things TSC offers that help in building our business that I can't even use them all. Just some of the tools that have helped us are: 1) The Scheduling software - I can't do with out it. The software alone is an exceptional value in the

membership. 2) The Fall Prevention Program - we've signed 8 clients we know of that have told me were a result of including the Fall Prevention Program in our Client Info Pack. Countless others were simply because of the professionalism of the Client Info Pack, which itself is modeled after TSC's. 3) The Certified Companion Aide program - we've had a warm reception to the CCA Program and are encouraging all our caregivers to complete the program.

I will continue to implement all the tools possible as we continue to grow. I look forward to our continued relationship and helping each other in continued success.

Thank you!
Brendan Stormo

In comparison to a franchise, TSC was a no-brainer. I love the flexibility of my business and the fact that membership is optional. The industry demand and potential for growth are great and we feel good about this kind of work. Both my husband and I agree that The Senior's Choice training materials and seminar presentations were exceptional! The marketing and sales information was outstanding and the seminar was very motivational.

Melanie Kane-Corley

This is the best training I've ever had! The one-week training workshop "alone" was worth much more than my investment. The coverage of all the essential skills for running a business was excellent. It gave me a deep understanding of the elderly care business and I learned new techniques in marketing, training and operations. The Senior's Choice seminar also built positive mindset and confidence.

As a college faculty person, I give high marks for the training. The interactive and facilitated approach draws upon the rich backgrounds of other members. The network of members are just an astounding group of people!

The leaders of The Senior's Choice have the compassionate personalities that are essential elements in the in-home companion care business. The interaction and communication I received during the sales process was representative of the support that The Senior's Choice provides its members. There is so much information needed in this dynamic and evolving industry of caregiving, and The Senior's Choice has facilitated me in this respect.

Yin Kean

I truly enjoy spending time with my clients and their families and seeing the difference our caregivers make in their lives. I love doing Fall Prevention presentations (I've done over 25 now) and seeing/hearing how much people appreciate the information and new awareness. Many have been in denial about their personal risk before they heard this presentation.

All the best,
Randy E. Hardin

Two years later, Randy writes:

Steve,

I received my OS Manual disk today. I've given it a quick review and am committed to personalizing it and implementing it immediately. Rather than second guess the plan and try to adapt the document to my system, I'm going to adjust my systems and practices to match what you've provided. That will require a period of training and change, but I'm convinced that doing so will pay off.

Please accept my thanks and appreciation for making this happen. I know that Aaron Marcum, AnNita Klimecka, and others have been working very hard to get this to us; please pass along my sincere thanks to them.

However, I also know that they would not have dedicated their time, energy, and resources to this huge project without your leadership, guidance, and support. You continue to validate the wisdom of our decision to join The Senior's Choice. Thank you!

All the best,
Randy E. Hardin, CSA

2 years after that, Randy writes:

Steve, AnNita, et al.

Just wanted to share with you that we had our surprise periodic survey by the Washington State Department of Health today. We received a deficiency free rating--the best you can get. Thanks to all you do at The Senior's Choice to help us be the best.

All the best,
Randy Hardin

After 6 years of membership with The Senior's Choice and after attending the TSC National Convention, Randy writes:

The best benefit of membership in The Senior's Choice is the camaraderie and counsel of fellow members, I always learn a lot from the presentations but it's the time with my TSC friends that I value the most.

Randy Hardin

Dear Steve,

Don and I both wanted to congratulate you and thank you for the great training this past week. The professionalism and excitement that everyone associated with The Senior's Choice shows is evident and "alive!"

The workshop was exceptionally well put together and easy to follow. It made me focus on my reasons for starting this business and helped in overcoming my fears Hearing from other members who have started their businesses over the past one to two years was excellent. I am so glad to have had this opportunity.

We are thrilled to be a part of this national organization and we are encouraged and excited about our journey! The network that is building is a great concept - a network of independent business owners with a common theme: our seniors!

Thank you again and we look forward to our successful adventure.

Warm regards,
Sally Olin

Three months later Sally and Don Olin write:

The Senior's Choice has been a tremendous help to us. Our business is growing and we are beginning to be a recognizable force. We certainly credit your organization for assisting us.

Thanks for everything.
Sally and Don Olin

After three years with The Senior's Choice, Don writes:

Allan, We at Partners In Care are more than happy to talk to ANY prospective member(s) of The Senior's Choice. I think, and hope, that we have in the past impressed to those who are looking at this organization, THAT THERE REALLY IS NO OTHER CHOICE!!!

Don Olin

6 months after that, Don writes:

Nona & Steve,

We here at Partners In Care feel the conference was a GREAT success and look forward to working together with The Seniors Choice in hosting additional "next level" as well as "new member" meetings such as the we had here.

Sally and I feel very fortunate to be a part of The Seniors Choice, and to have made friends like the two of you at this very important time of our lives. Thank you for sharing your friendship and leadership with us.

Once again thank you and I look forward to talking with you Steve this week.

Don Olin

One year later, after TSC released a formal Safety Program to help members receive a discount on Workers Compensation rates, Sally writes:

Lindsey:

Please pass on Steve, AnNita and everyone who helped with these documents that we think these IIPP are fantastic. I have already customized them and we are starting to implement the appropriate training and documents into employee binders. Thank you all so much for, again, providing your members with a wonderful gift.

Sally Olin

8 months later, after The Senior's Choice released a new company DVD, Sally writes:

Steve,

Just wanted to say how impressed we are with the Seniors Choice DVD. Don & I watched it today and it really does explain, in a very genuine way, why the members love being part of

The Seniors Choice. You have built a very impressive "organization" and the members are exceptional. Thank you for allowing us to be part of this family team.

Sally Olin

After attending the TSC National Convention, Sally writes:

Every time we go to a national convention we come away with new ideas to use and feel regenerated. The members are professional and always helpful to each other.

Sally Olin

Everything about The Senior's Choice seminar exceeded our expectations! The Senior's Choice manuals and the training are worth the price of admission alone. The open, sharing forum allows for a great deal of exchange between members in a very positive building manner. We feel not only well informed, but also well supported.

Reme & Linda Pullicar

Three years later, Reme writes:

Dear Steve,

Just a note to say how grateful I am to have enjoyed your friendship and support these past three years. You have helped me do what I could not do alone. That is, try to serve seniors the best possible way any company could... With dedication, perseverance, and a love of what we are doing. Help at Home Senior Care has grown from our humble roots of one man and his mother, to over 70 wonderful, qualified caregivers and an enduring reputation for the highest quality and ethics.

Because of your help, your referrals and your encouragement, we have found success in reaching out to seniors, to achieving our goals for the company and in finding personal peace in knowing that we've done the best we could. I am satisfied that my work has been up to the task of our little startup, but there are far too many seniors that need our services for us to remain small. It is with great pleasure that I wish to announce that Help at Home Senior Care is being positioned to move on to the next level. I have decided that the time to turn the leadership helm over to someone who can grow the business has arrived. I am therefore resigning my position as President and CEO and turning the company's leadership over to Steve Bowden.

I am confident that Steve can help grow Help at Home Senior Care to its full potential. Steve will continue to operate the company as a separate entity from his other senior services and will need to rely upon your good graces, support and referrals to accomplish our goals for the coming years. People respond to integrity, trust, and the compassion that we have developed a name for. I know that you can count on Steve to maintain these, our standards and encourage you to get to know him and the Help at Home staff as we endeavor the best we can to serve your clients, your friends, and your families.

Steve, Arnold Dusablon, and I will continue to work together for the coming months as our builder completes the construction of our new home, where my family and I will eventually relocate.

All my best,
Reme Pullicar

This training is a must! Those "little questions" were answered, and I would highly recommend that all prospective members attend this training before going into the field.

I believe 100% that I made the right decision to go with The Senior's Choice. We, collectively, will be the best service in the industry. Thank you, Steve and Pete, for the opportunity!

Shad Freck

A few weeks later Shad writes:

I just started my business 3 weeks ago. I can tell you this, being a member of The Senior's Choice is invaluable! I am currently in the process of hiring employees to fill my bench, if you will, so I can sell their availability to my potential clients. I followed The Senior's Choice outline in placing a classified ad and received over 400 responses within 3 days!....I had anticipated 50-100 as a good response rate for one ad.

Operationally, I am leaps and bounds above where I would be if I had attempted to build this business from scratch. For instance, my employee handbook contains over 70 pages of policies and procedures, a policy index, and a section for training. Would I have been so in-depth and thorough, or have had the knowledge myself?

I highly recommend you attend the training class before you present your business to your area. I went to the class in December and found the experience surpassed any and all expectations. I had prepared questions and concerns from the material provided before attending and found that my concerns, fears, reservations, of going into business for myself were universal and expected. Just as important is your networking opportunity to get "in the game" with peers at the same level. Combine this with the support of the Home Office and current members and it is really the best setup you could ask for. I have the confidence to sell a service that is supported by a national network with the flexibility to localize the service the way I want. Truly, the best of both worlds!

Sincerely,
Shad Freck

The Senior's Choice commitment to helping us and the materials you provided are great! I plan to use them on a scheduled ongoing basis. Also, the interaction with everyone in an informal setting is excellent.

My heart is in empowering the elderly to have a quality of life beyond what they can imagine. I will do whatever I need to make this happen for as many people as possible. This course was wonderful!

Kathy Ulrich

Less than a month later Kathy writes:

We are excited about how quickly this is coming around. We have picked up clients more quickly than we expected. We have one 24-hour client, one 12hr/week, and one 16-hour/week starting on Monday, plus we have two assessments tomorrow. I did out first billing today...it all seems real now!

We have been more than a little pleasantly surprised by the genuinely warm response we have received everywhere. As you can see, we are excited and only wish we had done this sooner!

Kathy Ulrich

Two days later:

I have a couple of updates: I signed up another new client and I will be on a morning TV program in a couple of weeks! We are having good luck in getting in to see people.

Two weeks later Kathy writes:

I did the morning TV spot this morning. I thought you might like to know that the anchor thought the brochure was wonderful. She said her interest was immediate. She is not the only person to comment on the brochure and its quality of appearance and content. Thank you for giving us such great tools!

The TV program invited us back for a two-part program: one on caregivers and one on clients and their families. I LOVE THIS BUSINESS!!!

Another two weeks later Kathy shares:

I believe God is on our side. We seem to get the right applications at just the right time. The response we have gotten has been much more than we expected. Everywhere we go it has been a wonderful, positive experience. We now have seven clients and 13 caregivers who have completed training. Thanks again for all your help...we are so glad we chose The Senior's Choice.

The Ulrich's

A few months later Kathy writes:

Hello from Nebraska! We enjoy the conference calls, they are very informative. Love the scheduling software, it is so amazing! We are enjoying success to the point that we moved into an office last week. I am one person that finds more organization and structure in an office setting so the move was a welcome one for me. I can't tell you how much all our church circle presentations have made the phone ring.

Kathy writes again a few weeks later:

Dear Steve, Seeing your name reminded me to spend a moment to thank you for all you have done. I love this business and have had my cup filled so many times. I just received a card from the family of one of our clients who recently passed stating that we had made her last

weeks of life so special. As does everyone, we have our challenges but the positive so much outweighs the negative.

Please send our best to Pete. When I get stuck with something, I pop in a TSC Training Video, listen to Pete, say a prayer and things always seem to work out for the best.

We send everyone our best and again thank you!

Kathy Ulrich

Following the TSC Western Regional Meeting, Kathy writes:

Steve,

I am still on a high from the convention!!! So much new information and lots of old that I had let pass by. I am somewhat embarrassed of many of the bad habits I have let myself slip into. I am sorry to say that I might not have attended the meeting if I had not been asked to talk. What a mistake!!!

Thank you for the kind words on Saturday. I am a fan of Rudy Giuliani and he said in one of his books that the secret to his success was that when crisis breaks out, his goal was to become the calmest person in the room. With that calm, solutions seemed to just happen. I know that when office staff and caregivers are about over the edge, they look to me to pull them back. I sincerely believe in a higher power to save me each and every time. I pray constantly for courage and wisdom. Sometimes it is hard to be the fall back person when there is fear or anger in your heart or a tear in your eye. With that said, I still feel that God has granted me the greatest privilege to lead me to the opportunity to serve my clients and caregivers. Our lives have truly been blessed by all the wonderful people we serve.

I don't want to sound cheesy but I want to thank you from the bottom of my heart for allowing me to be a part of The Senior's Choice. I really am proud to be a part of your "A Team", most times not deserving but all times striving. Your dedication to all the members is awesome. I cannot be more proud of this affiliation and I will continue to tell everyone!!!

Again, thank you for a great conference and all you do for us - You are a great guy!

Kathy Ulrich

2 months later, Kathy writes:

Allan,

I always enjoy talking to prospective members. I am so happy with TSC, I truly feel that I am involved with a company that "really gets it". We can make money but our first and foremost task is to lovingly, compassionately, and responsibly care for our clients. This is what makes me so proud to be part of the TSC family.

We just had another survey from the State and PASSED!!! It is Miller Time! Tell everyone hello.

Kathy Ulrich

Steve,

I thought it was time I gave you an update. I attended the training in May 2005. My goal was to be able to quit my current job at school. But, because of budget constraints I have had to work half time at school and do this the other half, and more! But, it paid off. Alternative Senior Care has slowly, but steadily grown to the point where I am now able to quit at school and devote all my attention to this wonderful business. I want to thank you and your staff for the constant support and encouragement. AnNita has been such a help when I was unsure about something and always a good listening ear at the times when I needed to vent. I've had many compliments on the professional-looking Senior's Choice brochures and the client folders that the manual suggests we use. The information contained in the manual is invaluable. And if I can't find the answer there I know the answer is just a phone call away!

I now have 32 clients and 27 caregivers. Tomorrow I start a 24 hour client. Living in such a small rural area, my fear was would I be able to find enough clients? No problem! My breakthrough came when I hooked up with the County Public Health agencies. I'm located at the corner of 4 counties and now have contracts with all 4 counties to provide "homemaking" services for them. The Public Health agencies also refer clients to me even when they don't qualify for assistance through the county.

My next goal is to begin to implement more of the Operating Systems Manual so I don't feel like I've created a monster that's taking over my life! The positive feedback from my caregivers and clients keep me going as well as knowing that Alternative Senior Care makes a difference in the lives of people.

Thank you again for your encouragement and support.

Cindy Thieschafer

After 4 years of membership with The Senior's Choice, Cindy writes:

Steve,

I just wanted to thank you again for the opportunity you gave me! I just came back from my accountant and I had bad news/good news. Good news that my income has increased and bad news that I now owe taxes! In fact my accountant said I should be proud of myself, that around here women don't often make the income I made this year!

I don't know if you remember, but when I was inquiring about this business you asked me what my income was. When I told you what I made, you said I need to do this. Well, I never in my wildest dreams ever thought I would be as successful as I have been. I feel very blessed to have had this opportunity to not only support myself and look forward to a financially stable future but do it all while doing something I find very rewarding!

Now, if I could just get past the small town girl mentality and take your advice to get the company to run itself, I'll have it made.. I don't feel like a CEO of a large company, but I

do enjoy seeing the expression on people's faces when I tell them that I employ 60 caregivers!

Thank you again,
Cindy Thieschafer

Dear Steve,

We can not thank you enough for choosing us to be a member of your organization. I know that you do pick and choose and I'm glad that you have agreed to sign us on and that we came to the training. Last week truly changed me and my thinking. No doubt, at the beginning of the training, everyone had doubts and was a little apprehensive about this business and how to go about it. I think you and your staff members made everyone feel good by the end of the week and now we all feel we have made the right choice. Thank you, Peter, AnNita for a job well done. You have helped us understand that this business is easy to obtain as long as you apply yourself and use all the steps that you have provided us, and you can do so with or without any health care background. Now all we need is to have the nerve to speak in public and speak as well as Peter. He is a wonderful speaker. I feel fortunate that we found you at the Private Duty convention and that Jamie decided to sign up with The Senior's Choice and you. Thank you so much for your sincerity, caring and compassion. I'm so glad there are still people like you out there who care for others' well being and their success. That alone set you apart from all the competitors out there that we met. We are honored and proud to be a Member of The Senior's Choice. We will definitely do everything we can to be successful and to be a good member. I will be proud and will recommend your company to anyone who wants to do this. You all have made it sound easy and fun. Thank you so very much.

On this note, I wish you, Nona and your wonderful staff a Merry Christmas and a happy and healthy New Year!

Best regards,
Anne Ohland

Hi Steve-

I hope this finds you well and prospering as usual. I just watched the SafeSenior.com CD and decided to take a minute and tell you (again, I'm sure) how pleased I am that I joined TSC. I continue to be more and more impressed with TSC's seemingly never-ending efforts to provide its members with cutting-edge technologies and business practices to improve the quality of their services and make their ventures more successful.

I got an email from Allan today alerting me about a possible call from prospective members in my area. My main challenge will be to not gush too much. Thanks again for everything Steve, I'm very proud to be a member.

Steve Glenn

One year later, Steve writes:

Hi Steve- I look forward to seeing you, too. Your email reminded me that I promised AnNita in our last conversation to repeat a remark I made to her to you. I told her that I

thought the Ops Manual was brilliant and that I go back to it frequently when establishing systems for our company.

I remember thinking that when I got into the senior care business that I was ahead of the game because I had an existing company doing very similar services for people with developmental disabilities. What I found out was that I (not to mention everybody else I know in my older business) were doing half our work bass-ackwards. I can't tell you how many times that I've been thinking about a problem and trying to identify the "upstream cause" that I've gone into that manual or thought of something that was said in my TSC training and went "Aha, they are right again".

I now think that my experience in Supported Living, rather than giving me a running start on senior care, actually gave me a very clear perspective on how much I didn't know and how valuable my decision to join TSC has been. I now consider that decision to be the best business decision of my life. Thank you and thank you again.

Sincerely,
Steve Glenn

One month later, Steve writes:

Happy Holidays, Steve. I thought I should take a second and let you know how much I enjoy the daily thoughts. I need to work on increasing the frequency of my communication with you, AnNita and your staff. Being screamingly busy is just an excuse. I value my connection with TSC much more than I communicate it and I trust you will all have another great year. Oh, and thanks for the chocolates....I'm betting they're gone in two days.

Steve Glenn

Good Afternoon Steve!

Allow me to begin by introducing myself. Melinda Hall, Senior Services Advisor for Stay At Home Senior Care. Deborah hired me in January to continue her tireless efforts to grow her business! This is an exciting opportunity for me and so far I can tell you that I continue to be overwhelmed with the powerful marketing tools provided by The Senior's Choice Membership! In getting to know Deborah, it does not surprise me in the least that she chose to affiliate her business with the "cream of the crop." What is that saying... water seeks its own level! She has my utmost respect and admiration for operating a "top shelf" organization with uncompromising attention to detail and professionalism!

Deborah has been conducting Fall Prevention Seminars for several years now and we are currently in the process of scheduling more sessions with our local churches, senior retirement communities, etc. It was interesting and validating to hear from other members on Wednesday's conference call the success this program has had! As soon as I got off the call, I began to gather all the contact information for our local TV and Radio Stations. We will do whatever it takes to pave the way in our market to take you up on your gracious offer to "get us media exposure" and ride the wave on Fall Prevention! Please let me know what else we need to do to help facilitate this effort!!!

We are definitely PROUD MEMBERS OF THE SENIOR'S CHOICE NETWORK and look forward to discussing in more detail these exciting opportunities!

Most Sincerely Yours,

Melinda Hall

Stay at Home Senior Care LLC

A proud member of The Senior's Choice network!

I am very fortunate to have discovered an occupation that I am passionate about day in and day out. Everyday, I meet fascinating people and am able to help them realize their dream of staying comfortable and happy in their own homes as they grow older.

Not so long ago, I was the founding officer of an Internet start-up company, working 12-hour days to create and establish a company which I believed would become an IPO and allow me to retire at the age of 35. My team and I had built a device which we believed would fill a void and bring the global community together. Unfortunately, my career and that company follows the exact path of the NASDAQ, up and then sharply down. I closed the company in October of 2000.

I began to research my next venture. I was looking for a franchise that would be solid, secure, fun and rewarding. I explored restaurant franchises and a few other businesses that dealt directly with the public. I was tired of high-tech and wanted to work with people again. I discovered The Senior's Choice on the Internet and contacted Steve Everhart.

Steve explained to me that a membership to The Senior's choice would bring me freedom and provide me with one of the most affordable ways of owning a business. I was attracted to having my own business because I knew that it was the only way that I could work with people, accumulate wealth, enjoy the freedom to raise my nine-year son and be creative.

Four months ago, I became a member of The Senior's Choice and once again I started from ground zero. I used the tools provided for me and followed the advice of other members. I now have established a corporation that operates like a fine-tuned machine. Although my years of business experience helped, the TSC manual was the key to having first hand knowledge of the home health care industry.

Susan Dost

A couple months later Susan writes:

Thank you very much for being so kind and generous this year. I'm off to a good start with my business, billing \$400K this year and I hope it goes 100% for next year. I want you to know, I appreciate the working relationship we have and am looking forward to more growth and opportunity this coming New Year.

I find your support empowering for me to break up the conversations I've been having with myself. My personal growth and state that I've been operating from has now shifted completely. Thank you for providing a place and an awesome opportunity for me to grow my

business. You provided some great principles for me to follow. I feel like I've combined being street smart with now being book smart in this business.

Susan Dost

Susan updates us a few months later:

We are happy to report that we have hit our 50 client mark!

Susan Dost

After 5 years and 9 months as a Member of The Senior's Choice, Susan writes:

Dear Steve,

Thank you for my beautiful gift today. I love the symbolism. I am most grateful to you and the TSC for guiding me on this path. I am profoundly rewarded for my work, but more importantly I am most proud of the relationships I have with my family, caregivers and clients. I will keep this gift on my desk as I continue my course.

Thank you for the lovely card as well. Happy holidays to you and Nona.

Susan Dost

Steve,

I missed saying goodbye to you in person on Sunday. I needed to make a quick exit to get to the airport given the morning schedule.

First, let me express my appreciation for the effort and results of the Annual Convention - it was run with class and heart. The topics were on target for me personally even though we are just starting our business. I came home with a long list of things to add to my To Dos. More important, some of the input I heard will change/improve the implementation of our business plan - Strategically and operationally.

Second, I wanted to recognize the quality and passion you and your staff personally evidenced which validated my prior impressions. I am further convinced that The Senior's Choice was the right partner for Anova Senior Kare and for Bev and I personally. I was equally impressed by the quality and commitment of the other members and overwhelmed by their warm reception of a newcomer. Every person I met was open and giving of advice and input.

Finally, I wanted to remind you of my interest in receiving a listing of the various recipients of your Platinum, etc., awards. I would like to reach out to each to congratulate them and seek their advice and counsel.

Thanks again,
Jim Luce

A year-and-a-half later, after attending our "Next Level Training Workshop" Jim writes:

To ALL:

Once again you exceeded my expectations.

Steve: I always appreciate the insights you provide from both a big picture and practical perspective. You certainly found a jewel in Partners In Care --- Don and Sally and their staff provide a great role model for those of us like Bev and I who are still dealing with the start-up/growth challenges. In addition, they provided specific items I took away for immediate implementation. Your idea of an East Coast "branch" will make TSC even stronger. As always let me know if I can be helpful in any way.

AnNita: Thanks for making it real. Your facilitation of the Power Panels made them one of the real valuable points in the two day session - again specific input I took away for use immediately or warning points of things to avoid.

Nona: I appreciate all the behind the scenes work it takes to pull off a conference with 80+ individuals. Your presence and personal touch made the TSC team even stronger. Thanks for your encouragement and kind words.

Jim Luce

The quality of the information presented at Training was top notch. I detected no "filler information". The financial overview was outstanding, and Pete's insight into marketing and management was outstanding. Excellent content all around.

I've encountered few presenters in my 57 years who are as captivating as Pete. His grasp of the subject and keeping the content interesting was terrific. Steve's enthusiasm is contagious. His passion for the industry and his sincere desire for us to succeed is very evident and reassuring.

AnNita, Steve, and Pete put forth a sincere, passionate presentation, and their passion and strong desire that we succeed is evident. You are made to feel part of the family from the beginning. The traits I look for in people were all prevalent - including sincerity, honesty, integrity, passion, etc. This was a powerful experience and well done. Thank you.

Carlton & Sharon Jones
Senior Care Associates

3 Days later Carlton writes:

Thank you. It was obvious to Sharon and I that you folks have a sincere desire for us to succeed, and a sincere desire for seniors to be helped. The quality of the information presented was excellent, and all presenters did an excellent job in not only the content, but keeping us involved in the process. You have a quality organization, and it is obvious. I feel fortunate that all of the events took place like they did that enabled us to wait long enough to get the information about The Senior's Choice. Several things happened along the way, such as below zero weather in Nebraska when we were to make our visit to Right At Home,

and so forth that seemed like set-backs to me at the time. I now realize that God had a better solution for us, and I'm glad I waited.

Carlton Jones

One month later Carlton writes:

Steve, I participated in my first conference call today, and was very impressed. At every turn, I am confirmed in my decision to join The Senior's Choice.

We look forward to the training, and meeting you and your staff.

Carlton Jones

Thanks Steve

I have learned much from you and feel fortunate to have you as a mentor and friend. I will need you much more as I grow the business and am thankful for your friendship. Your quarterly newsletter has been invaluable to me as I e-mail it to about 400 businesses and caseworkers. It has opened many doors and given me credibility. See you in California at Convention!

M.C. Horelica
Hearts at Home Senior Care

2 years later, after attending another TSC Convention, M.C. writes:

Hi Steve,

Thanks to you and AnNita and everyone for a wonderful weekend. I learned a ton and I enjoyed seeing my Seniors Choice family again! You guys are great!

M.C. & Sherrlyn Horelica

This has been the best week of training I have ever attended in my 22 years of business! I am hard to please and even harder to impress, however, in 22-years of business experience, this week's session was the best training/life experience we've ever attended. Most of these sessions are snoozers, but this one was highly valuable. We heard several other members make similar comments.

I was very impressed by the level of expertise on the topics covered and appreciated that the course was rooted in reality. Hearing from successful Senior's Choice members was very beneficial.

After attending the seminar I have an even better appreciation for the value TSC provides it's members. Sandi and I thank you and the entire TSC team. We will be successful and we will owe much of it to you.

Steve Litzau

Less than six weeks later Steve writes:

Caring for seniors is a great vocation. AnNita's coaching sessions are outstanding...terrific "value add."

Steve Litzau

Several months later:

The Seniors Choice has been outstanding. They have provided me with great tools and I have received outstanding price breaks regarding insurance, software, etc. due to Steve's efforts. Steve Everhart was the main reason I joined The Senior's Choice. He has a terrific heart and strong business mind. I also received great feedback from other TSC members. AnNita, Peter, Allan and the rest of the TSC staff are outstanding too!

Steve Litzau

Hey Steve and AnNita, I can't begin to tell you how much the conference has helped me. Being about 6 months into this, I'm right at the point that I need to hire some admin staff to help but feeling like I can't afford it. Now I realize that I can't afford not to, but it took listening to everyone to get the confirmation I needed to move ahead. The event was very well thought out and the speakers were excellent. My kudos to you and everyone at The Seniors Choice for putting together such an excellent event. It was the push I needed to get over the next hump. We also really enjoyed the dinner Saturday night and I appreciate Lindsey allowing me to sign up for my wife to attend the dinner as she got to visit with several of the women at our table which helped give her a comfort level for all I'm doing and maybe convince her that I'm not as crazy as she might have thought!!

Thank-You!!

Ted A. Moore

Thank you Steve. I came away from training very encouraged to move forward and make this work. You and the rest of your team have given me the tools with which to succeed. My mission is to do just that. I might have to take baby steps to do so but it will get done. I will let you know when I reach that goal.

Keep up the great work. I'm glad you are behind me.

Steve Austill

Six months later Steve Austill writes:

TSC is a first class organization managed by a first class management team. Members are given all the tools with which to succeed. The rest is up to us. In 6 months I have built my business to 23 clients and 2,400 billable hours per month!

Before joining TSC I knew that this industry was on a growth trend with the demographics showing huge potential. I felt that if I was armed with the proper training I could grow a business. I liked the business model offered by TSC in that they offered a membership instead of a franchise. In starting a new business the last thing I wanted was someone

beating me out of my hard earned income. I did a lot of homework and the TSC package made the most sense.

Steve Austill

Hi Steve & Nona,

It was great to see you two again! Thank you so much for the hospitality, solid program content and delivery of some new tools at the Annual Convention. We had a wonderful time. It was refreshing to be back together.

We are looking forward to growing into the office positions identified in the template and it's good to know that the path has been pioneered for us already. We plan on making the new Operating Systems Manual our own and appreciate all that is going into it to make it available.

Thanks too for taking a personal interest in us. We have picked up some great advice, lessons learned and new sources for clients.

We are busy this morning unpacking our notes to plug them into an implementation plan. On the flight home last night, we made a decision to come every year to the convention, regardless of the state of our business.

Have a great week and we'll talk to you soon.

Sincerely,
Scott & Gwen Bolthouse

One year later, after attending the next TSC National Convention, Scott & Gwen write:
It's great to re-connect, be reminded & reenergize the passion for pursuit of the many opportunities that we have and are now so prepared to tackle. Thanks, TSC !!

Scott & Gwen Bolthouse

David and I have only been with TSC a short time, but I LOVE it. I use the member's board daily. I look at old marketing ideas, ads, and I use the download board a lot as well. I am going to use your Fall Prevention presentation the first week of next month.

Everything I need to run this business has been provided. Everyone has been so helpful, and everything I was told before I joined was true, there have been no surprises. I just can't say enough about the company. I only wish I had not postponed getting started.

I look forward to receiving the next newsletter. We are going to do a mailer with it. Also, the CCA program is a requirement for our employee's. They must start the program with in 4 months of employment.

Becky & David Gaither

A year-and-a-half later, Becky writes:

AnNita,

Thank you, for saying such nice things. I am so glad I didn't miss the Southeast Regional Meeting. My enthusiasm for this business is right back where it needs to be to grow and because I am excited again, David is as well. David and I have sat down and revamped our marketing efforts, and changed the way a lot of things are done in the office. I came home and cleaned house.

I am so grateful to the efforts of you and Steve. The membership is worth it's weight in gold, I could never do this alone.

Becky Gaither

Thanks Steve, training was terrific. I really appreciated all the expert advice and now will get going on developing my business. I will contact AnNita on Friday and make an appointment for coaching I went to a Senior Networking meeting on Monday where I met several people and handed out and received several business cards. I have already had some client inquiries!

Thank you so much for everything so far and I look forward to a continued close relationship and mentoring from you, Pete, AnNita, and all the wonderful people associated with The Senior's Choice.

Sheila Korn

Two years later, Sheila writes:

Hi Steve, I just wanted to say thank you for a great Convention weekend. As was expected, the material presented was great and the networking was even better. You certainly have chosen a great group of people to represent The Senior's Choice. I am proud to be associated with such a wonderful group and look forward to growing and learning more and more.

Thanks again to you and all the people who helped make this weekend as special as it was.

Sheila Korn

A few months later, Sheila writes:

Hi Steve and AnNita and all Members,

Since I started my business 2 years ago, my philosophy has been no matter how many competitors are out there, there will be enough business for us all. This is a wonderful business and The Senior's Choice has been the best choice for helping me to accomplish my goals and dreams. I pray that we can all thrive and grow to reach the potential that Steve has envisioned. I will open my arms to help in any way possible.

Thank you for all you do,
Sheila Korn

One year later, after attending our "Next Level Training Workshop", Sheila writes:

I just wanted to thank you all for helping making the conference so successful. Jeff and I always look forward to attending a "Seniors Choice" conference because we know we will get timely, concise information that can we can come right back to our location and start

applying to our business. You always deliver pertinent, expert information. Thank you for all you do.

Sheila Korn

One year later, after TSC proudly announced that a Member had just acquired their largest competitor, Sheila writes:

This is very exciting and makes me very proud to be a part of The Seniors Choice Network of wonderful, accomplished people who know how to make things happen.

Sheila Korn

One month later, after attending The Senior's Choice National Convention, Sheila writes:

I always know that TSC will present relevant materials that will allow me to go back to my business and implement things right away.

Sheila Korn

And one month after that, we hear from Sheila again:

Dear All,

Thank you all for everything I have learned over the past 4 years from everyone at the Senior's Choice. Steve has always inspired me to continually improve my leadership skills and be encouraging and positive. AnNita has been a wonderful teacher and helped calm me down when things seem out of control. Lindsey, Nona and everyone at the office is always helpful and finds the answers to my questions. Every time we get together with the extended membership and share ideas I am inspired and ready to forge ahead to do better and greater things to improve my business.

Enjoy the holidays and I wish all of you a successful, healthy New Year.

All the best always,
Sheila Korn

Hello Steve! I just wanted to let you know how things are going over here. I have hired two caregivers and have an open interview coming up this Tue. My fear of not having enough caregivers to choose from is NOT a problem. Not only are there many of them, but they possess the qualities of an "ideal caregiver". The Dept of Labor has been a great resource and has organized my open interview day and also are providing me with a conference room for training at no cost.

Included on my "to do" list is to complete my 90 day projections, so I haven't forgotten about this and planned on doing it this week. However, this week I have been interviewing, hiring, and had two assessments. The first assessment only needs 4 hours a week and doesn't need to start until Sept. My second assessment was a success, I am excited to say! I signed a client the night of the assessment for 7 days a week, 8 hours a day! Today I introduced the caregiver to the client and the care starts on Monday! The best part of all of this is that my mother was able to see it happen. She is so extremely proud of me and was crying with tears of joy with the good news.

I just wanted to thank you for this great opportunity and let you know that you, Lindsey and AnNita are wonderful, caring people. Just the kind of people I like to be associated with. Thanks again.

Fond regards,
Debbie Bernacki

The training session was phenomenal! Each day when I thought I couldn't be any more impressed, another great new insight or technique was presented, usually, one after the other. The depth of the training was outstanding and it is one of the best I have had the privilege of attending. I am also impressed with the depth at which the training manual was thought out.

It is obvious to me that The Senior's Choice goal to become the premier companion care provider in existence is truly an obtainable one...you have done everything in your power to give us the tools to make sure both you and your members achieve that goal. Doris and I look forward to being part of such a great organization and reaching our goals together.

Sincerely,
Roger Lollar

Steve - THANK YOU, THANK YOU, THANK YOU! I don't have to do this by myself!!!! What a wonderful feeling. To know I have help at the other end of the phone, in a book, or on a CD is more than I could have asked. But you did it, and you have my eternal thanks.

Carol Hardin

A few months later Carol writes:

I am very happy with my decision to go with The Senior Choice. I want to thank everyone there for giving me everything I need to make my business a success. While I learned a lot at the training class, it did not stop there. I had been doing this business for several years on my own and was doing ok. But with the help of The Senior Choice, I now have a BUSINESS. This is the real thing. You have had all the answers for me: in marketing, payroll, hiring, training, etc. If I can't find it in the books or CD's you sent, I know you are just a phone call away. Thank you, Thank you, Thank you. You have fulfilled my dreams and more.

Carol Hardin

On a scale of 1 to 10, I'll give you a 10! It's extremely difficult to present the amount of information you did in the last week at training. I really value the integrity with which The Senior's Choice treats their Members; so that we feel the freedom to be that way with our clients.

Scott Bahe

The Senior's Choice training workshop was extremely effective and accomplished what it set out to do. The content was wonderful and you did a great job covering the key points

You did a great job of explaining marketing and sales techniques and the reasons behind why the different pillars work. The seminar was very motivational and encouraging - The week was TERRIFIC!

Marsha & Larry Lien

2 years later, after one of the TSC National Conventions, Marsha writes:

Everything from start to finish about the 2005 Convention was top notch - from the content to the accommodations. The value of the entire weekend was infinitely more than the monetary cost. I am proud to be a part of The Senior's Choice Network and look forward to putting into practice many of the excellent things I have learned here. Thank you for all you do.

Marsha Lien

2 years later, Marsha and Larry write:

Steve, Enjoyed the convention and we profit everyday from what we heard. Well done.

Still having fun,
Larry and Marsha Lien

The training more than exceeded my expectations! It was one of the best training programs I have ever attended...on a scale of 1 to 10 I give it a 12! You did a great job of covering all the material - very complete and comprehensive.

It really helped having established members share their experiences. I think we will find encouragement and inspiration from the relationships formed this week.

Thanks to your great program, I feel I am prepared to follow through and I know we will be successful!

Roger & Judi Hansek

I was very impressed with the quality and depth of the material covered at training. Your business program far exceeded what I expected. I am very impressed by the way that all the bases were covered in a detailed, yet concise and easy-to-follow format. You gave a great overview of how to successfully run a homecare business.

I am confident that I made the right decision by joining The Senior's Choice and my confidence in doing so was reinforced by training. Thank you for providing me with the tools and knowledge base to hit the ground running!

Terry Holecek

I am so impressed....I have learned both the marketing skills and the "numbers" I need to make this business work. The seminar was very well organized and informative. I appreciated the group dynamics and the information shared by more experienced members.

I truly felt that I was being moved through the process in a highly effective fashion.

I am so excited!

Kathleen Devlin

Six weeks later Kathleen writes:

Thanks for all the support that we receive from both you and your team. It really takes this endeavor to a more comfortable level and I enjoy bragging that I am a member of an "International organization, The Senior's Choice". It definitely sets the right tone.

Kathy Devlin

The friendly atmosphere and congeniality among members and the TSC staff is wonderful beyond my greatest expectations. This is profoundly an unusually great group of authentically qualified people.

I have worked in many Fortune 500 companies as an employee and as a consultant. I can verify that this group compares favorably to all of them. The only company in my experience which might equal TSC and TSC members would be Johnson & Johnson who is widely recognized throughout the world for their high caliber personnel.

Jerry Schamahorn

This training was absolutely fantastic! Especially encouraging were the testimonials from the more experienced members present...experience is often the best teacher.

The seminar was very comprehensive and incorporated a lot of material in an understandable format. The marketing techniques and knowledge we learned are essential.

Your tools are wonderful! We have all the tools necessary to be successful and we are very appreciative of the professionalism and support you have and will give to help us become successful...the support of the entire corporate office is fantastic.

Darrell & Patricia Johnson

Steve, AnNita, and Pete were extremely prepared, sincere, and completely knowledgeable - Their commitment and passion is so evident and comes across loud and clear. It was contagious. Thank you! These 5 days were well beyond my expectations - Many gaps were filled in and questions answered thoroughly. The facilitators were omnipresent and that was a wonderful experience because of accessibility. The other "trainees" added to an overall professional situation.

Sherry Litt & Noma Kaz

6 months later, after attending the Western Regional Meeting, Sherry writes:

Hi AnNita,

Now that the dust has settled and our brain has cleared (a little!) Noma and I did want to send out a great big THANK YOU to Steve and you and everyone connected to The Senior's Choice for helping make the weekend in Vegas a tremendous success.

The amount of work and effort was evident from the start. Each speaker and presentation was remarkable in their own right. We appreciated the opportunity to connect and re-connect with so many other members. It's an invaluable experience and continues to inspire us in our business.

Upon reflection, I think what we took away was the fact that as new as we are to this process, we could all relate on many levels to ideas, innovations, resources and knowledge. Many, many thanks for a remarkable few days. We're proud to be associated with such a fine group of professionals, as well as such a progressive organization!

Sherry Litt

3 months later, we hear from Noma & Sherry again:

Good morning AnNita,

Remember a long time ago when Johnny Carson used to play Stump The Band on "The Tonight Show?" Well, Noma and I have been trying to Stump The AnNita! And, it can't be done !!

You have been an unfailing source of knowledge, expertise, good judgment and insight into this industry since we joined Seniors Choice. You've been clear on your message and so very generous in sharing it with all of us. AnNita, you are the best!

We're very grateful,
Sherry and Noma
Lifeline Companion Services

Just wanted to wish you all a wonderful Thanksgiving and update you to our progress since opening a few months ago, of which we are thankful. We currently have 11 clients, with 14 on the books. We are learning a lot, especially about managing both clients and employees. I have had to do some hand holding and put out a few fires, but when I see the look of relief and genuine peace on the face of our clients, I am reminded of why we are doing this.

I have two favorite parts of this experience - the Assessment, (especially when there is family involved), and when I first introduce a caregiver to the client. At one of my last assessments, the daughter, son-in-law and three adult grandchildren were involved. Every one of them had a sincere interest in and concern for the welfare of their loved one. When I introduced the caregiver, I got a huge hug from the client who just about ended up in tears. Another client called recently just to tell us that their caregivers are the best they have ever had!

While some of competitors are focused on the numbers, we are focused on the care of our clients...and it is starting to show.

So on this Thanksgiving Day, I am thankful for the opportunity to give and to grow, and to have had the joy of meeting and sharing this great adventure with all of you. Thank you for sharing it with us! We wish for every one of you the joy and gratitude that comes from making a difference in the life of a Senior Citizen!

Kevin Turkington

After 5 years with The Senior's Choice, Kevin writes:

Steve,

I was very proud to learn while at the CSA Summit, that out of the six or so awards given to CSA's, three were from The Senior's Choice network. I think that says a great deal about you, Steve, and the quality of The Senior's Choice and it members!

Kevin Turkington

One year later, after attending the TSC National Convention 2009, Kevin writes:

Hi AnNita,

We believed the conference was a big success for everyone, and yes, for us. So thank you to you and Lindsey and all else who contributed!

We have taken many things home and are in progress of implementing some now and others over time. I was also given some affirmations about some hard decisions I need to make. So as they say.. "hold on to both cheeks, cause it's going to be one heck of a ride!" So, I am! My wife Angela mentioned it was one of the better conferences she has ever been to. To say that this conference did not meet my expectations would be an outright lie. I too, found this conference to be one of, if not the, best. You just can't put a price on the benefits of gathering with your (non-competitor) peers. The support received and given, the friendships made and others strengthened, the ideas shared and the opportunity to get a realistic measure of our company is invaluable. As is with each and every convention or conference, we walked away with renewed enthusiasm, hope for a brighter future and a sense of continued success. I can only say that it has been my honor and pleasure to grow and mature in our business alongside The Senior's Choice.

Again, thank you for another great convention and it was really nice to see you and get my yearly hug!

Warmest regards,
Kevin Turkington

I appreciate The Senior's Choice support staff always helping us and returning our phone calls immediately. Everybody in the office is very friendly and helpful.

Sandy Reyes

Hi Lindsey:

I am writing to give you a long overdue thank you so much for all of your help getting us up and running. It's been a little crazy, but I think we are getting there. We couldn't have had nearly the presence if it hadn't been for you. To be able to direct people to our site and have materials and docs ready to distribute is HUGE. So, again, thank you.

Most sincerely,
Kelly McNamara

Below is a testimonial from a caregiver to one of our Members about our Certified Companion Aide program:

Dear Marc and Sue Katz,

I just wanted to take a moment to thank you for such a great learning tool, the Certified Companion Aid (CCA) Program.

I was a CNA working for several nursing homes, but this program is so comprehensive I can't compare it to the certification program for nursing assistants. The program provides a more detailed description of what senior care is really about. The chapters look at the senior as a whole person. The program also presents detailed information and diagrams every CNA or what home healthcare service should have. The CCA program guarantees each senior has the best care available.

Thank you again,
Deborah Bambas

Hi Steve,

Every TSC gathering just gets better! Hearing from fellow members THE BEST. Much to take home and use on any business!

THANK YOU for opening with pledge to our flag and Adele beginning with prayer. What a great way to start.

What timing. Have been considering running for township supervisor.....Senator Fulton has helped tip the scales.

And an interesting twist as Stan has swallowed a giant...(what a huge undertaking)...I have a giant wanting to 'swallow' me.....will find out more info on Fri.

Again a great convention and thank you,
Katie Frostic

Fantastic training! I was amazed that four straight days of presentations and training could fly by so quickly. Pete, Steve and AnNita complement each other's personalities as training partners. Pete is dynamic, engaging and effective. AnNita is warm and genuine. Steve is clear and concise and makes a difficult subject simple. All of you were terrific! The topics were presented in a dynamic and applicable way. I left with a much better

understanding of how to effectively launch a successful home care business and the assurance of continued assistance and support.

Thank you!
Bronna Kahle

In a personal follow-up note, Bronna writes:
Steve, Peter, and AnNita:

Just wanted to thank you for providing an amazing week of training for your newest TSC members. It far surpassed my expectations and I left completely reassured that our investment in The Seniors Choice was worth every penny! You've given me resources and tools to implement for all aspects of the business which gives me the confidence to know that if I efficiently and faithfully work the systems, I CAN (God willing) do this and I'm not alone. You guys are amazing! Again, thank you.

Warmly,
Bronna Kahle

I have been in the senior care business for over a year now. *Gee*, time really flies when you're busy having fun! I was one of the first members to join, according to Steve.

I spent most of the last 20 years framing apartments and of late selling mobile homes in the San Joaquin Valley. I decided to start my own business to get out of sales and the hassles of the building trade. I have known of the Everhart family for several years through a mutual friend. When I heard they were looking for people interested in starting their own business of caring for seniors, I jumped at the chance.

The reason I wanted out of sales and into my own business was because I was always looking for the next deal or next sale, in order to make a commission. Having my own business with capable people working with me allows me the chance to pursue my first love, fishing! After just one short year I can spend time fishing, like I did last week in Bass Lake, and I actually made money while away. I am a worrywart so I must admit my phone was on by my side and my wife was there, should something come up...but everything went smoothly.

I must admit I was concerned about finding clients at first. However, by working with the corporate staff and Steve, I was able to work through my rough spots and started landing business within several weeks from just a few referral sources. The demand is much greater than I had even dreamed and you would not consider my area to be very upper-end. The folks at the corporate office kept me focused on clients that made sense and kept me from making some costly mistakes.

My advice for new members just starting out is to stay in close contact with the people at the corporate office. They are very busy, so you should take the initiative and call them, keep them abreast of your progress, and ask for advice. They have the advantage of many years of experience in business and of working with dozens of new owners. They can anticipate challenges that come up routinely and give you solid solutions and alternatives.

My wife and I really didn't go into business for ourselves with the goal of making a lot of money, so I must admit we probably don't make as much as we could. However, we do have free time now to make some choices in our lives while earning a good living and steady paycheck, at least from our viewpoint. We got our business going within several months, steadily adding a few caregivers and clients every month and fully expecting to continue that in the future. Our goal is to semi-retire in five years when I am 55 and hire a full time manager so we can take extended trips in our (soon to be purchased) new motor home.

As I have told Steve many times, the biggest mistake I made was not going into business for myself sooner in life. I spent too many years in the construction trade and in sales, just making a living but not really building a nest egg. There is just nothing like having your own business and being able to come and go as you please (within limits of course). The next biggest mistake I made is thinking I could do it all myself. I guess I have been guilty of this most of my life. Steve has shown me that you can't do it all yourself and shouldn't. Getting involved with people who can help you in your business is key and they have shown me just how powerful networking can be. Being away at Bass Lake last week and still having my business afloat when I got back proved it for me, once again.

I suppose I just lucked into finding a business I love doing, but my guess is there are many out there who share some of my goals in life who might discover the same rewards I experience in caring for seniors. Steve tells me new members come from all walks of life; so defining the characteristics of a successful person would be impossible for me. All I know is that if I can do it most others probably could too, maybe even better, if they put their mind to it.

Knowing what I know now, though, I would strongly suggest to people starting their own business, to get with others who have gone down the path you're headed and stay close to them, as I have to the good people in Southern California. For that, I am thankful and count my blessings every day.

Gary Day

The Senior's Choice members are a fun, intelligent group. I'm amazed at the caring and creativity that is such a part of the membership. The TSC support staff are amazing - so knowledgeable and supportive.

Sharon Borrevik

After attending the TSC National Convention, Sharon writes:

I really like the camaraderie of the group and greatly admire their outlook and dedication to what we do, I also like the energy and creativity I feel when I'm in the group. I know TSC was the best decision for me and so glad I found you before signing on with a franchise. I also heard this from other members.

Sharon Borrevik

Steve,

Thank you so much for the most insightful week. We enjoyed it very much. I have a much better understanding of the business. The first time I attended Training I walked away realizing I have to put the client first, not the caregiver. This time I came away with a much better understanding of the business end.

I am having to change my way of thinking once again. It is such a growth process. I could really relate to Joe, when he spoke. Doing it my way and then coming back and doing it right.

We thank you so much for the two wonderful nights out. The food was the best. I am glad I chose to attend another training session. I feel more a part of this wonderful company and I am enriched by all the members I met. So much wisdom and great ideas and information. I am beginning to embrace being overwhelmed by so much information. As I sort out all my notes this week and record all the business cards I received I will think about what a wonderful ride this is going to be.

Thanks so much,
Mary Lou and CL Faulkenberry

I am tremendously pleased to have chosen The Senior's Choice for our family's business. Their system provides all the information necessary to establish a *quality* care business.

My family and I are very pleased with The Senior's Choice training materials and training seminar - The content is outstanding and well organized. We are also impressed with the attention devoted to each member.

Suzanne Goard

A few weeks later Jim and Suzanne Goard write:

We've had a great week with our first caregiver training session and first client assessment lined up. Then, today I got a call from a Doctor's office who would like to refer to us since their patients often need our care. She already sent me a referral for two clients needing care this weekend.

WOW, this is something! It's been like the popcorn kernels that are getting all warmed up and then when the heat turns up, everything starts popping. Thanks to you all and your excellent materials/training we will move into action confident and very happy to be providing an excellent service for these folks.

DID ANYONE TELL YOU GUYS THAT YOU ARE REALLY SPECIAL TODAY?

Jim and Suzanne Goard

Six months later Jim and Suzanne write:

We are tremendously proud to be members of The Senior's Choice. Every time that we announce our connection with the membership we feel it is beneficial. Recently we've been mutually referring with our neighboring Senior's Choice members and we can rest assured

that our fellow members are upholding the system of excellence that your program encourages (and vice versa). *We know* there is strength in numbers!

Thanks for the dream come true of being self-employed. How many of us were weary of marching to someone else's rhythm? How many of us felt we had what it took but didn't have a direction? Your team has sold us, groomed us and daily coaches us. You provide a

forum for discussion and a solace in times of trial. This year will be a landmark year for our family and even our community. Best wishes to all in The Senior's Choice Network. We have much to be proud of!

Jim and Suzanne Goard

I want to take this time to thank everyone at Seniors Choice for your continuous support and assistance in helping me make a decision... It was the right one.

Training was exemplary! ...very informative, absolutely fabulous! The group was very dynamic and the facilitators were captivating. The "Nuts & Bolts" session clarified a lot for me and I appreciated the availability of experienced members.

I am making a promise that you will be proud of me and my business. I will absolutely do the very best to not only grow this business but also to be a continuous spokesperson for The Seniors Choice.

Thanks all....We've got a winner in our hands. You are the best-kept secret in town!!!! I know I am in safe hands.

Dr. Stephanie Thompson

A few weeks later Stephanie writes:

Good morning! David and I have great news! WE LANDED OUR VERY FIRST CLIENT LAST NIGHT! I really appreciate our coach, AnNita, being available when we needed you to walk us through an impromptu assessment. It worked! You are an inspiration!

Steve, thank you for birthing The Seniors' Choice. It has truly been a blessing, more than you can ever know. It is amazing how David and I continue to hear every word you spoke to us during training and other meetings.

Thank you all.
Stephanie Thompson, PhD

Hi Steve,

Thank you so much for a great training session. I learned so much and am eager to get going. I will certainly keep you abreast of our progress and am sure I will be contacting you, AnNita, Pete and Nona with a million questions. It is very reassuring to know that we have

such a knowledgeable and proactive support network - I hope that our experience can also contribute to the resource base that you are building.

Have a great day!
Lizanne Dobson

The information I learned about the aging process while at training was very valuable. I also really appreciated the marketing information and the explanation of the reasoning behind the various methods taught. I really enjoyed the people and learned a lot. Having the opportunity to meet and get to know The Senior's Choice team and various successful members meant a lot to me.

Denise Moyer

Three months later Denise writes:

Hi Steve! I know that it has been a while since you have heard from me, but I had to thank you. I really want to let you know that setting up the coaching calls with AnNita was a GREAT HELP!

After coming from our June training class, Ann and I were really pumped up. The actual day to day, however, began to take it's toll and at times we seemed to lose not only our direction, but our passion for what we wanted to do. Our conference calls with AnNita always put us back on track, gave us a new perspective, and recharged us for the week ahead. Ann and I even changed our weekly business meeting to after our conference call so that we could take advantage of the energy and ideas that AnNita left with us.

We thank you for your foresight in starting the coaching program and I know that every class that takes advantage of The Senior's Choice's resources will benefit greatly.

We are looking forward to seeing you and the others again soon!

Denise Moyer

Several months later Denise writes:

I know that this is the business that I have always wanted to have. One of your recent emails mentioned AnNita and the coaching program. She really helped me over a difficult hump about two months ago. I can't tell you how much I appreciate the resources that you have for the membership. All of this is just to tell you that I am more committed than ever and thankful that I am a member of The Senior's Choice.

Denise Moyer

Two years later, we hear from Denise again:

Steve,

I know that it has been some time since we've talked. I want you to know that it is really great to see and hear how much TSC has grown since I became a member. The resources, the members, and especially the TSC staff make this organization a premier company poised for major success. I guess that is why I have hesitated to write this note for so long. Although my business has not grown or is established to the level that I had hoped, I know that we have provided a needed service with high standards of care and integrity.

Thank you for all your help, encouragement, faith, resources, vision, and friendship.

Sincerely,
Denise Moyer

It has been less than three months since training and things are going really well here. I just love this business and I love the people I am helping. They really need my caregivers and are so appreciative! Thank you for starting The Senior's Choice!

Deborah Oliwa

About a year and a half later, shortly after announcing she was pregnant with her first child, Deborah writes:

If I didn't have this business, I don't think I would ever even consider having a child. My prior job kept me on the road too much and the hours were very inflexible. Thanks to this opportunity through the Senior's Choice, everything is falling into place wonderfully. The business is where I want it and I've been able to keep my business local, getting to meet so many wonderful people in town. I have a nice size group of caregivers and wonderful clients. My reputation in town for being honest and dependable is taking hold and people are referring me to others. I've had the opportunity and honor to help so many wonderful seniors and their families. I really am blessed.

Thank you for you and your team's continued support. I know I don't call you often for help, but I'm out here listening and appreciating.

Deborah Bordeaux (formerly Oliwa)

Now a member of The Senior's Choice for 6 years and after attending the TSC National Convention, Deborah writes:

I learn enough in these 2 short days to create an action plan for the next 12 months. It's a great way to set your course for the upcoming year. You need to do this.

Deborah Bordeaux

Thank you so much for everything - especially all of your advice regarding this business. We learned so much and met so many wonderful people at the training workshop. We know we will be successful because of this outstanding training. Your training manuals and videos are also excellent and cover every aspect of the business.

I am so excited and can hardly wait to begin the day on Monday. I read your messages on the way home and really hope to quantum leap to success. Your program is wonderful and I thank God for leading me to TSC. I feel so much better going in to this and feel much less anxious about the client acquisition and assessment process. Without TSC I doubt I would be in business for myself. It would have been so difficult starting from scratch (and more costly too).

TSC is such a wonderful business model and I'm so thankful to have this opportunity to work with you folks. This program will give us the tools necessary to build a successful business. I look so forward to this journey and using The Senior's Choice to assist me. I have a feeling we are going to just LOVE being business owners!!!

Thanks again for all your support, knowledge sharing and encouragement to succeed. I KNOW we will!!!!

Talk to you soon,
Denise & Kevin Schutt

Several months later Denise writes:

This is such a great business and I could not do it without my caregivers. They deserve 99% of the credit. My seniors appreciate all the help we provide. Bringing quality of life to them at the end of their life is what they need and I'm so glad to be a part of that. And thank you too Steve, because I couldn't have opened up my own business without TSC's guidance.

Talk to you soon!
Denise Schutt

THANK YOU FOR LEADING BY EXAMPLE!!!! You and the TSC team are so remarkable, I just feel so fortunate to have the opportunity to work with you all!!!!

Kristan Ash

One month later Kristan writes:

Hi, Steve. I have to say, TSC may mean "nothing" to the people in my community here in Canada, but they sure appreciate what it "means" when they have the opportunity to work with me! Thanks to TSC I KNOW that 2005 is going to be a very successful year for me and my family! I have been given the "tools" to operate a successful companion care company, now it is up to me to sell it, and to be proud of where and how I got here! I wear my TSC badge proudly and thank you very much each day for creating this powerful network of amazing people! I love to share the story of the amazing people I have the opportunity to associate myself with across North America and the work that you and your team are doing to produce materials/resources for all of us!

Kristan Ash

Dear Steve,

Rick and I appreciate you, AnNita and Pete for all your efforts and I am confident in knowing that TSC will always be there for us. The ball is starting to roll and it is so very exciting! The best part is I love what I'm doing and people love me for what I'm doing! Almost a perfect world, huh Steve?

I promise we will keep in touch...you may not hear from us, but we read everything from TSC everyday.

Blessings,
Lynn Kollath

Today marks three years of being in business!!! Thanks to all of you for your constant support and good wishes. I LOVE what I am doing and the people I am able to help. Of course, I'd love to have more clients and I know they will come as I am beginning to get "word of mouth" referrals. Aren't they just the BEST!

All of you take care and keep up the great work to provide our Seniors with the ethical, caring, and kind services they all deserve.

Warmly,
Shirley McGee

Hi Steve, I enjoy your daily emails and look forward to getting them. It's weird but it seems they always hit on something that I need or am looking for on that particular day. AnNita has also been very helpful to me on our bi-weekly calls. I enjoy our conversations and picking her brain for things I should be doing. She is a wealth of knowledge.

The Senior's Choice has definitely been the right choice for us to begin and grow our business. I feel confident that we will be successful thanks to all of the tools available to us.

Thanks again for everything, and I'm looking forward to the monthly member conference call this afternoon!

Warmest regards,
Terry Taggart

One year later, Terry writes:

Hi Steve,

I wanted to take this opportunity to wish you, Nona, and your family a very Merry Christmas. I hope you are relaxing and enjoying a few days of fun.

It has been a good second half of the year for our company and we look forward to 2006 being a great year. Thank you for all that you do for all of us in the field. I may not say it enough, but I am grateful that I found The Senior's Choice network, and I thank you for all that you do to provide for all of us.

Have a happy and healthy New Year, and we look forward to seeing you again soon.

Terry Taggart

Steve,

Thanks so much for our copy of "The Caregiver Zone", autographed no less!!! What a wonderful book to give to client's families. Thanks again and we are "Proud Members of The Senior's Choice".

Rita Ratliff

One week later, Rita writes:

Allan, Just wanted to let you know we have already had the need to utilize The Senior's Choice! AnNita was very helpful as was Lindsey. After talking with AnNita, I realized how many things we need to change, and how beneficial it is to be a member. Thanks again.

Rita Ratliff

Hi Steve, Thank you so much for developing such a fantastic company! I enjoyed the conference so much. I am so excited, and I know that I have the support of some really wonderful people behind me. Thanks again for all that you do!

Angela Eaton

I have to let you know that I learned and gathered so much information from the training that will be very helpful in my adventures in this business. After training, I confirmed to myself that I definitely made the right decision of joining TSC. You, Pete, AnNita and the rest of the members are all incredible people and I'm so glad I'm a part of it.

Thanks for caring and your dedication to TSC members like me.

Warm regards,
Cynthia Paras

A few weeks later Cynthia writes:

Steve, I learned from the pros (TSC) and am still learning and learning and I actually am having so much fun! Thank you and all the great people of The Senior's Choice network for all the support. I need every bit of it.

Warmly,
Cynthia Paras

(Before joining The Senior's Choice Alex wrote:)

I spoke with Sue, David & Magda (Melanie) and you really do have some big fans north of the border. I've spoken to other franchises/franchisees and they were unable to enthuse about their franchisors like your members do about TSC.

Alex Handyside

First off, I want to thank you for all of the information and skills we learned at last week's training. I went into training this last week to learn how to make money and to confirm that

The Seniors Choice was a good business decision. Not only did I walk away with the tools necessary to make money, but I also walked away with a passion for the Elderly and the issues they face on a daily basis. I truly believe that we, with The Seniors Choice, can make a difference in the lives of the elderly in our community.

Now, I want to give you a status update. When we came to training we had a couple of potential caregivers and we were running a "Coming Soon" ad. Since we've been back we have 3-4 potential clients with one of them being 24 hr. care. And this is without really doing anything. We are very excited about the potential here.

Thanks again for your continued support. We will keep you abreast of our success.

Sincerely,
Aaron & Calli Keener

I got an Email from a fellow member who has a client who will be vacationing and may need my help with some care while he's in town. It's great to see how my association with The Senior's Choice continues to benefit my business!

Thanks for leading The Senior's Choice and for this great opportunity it has given me. I couldn't have made it this far without you.

Take care,
Ken Koch, CSA

Good Morning, Steve! Just wanted to catch you up on what is going on with our business. It's hard to believe it's been less than 6 weeks since we signed on with TSC. So much has happened...far quicker than we anticipated!

We now have 6 employees and on Friday we will hold our first employee orientation/training session. These 6 caregivers are all ready to jump in as soon as we need them.

We are in the process of building our prospect database. I have several senior centers that are interested in the "Fall Prevention Program"...what a gift that will be to the community! As soon as I started talking to people about the business I realized everyone has a story! I have about 10 leads for prospective clients just from casual conversations.

We hired a CPA firm to set up the corporation. They also handle payroll but just can't compete with the quote we received from your contact at ADP. We used your template for our brochure and it is almost finished.

Steve, I absolutely love your e-mails with the words of wisdom! Thank you for taking the time to do this. Some things just make so much sense yet the nudge to remember them is priceless. Thank you!

Thanks again, Steve, for the continued support Adrienne and I get from your company. Leah and everyone there that I have had contact with has been incredibly helpful!

Colleen McKernan

One month later:

I really enjoyed the training and especially got a lot out of the listening to the members who have been in the business for a while! I think Adrienne and I have the office procedures and administrative stuff set up pretty well. We went according to the Senior's Choice BOOK when doing all this!

We hired our first caregivers in early September, and now have 12 "on the bench." Our first client came 2 weeks ago and we did 4 assessments over the weekend. This week I have had about 14 face-to-face meetings with referral sources.

Thanks a million!

Colleen McKernan

Six weeks later Colleen Writes again:

After looking into other franchises, we realized that franchises were just not for us and almost gave up until we came across the TSC web site. TSC offered the best of everything...the support for starting the business yet the flexibility of making it OUR business. Talking to existing members sure helped make our decision easier and Steve was extremely helpful in answering our last few questions.

I did not realize the depth of the support that was available from TSC until I went to the Training seminar. Steve had told us to call with any questions or concerns, but at first we did not really understanding the level of support that was being offered to us. Steve is a tremendous source of information and inspiration for any person wanting to start their own business. The passion he has certainly comes across in his efforts to make others successful. Leah was a great help in setting up the web site and with other office issues. She is so helpful and always pleasant to deal with.

This business is something that is not only needed, but wanted and appreciated! The more we get into the business, the more I love it. Things are really going to take off for us - We are laying a lot of groundwork, have good systems in place, we are making some great networking leads, and hiring great people. Without the SC binders, and web site information, etc. we could not have done as much as we have already.

The Senior's Choice offers everything you need to get your business off the ground. I only wish I had taken advantage of their help earlier!

Colleen McKernan

What a great experience! I loved everything about the week spent at The Senior's Choice Training Workshop. The information learned was exhaustive and informative. I am really looking forward to continuing my membership with The Senior's Choice - Thank you for the experience!

Laurie Thies

[The TSC National Convention] was a fantastic 2 days! As a new TSC member, this was my first conference and I was very impressed. I have attended many business conferences costing thousands of dollars in my previous career and none of those came close to the TSC conference. Every speaker was engaging; every topic was relevant. I have come away with an entire list of ideas and plans to implement in my business.

Dan Clouse

I wanted to take a moment and thank you for the wonderful training session you have put together. I can't wait to get home and use the new tools in my tool box.

Every member of The Seniors Choice team is more than generous with sharing the wealth of knowledge and experiences. We have made the best decision by becoming members and I believe the TSC network is the best in senior companion care.

Thank you, for the wonderful dinner last night. I enjoyed ever minute of it.

God Bless,
Colleen Arnold

Thank you for a wonderful, exhilarating week! It was packed with learning and I can't wait to get started! In particular, the content was outstanding - *so* much information, and many techniques and tips. The variety of teaching methods you used were very effective and the "role models" - members already in business - were very helpful. The leaders at The Senior's Choice are obviously passionate about the business and enjoy teaching. Everyone was very approachable, friendly and patient with all questions...plus there was so much energy and enthusiasm!

Mary Tune

Hi AnNita, What a great letter you've shared, that's to the point, with charm and warmth. Steve must be very proud of you and the staff he has assembled.

Since we're some of the new guys on the block, we don't know all the dynamics of The Senior's Choice, but we certainly can feel and see the passion Steve and his team has. It was one of the reasons we decided to join. Steve's vision is a good one.

As Steve has, I also have owned and run several companies and have pretty much seen it all when it comes to business and the people involved. We're proud to be part of a team made up of the members we've met so far, and especially an organization operated with individuals such as Steve and his staff.

Joan & Tony Montone

Steve, Thank you so much for the kind message. Carol and I wish you, Nona and your family a very Merry Christmas and a wonderful New Year.

This past year has brought so many great gifts to our family, one of which is the success of our new company. Another is the number of good friends we have made in the process, such as Members Don Olin, Earle Crum, Carolyn and Marshall Mattingly, and of course all the great folks at TSC. We can't wait to see what 2006 brings. Have a great holiday Steve!!

Carol & Tom Murray

We are deeply grateful for all the experience and insight that was shared and those we were able to benefit from. We liked the way you broke everything down into manageable steps and shared the underlying dynamics of the business. You have a great ability to motivate and clarify!

Paula Carter & Jan Lynch

The training seminar was very helpful! I found the information on marketing pillars, networking, caregivers and so much more to be outstanding! I also really benefited from interacting with other members, new and experienced. I'm really glad I attended the seminar before I got started in this business!

Terri & Steve Garcia

The training seminar was excellent and filled with knowledge. It was very informative and all areas were touched on! We learned a lot and it left us much more confident.

Providing us with a one-on-one business coach is an excellent feature of our membership with you. We are very excited about the CCA Program and the Fall Prevention Program.

Doug & Sheila Ouellette

You have a very professional and polished program and team. I am even more proud of my membership now that I have attended your training seminar - there was so much integrity and decency to be seen!

Jim Hermance

We enjoyed the week at training thoroughly! We loved meeting all the other members in attendance and especially hearing what they had to say. All the active members that shared about their businesses offered fresh and different perspectives that were great to see and hear about. The role-playing helped to build confidence and practice practical skills needed in this business. The handouts were also outstanding.

What is best is that *NOW* we have a plan of action and direction! Great week! Keep up the great work and we look forward to coming to future training seminars again and again and again!

David & Elizabeth Watson

We love The Senior's Choice system! We love being associated with really great people and the "family" atmosphere of the network. We especially like the ongoing service that The Senior's Choice provides.

Colombo & Liz Baldini

We have been very busy as we continue to get our business off the ground. We would like to thank you for this great business opportunity. The training and support at the seminar was outstanding. It was great to meet you and the other members of your team.

Thanks again,
Darren & Julie West, and
John & Jennifer Holman

I have been to a lot of seminars and training sessions in my over 20 years in business and educational careers and I would honestly say this has been one of the best. Great balance between the big picture and the details was presented. Inspiration and practical content were well delivered.

Thanks for putting forth your best effort, it really shows in the way things were done. I feel like my business building "tool box" is full now!

Jeff Petrosky

I wish I could bottle all your great training presentations! There was such energy and credibility evident in your training seminar. Thank you...attending your training seminar was a very positive experience for us!

Elaine & Ron Racine

A few days later Elaine and Ron write:

Hi Steve,

Thank you again for a wonderful week! We found the training to be everything we were told it would be and then some! You have handed us great tools, and the rest is up to us. We will be in close contact for future support and advice. I will be calling AnNita tomorrow and will get you our 90-day plan within the next couple of days. Until then, thanks again!

Elaine & Ron Racine

I was greatly impressed by TSC's support staff, responsiveness, professionalism, membership structure and their other members. Before joining TSC I had wanted to start my own business for some time and was looking for a career that would provide me the

ability to work my own hours, work from home, and grow to a size that would allow me the ability to make good money and spend time with my family. I was very impressed with my conversations with Steve, Allan, and current members. I felt right from the beginning that this was a natural fit for me.

My experience with The Senior's Choice has been excellent so far. I will soon be utilizing my business coach and I will keep you updated as my business grows.

Chuck Hawkins

After 4 years of membership with The Senior's Choice, Chuck & Kathy write:

Hi Steve,

We hope all is well with you.

The reason for my contacting you is that we have accepted an offer from another party for the purchase of our business, At Home Angels, Inc.

Kathy and I want to personally thank you, Allan, Anita, and the rest of the TSC team for the past two and one-half years of associating with, what we consider, the most dedicated group of individuals who focus on improving the quality of life for our senior population.

With kindest regards,
Chuck & Kathy Hawkins

I was a little apprehensive coming to this training without knowing the other Members. The trainers did a great job at keeping any personal biases out of the training. The camaraderie between the Members was induced through the training methods. After hours it was fun to bond with various members and with AnNita.

The training site was delightful. The staff and employees made the stay more enjoyable as well.

Keep up the GREAT!! Work TSC. The materials are excellent with great care and information. It shows "best practices" that are proven winners. Thank you for this once-in-a-lifetime opportunity.

Robert Kuenkele

Hi Allan,

Back on April 18th you called to let me know that a Member candidate might call to ask about my experience and satisfaction with The Senior's Choice. She called this morning and we had a nice chat.

Her previous experience with administration of in-home care should be a significant advantage for her if she decides to proceed. I explained that I have been very satisfied with the level of support that I obtain from TSC. I explained that TSC provides excellent start up assistance, business owner training, on-going coaching, caregiver training materials,

regional conferences, third party vendor discounts, and on-going programs to assist members. Naturally I mentioned the advantage of not paying franchise royalties. Perhaps more importantly I stressed the honesty and integrity of everyone at TSC corporate.

Thanks again for the TSC support throughout the past year and a half.

Sincerely,
Stan Chytla

The Senior's Choice workshop was very informative. We particularly benefited from the marketing materials, the client assessment process and the flow charts about the business. We also really enjoyed becoming friends with other fellow new members!

Delond & Delores Parker

The training we received from The Senior's Choice was excellent and the training manual is outstanding. The marketing information you provide us with is priceless. We also found the opportunity to speak with experienced members to be exceptional.

The Senior's Choice is the best choice and we are so glad we chose you! Thank you so much!!! We look forward to the business relationship and the friendship.

Melanie Osowiec &
Magda Lenartowicz

The following week Melanie and Magda write:

Hi Steve! We just wanted to let you know that the training was phenomenal and we got right to work as soon as we got home. Our office is set-up, our caregiver ad will be in our local paper tomorrow and Friday, we already spoke with AnNita and set up coaching appointments with her, and I just completed our 90-day Cash Flow. We would love it if you could take a quick look to make sure we are on the right track. We will keep you updated with our progress and we look forward to hearing from you. We love The Senior's Choice!!!!

Melanie Osowiec & Magda

A couple weeks later:

We just wanted to drop you a line and let you know how impressed we are with the Senior's Choice. The information we have received is just phenomenal. Keep up the great work!

Melanie & Magda

Steve,

You all are my (and I believe 'our') blessing, comfort and safety net of information, encouragement and genuine caring. Thank YOU.

Linda Lancaster

We are very, very satisfied with The Senior's Choice training seminar! We appreciate the full range of topics covered: marketing, clients & caregivers, effective business

managements, etc. Hearing from the "seasoned" Senior's Choice members was also outstanding!

Howard & Carol Aber

A few days later Carol and Howard write:

Where do we start? We have done many wonderful things in our lives, but this sure "tops the list!"

The training was an experience we will never forget! It was so great to be with such knowledgeable and caring people as you, Allan, Peter and AnNita. As I on my way home, I felt like you all were part of my extended family! What a great feeling!

We want to thank you again for helping us through this great opportunity that will continue for a long time to come!

Carol & Howie Aber

Three weeks later Carol and Howard give us an update:

Dear Steve, I'm just so excited and I had to email you. This has been a great week! I think I've worked harder than I have in ages, but it's paying off.

I've been going through all the newspapers and calling all the senior-related organizations to arrange for Howie and I to deliver the "Fall Prevention Presentation." I've already set up 7 presentations through next month, plus a big Trade Show and I still have more people to get back to. I'm getting a great response to your Fall Prevention Program!

Our ad for Caregivers has been great: really caring people who are very anxious to help the elderly. We're interviewing more next week. I also received a call on from a potential Client. Howie and I went to see her and her husband last night. She was so happy with us

and we have a Caregiver that matches perfectly with her, so we're bringing them together next week. I'm sure this is a GREAT MATCH.

So, in less than 4 weeks, we have our first client, have made a great client-caregiver match, have hired a lot of great caregivers and have set-up several speaking engagements! We're very excited, and we have you to thank for your guidance...everyone at The Senior's Choice has been wonderful.

Just be ready for Howie and I to come back to Training to speak about OUR SUCCESS STORY someday soon. That training still sticks in my mind everyday.

Thanks again for all your wisdom and caring. It rubs off. Please keep up all the pointers.
Carol & Howie Aber

Another three weeks later:

Dear Steve, Wanted to let you know how things are going. I can't tell you how exciting this is, and what self-satisfaction this had brought to us in just 6 WEEKS.

We have 16 Caregivers, all of whom are such "Caring" people, and we are now working on our 3rd Client. Our first 2 matches were great.

We have booked more appointments for the "Fall Prevention" Presentations. We already have many of them booked on into January. The seniors enjoy them so much. They are very informative for them, and at the same time, we get our brochures out there and around to people everywhere.

Last weekend we met with your new Members from Connecticut, who will be Training with you next month. We spoke with them again this week, and they felt so good about everything, and were very encouraged. Also, it's been wonderful becoming friends with other nearby members that we were with in Training. It's just great being able to "be there for each other" at this point, and into the future.

We want to thank you for all your Wisdom and Encouragement. We read and print out your 2 cents everyday. It's very powerful. Also, we look forward to our weekly coaching call from AnNita. It's so great to have her holding our hand every step of the way. We thank Leah, Alan, and the rest of The Senior's Choice staff as well.

If there's ever a time when we can speak to the newer groups we would love to.

Again, thanks for *everything!*

Carol & Howie

AnNita,

Kim and I have worked in the non-medical industry for almost 7 years, starting out managing Home Instead Senior Care. At the time, we had only 1 competitor in our territory - Visiting Angels. Looking back, it seemed so easy to have almost no competition.

Since we became members of TSC and opened our own business, competitors have been opening up left and right. I must admit it's a little scary at first, but if you make good relationships with these people, it all works its way out. Kim and I have always felt that if we provide excellent service, the word would get around to everyone. Simply answering our phone and giving our clients immediate attention makes us different than most. Do you know how many times we hear - "Wow, it's so nice to talk to a person and not an answering machine!?" Most of the other agencies don't pick up their phone or get back to people for days! It's hard for us to call them competitors - In our minds we don't really have competition.

We are confident that we are the best and we're not afraid to refer a case to someone else if we can't cover it. We always make the referral ourselves so the competitors know we are referring to them. We don't refer to just anyone, but only to those who we can trust and depend on. Believe me, they will refer back to you if they are truly in this industry to serve the elderly.

We build a relationship with everyone we come in contact with: other agencies, hospitals, nursing homes, adult day care. We make it clear that we want to work together.

If a member candidate calls us, we always hope our enthusiasm rubs off on them! We let them know that now is the time to be in this business - get in now while you can!! Take it from us - When we started, people didn't know what non-medical home care meant. Now it's rapidly growing. It would be a great help to have a member in the next county. We send our best to Steve.

Michelle Yesnick & Kim Snitchler

Steve,

I cannot thank you enough for such an outstanding week! I am really proud of my affiliation with The Seniors Choice. You, Pete and AnNita thought of everything. I have been working "effectively" today and hope to be in the ranking with your best members soon! I will keep you posted on my progress and please use me as a reference for any potential members.

With gratitude,
Sara Goldberg

A month-and-a-half later, Sara writes:

Hi Steve, I just wanted to give you an update on our progress. I started marketing two weeks ago and have two assessments lined up already. I am a little nervous, especially since one is hostile and resistant! But, I will give it a go! Worst that can happen is I just learn from it, right? Or I end up with a black eye! ☺

Daily, I find new treasures in my heap of manuals that have made getting this business up and running *relatively* smooth. I am so glad that I chose The Senior's Choice instead of doing this on my own. I would not be in the position to handle clients if I had not been through your training and had all of this information available to use. Although the "train" seems to be picking up steam, I am still focused on being a "community involved" agency. I am looking forward to the helpful presentations and being a resource for these overwhelmed families.

Thanks for having the vision and finding all the great people to help you build upon it!

Happy Holidays and give my best to Nona!

Sara Goldberg

I'm so glad that I am involved with The Senior's Choice. They have really assured me that I am not alone in this business and have helped me meet my dreams. I have loved all of the people I've met through The Senior's Choice and appreciate the challenges I received through their training program.

Tom Grimaldi

I came to the training hoping to get any key points that I may have missed in reviewing your Training Manual and Videos on my own...I did get those points in training which made it very much worth my while. The training marketing and sales presentations were excellent, successful member speakers were outstanding and the training was very uplifting and motivational. I really believe I am ready to go get business now! I really appreciate meeting other members whom I can stay in contact with.

Thanks for a great week!
Pam Sidell

The seminar was excellent! It was very effective and dynamic and I was impressed with the format and flow. Thanks for getting me off to a great start!

Debbie Gabrieli

The enthusiasm displayed by the speakers was outstanding as was their genuine desire to see that we succeed. They were also very knowledgeable in the areas of sales and marketing. The discussions from successful business owners were very helpful and I really enjoyed the role-playing exercises as well.

David Nakamaejo

The Senior's Choice's coverage of detailed material was excellent and the training seminar speakers were very knowledgeable. I liked interacting with current members at a variety of levels in the business. Thank you...the information I learned will be very helpful!

Earle Crum

After attending the initial training seminar, Avona & Monty Kasselmann write to their fellow classmates:

Good Afternoon or Evening! Which ever the case may be! Hopefully, everyone got home safe and sound! I just wanted to send everyone a note saying how much we enjoyed meeting and getting to know you. Exceptional information has been provided to us, which I'm sure that you are as eager as we are to put all we learned to work.

We want to let each of you know that if Monty or I can be of assistance, even to listen, please let us know via phone or e-mail. We have a lot of work to do ourselves, however we are excited about your business plan and would love to hear about your growth, where you're at with your business and what is working for you.

And.....WHAT YOU'RE EXCITED ABOUT!! So please stay in touch! May God's favor be with you...always!

I'd like to once again "Thank" Steve, AnNita and Pete for their time, effort, support and leadership. They have set the standards high and for that I am grateful.

Your TSC Team Members,
Avona and Monty Kasselmann
Be Encouraged!!

I learned so much in 5 days. I could go on and on about how excited I am to be a part of The Senior's Choice! Before I came to training I was afraid to move forward because I didn't have all the details worked out, but I left the seminar confident to proceed! I found the genuine, caring attitude of everyone associated with The Senior's Choice to be outstanding. Also, the ideas galore, information on sales and marketing and the high energy were excellent.

Maribeth Jones

One month later Maribeth writes again:

Hi Steve!

Just wanted to send a note to say THANKS for everything we got during training last month. It was what I needed to really get up and go. I have accomplished so much in these weeks following training!!

What a lot of valuable information I have been given in such a short time. I have been in contact with AnNita for the last 2 weeks for coaching and that helps me keep on track and make sure I'm not leaving out something essential.

I already have 2 potential clients that are basically just waiting for me to hire caregivers so they can begin service!! I am really excited about the potential for this business. The training I received is a tremendous confidence booster for me and I feel it also provides a great deal of credibility in the eyes of everyone I meet. I have every intention of attending training again and bringing my husband along as well!

Maribeth Jones

I am more excited and motivated about starting my business than I have been about anything for several years. I appreciate your support and plan to call you often.

Jim Black

A few months later Jim writes:

The Seniors Choice has been terrific in responding to all of our needs, and I am still convinced that joining your organization was the best money I ever spent.

Best regards,
Jim Black

Steve & AnNita,

Thank you very much indeed. Please convey our heartfelt thanks to Pete as well. The training was superior and exceeded our expectations. I am glad we found you and definitely look forward to building a successful business with the help of your network.

Hemant Damani

Thanks for a wonderful learning and growing experience! I'm happy to say that my workshop goal of tapping into the energy of the group was achieved and I completely enjoyed myself in the process. The energy level at training was very impressive and the opportunity to network with other members was outstanding.

It was a pleasure meeting you and participating in the workshop activities. I learned valuable lessons, networked with fellow members and learned models for success.

It really shows that you care about our success (you walk your talk) and we plan on staying in close contact. We hope to see you at the annual convention next year.

Warmest regards,
Joe Robbins

Dear Steve and Pete,

We wanted to express our gratitude to both of you for a wonderfully enriching week in training. We had a great week at The Senior's Choice seminar. We especially appreciated the information on creating an identity for ourselves and our business, creating a business plan and establishing pillars for success. We also enjoyed the personal experiences shared by more experienced guest speakers.

Both of you are very inspirational and hard working, and we will work hard to bring our business to the exceptional Senior's Choice standard. We are proud to be part of your team.

Helena Heo & Ed Jahnkes

We recommend joining The Senior's Choice and attending the training seminar 100%. The presentation was outstanding and the direction and great knowledge we received were very impressive! Every aspect of the business was covered and it is obvious that The Senior's Choice genuinely cares about our success. We really enjoyed the opportunity to meet and learn from everyone involved in the network.

Wayne & Sharon Korecki

The Senior's Choice Training Seminar exceeded our expectations! The content and topics covered were outstanding.

Paul Peck & Lisa Pomeroy

We are thrilled and excited to get started. We really enjoyed the training workshop and feel it is the right start toward making our business soar! The information on developing multiple leads and pillars was outstanding. The sincerity, knowledge and caring of the Senior's Choice is clear. Good values and principles were taught that will improve lives.

Dawn McCoy & Tammy McCafferty

A couple of months later Dawn writes:

Steve, We are so excited...We have our first 24-hour client and 5 more client interviews scheduled over the next 4 days! We feel that the marketing plan and outline from The Senior's Choice training materials has been right on. We recommend following it as written and staying on the path.

Have a nice day!

Dawn McCoy

A few months later:

Thanks for the daily motivation. Tammy and I really appreciate it. We are finally taking off and we are so excited and blessed. It has taken about six months to firmly get off the ground, but we have.

I just wanted to let you know that we have used the materials from Senior's Choice, and we are so appreciative. I believe it is important that you know about our success!

Thanks!

Dawn McCoy

Dear Steve, Thank you for everything - training, support, encouragement, and most of all, this great business opportunity. I really appreciate the networking opportunities The Senior's Choice has given me and I have learned a lot from other members.

I am so excited and can't wait to get started...I promise you and myself that you will invite me to a future training session to tell my success story!

Thank you,

Holly Spiech

A few weeks later Holly writes:

I can't believe how quickly time has flown since the March training. Let me fill you in on what is going on. I've hired caregivers (training is scheduled for next week), run one ad and had my first assessment. I never anticipated a call on the first time an ad ran, but it happened. AnNita was there to prep me and was a huge help! She is my coach and so helpful. She is fantastic and has been a terrific resource!!

I wanted to thank you. I've been learning tons and I've received more than a few gifts or lessons learned. I am happy to go to work everyday and excited - how many people can honestly say that about their jobs? Thanks for the training, assistance and ANNITA! I would choose The Senior's Choice again in a heartbeat!

The feedback from people has been terrific so far!

Thanks again!

Holly Spiech

The thoroughness of the entire seminar was exceptional - every aspect of the business was covered. For those of us who are not marketing people, the simple presentation of marketing principles was extremely helpful. The panel of established Senior's Choice members was a real benefit and I appreciated their availability throughout the entire seminar.

Connie & Richard Sherman

Connie & Richard write fellow members after training:

Connie & I want to thank all of you for such an enlightening seminar. We for sure are in a "10" state to begin our business!

We hope to stay in touch as we embark on this journey. It's a big help to have some help to keep each other on the 'straight and narrow.' It goes without saying that we are also very grateful to The Senior's Choice and the other experienced members for such great ideas.

Dick & Connie Sherman

I have been to many training workshops and one thing that set yours apart is that this workshop was truly about us. I learned about how I can and will achieve!

The member panel and presentations by experienced Senior's Choice members were excellent, as was the interaction with other new business owners.

Dave Thompson

The national conference was excellent for both of us. We received so many tips we can use, and a ton of encouragement from all of the members. I am humbled by the quality of people that are members of TSC. I have never been in a group of people that truly care about others the way the folks I met this weekend do. I am honored to be part of such a caring group of people.

My expectations were completely met. I believe that what I learned this weekend will help me to be successful.

Robert Kimberling

Steve - You're warm and sincere in dealing with individuals. Your focus on the basics & simplified Members approach to explaining the business was enlightening.

Pete - You're an excellent speaker & educator. I learned so much in just 5 days!

AnNita - What can I say? You're perfect in what you do - warm, easy to talk to, & knowledgeable.

I came on the 1st day with a level 2 -3 confidence in being able to do this business. Now I feel like I have everything I need - My confidence level is at least a 9.

Lydee Hershey

You exceeded my expectations and you cannot improve upon perfection! Each instructor in Training demonstrated significant expertise, articulated their subjects clearly and concisely, and used humor effectively to keep the session from being a real "snoozer". I have been "stretched" beyond my expectations. Thank you for stirring up the gifts that are inside of me.

Valerie Willis

Thank you, Thank you, Thank you to all of you at the Corporate Office. You have done your very best to make me believe that I will be able to make it happen. Thank you all for the motivations and for the whole week of information and how to make it a success.

Carolina Bangalan

I am very excited about this opportunity! The Senior's Choice training material and support have been designed so well. They are very thorough and thought provoking.

I am absolutely committed and confident that I will be very successful!

Jeff Urban

I came to this workshop with difficulty in overcoming my own "Roadblocks", not excuses. I found the motivation and information I need to get our business started. We were saturated with information each day. So many valuable, creative tips were provided and the seminar was the best I have ever heard. However, if I started to feel overwhelmed, it was so reassuring to know that the manual also covers each step and is always there for me to refer to. And, The Senior's Choice corporate office is always there for us and willing to help in any way!

Robert and Ramona Slowick

The training workshop was a great experience! It was fun, educational, energizing and very thorough - everything is covered, from setting up the business to lead generation and marketing. The Training and Operations Manual is also well defined.

The testimonials from other business owners were very encouraging and inspiring. The "open-forum" format enhanced the exchange of great ideas.

Stuart & Mary Levy

After 6 years of membership with The Senior's Choice and after attending the TSC National Convention, Mary writes:

Being a Seniors Choice member is a great advantage utilizing all the information, great ideas from all members and advisory board, new tools and more technology innovations Senior's Choice offers at a discounted rate!

Mary Levy

The entire workshop has been fantastic because it covered many areas we would not have thought of - it was a very "mind opening" experience. We are very pleased with how detailed and comprehensive the seminar was, covering lead generation, marketing, hiring of caregivers and the overview on starting the business from head to toe. The insight shared by other members, both quite new and very experienced, was also invaluable.

We have so much to take home with us and we are very grateful to have been able to attend this workshop - it was superb!

Choon Lam & CF Yong

I think The Senior's Choice was the best way for me to get started in this business. I'm so glad I made the decision to join. I must say, this truly is a turnkey business with untapped earnings potential. The diverse background of all the members and their contributions has also added a lot of value.

I'll be up and running before the end of the week...I'll be the first to report my success, which will not take long!

Thanks for all your help!
Bruce Bock

I found the discussions on marketing and sales very helpful. The training manual is outstanding and I have really benefited from the ability to network with other members.

Phyllis Holloway

Good Morning Steve,

Things have really begun to literally explode! The last 3 weeks have set the standard for the future. We have gone from 0 receivables to over 10 grand. Thank the insurance companies. We are doing approximately 750 hours a week, with a high of 1100 and a low of 400. What an experience!

Shelley and I thank you and your staff for providing us with the foundation.

Harvey & Shelley Press

We're so thankful for The Senior's Choice Caregiver Training Manuals and Tapes. They're great and have already proven to be a big help in training our Caregivers.

I wanted to reiterate to you, Steve, how satisfying I find this business and how well prepared both David and I have felt with the training you made available to us. Between the workbook, the videos and the workshop with you and Peter, we haven't really hit any snags we couldn't handle. Our clients and prospective clients are also teaching us so much!

Thanks again for all your help and support.

Genny & David Scheel

I wanted to say thank you for giving me the vehicle to make my dream come true in helping our most precious assets, our seniors.

After reading the training materials and listening to the presentation, I feel very focused on how to make my business successful.

Casey Andrews

The Senior's Choice training workshop was very informative and beneficial to us. The open forum of the training group, as well as the layout of the training manuals, was very easy to follow. Experiences shared by other members were also helpful to us - what a great support system!

Marc and Sue Katz

Steve,

I wanted to send a special thanks to you and your team. I thoroughly enjoyed the week, learned so much, made new friends, and reinforced that I made the right decision to join The Seniors Choice.

Looking forward to continuing the journey with you and the rest of the family at TSC.

Best regards,
Bill Kiley

Hi Steve -

Thank you...It was a great session and I sincerely appreciate you and your staff. I can't tell you how excited I am to be a part of this and I plan on and expect to do very well as part of your group. Have a great week!

Best Regards -
Rick McKee

p.s. What a great group of folks at the workshop. It was exciting to see such a high caliber of peers who also made the decision to join The Senior's Choice.

Steve,

Both my dad and I are very excited and appreciate the hard work you all put forth. Also, just want to share with you a little karma that came our way when we drove back home yesterday.

We decided to stop at the county court house on our way in and record our company name... It turns out everyone who crossed our path basically held our hand and helped expedite the process.

We then went to the post office to open a PO box for the time being.. long story short I decided to practice talking to a total stranger.. the postman at the counter. Turns out he's a minister who also has a radio program on a Christian station here in town who is sooo excited about the people he knows who can benefit from my services and others who would be great caregivers!

Then we head to the business licensing dept. and the woman at the counter tells me she's a caregiver and would love to do overnight shifts. This licensing process that could take 4-6 months.. I'll have my license in 72 hours!

Talk about good karma! We're on !!!

Stayed tuned!
Heather Thompson :)

Dear AnNita,

Thanks so much for the group interview idea. I don't think Heather could see the light at the end of the tunnel before our last conversation and since then it's like she's got a whole new lease on life.

Since our conversation, we've interviewed at least 15 people and have managed to cram it all in to times that are convenient for us . And we really are so much less offended by the people who don't show, it's not disturbing the rest of our business, and it's on our terms.

We are activating roughly 10 caregivers as we speak, have roughly 20 interviews scheduled and are still slugging through our backlog of people who have called in...its truly remarkable and 100% attributable to you. It's making a huge difference in our attitude, outlook, and general happiness, and ability to take on new business.

I think not coincidentally we're having our best week billings-wise at over 900 hours.

Thank you, thank you, thank you!

Liam Kenney

Dear Steve, With the start of the New Year, we thought you would be interested in hearing how Partners Assisted Living Services, Inc. is progressing.

After the training in June we opened shop, started marketing, and placed our first caregiver on July 1. Since then we have served a total of 28 clients. Currently, we have 16 active caregiver clients and 1 that I am case managing for workers comp. Our normal schedule is 300 hours per week. We feel that our business is doing great and will continue to grow - our average client is 15-20 hours per week, we are building steadily. We have had very positive feed back from our clients, their families, and our community.

Thanks,
Judy Castleberry & Pam Hyder

The content of your training course is thorough and well presented. I love that I have been able to ask questions as they arise and draw upon your knowledge. The other new and experienced members I've made connections with are outstanding.

Di Burok

I love that this is not a lot of hype. It's real and you showed us how to do it. Training was GREAT! If a person doesn't succeed in this business it sure is not for lack of training and assistance.

Steve, you and Pete taught me so much! If I did nothing with this business, the information I received on marketing and sales would have been worth my time and money. And some of the people that I met in my training class will be lifelong friends. Today I began my quest.

Thank you.
Sandra Woolstenhulme

A few months later Sandra writes:

Thanks Steve for making a workable plan for successful business for us. And thanks for continuing to work for us, creating new ways to market, succeed and inspire us.

Sandra Woolstenhulme

We thought the workshop was fantastic! You have provided us with the tools we need to create a great business. The information covering client assessments, actual expenditures and sales & closing is invaluable. We also appreciated the real-life experiences that were shared by established members. Thank you!

Andy & Mike Hansen

The support and training materials from The Senior's Choice are excellent! Their training is very effective. The topics are covered thoroughly and the seminar helped increase our understanding of the other membership materials.

Joan Yankowitz
& Marilyn Jefreys

My beliefs about my inability to manage staff and the business/financial aspect of my business have been turned around by The Senior's Choice training course. This has been an invaluable experience and I'm so grateful to have had the opportunity. Thank you!

Melissa Partain

This was the best seminar I've ever attended! I really liked the way it involved participants and answered my questions. The Senior's Choice gave me a sense of direction. Before the seminar I knew what I wanted to do, but you put everything in perspective, and showed me *how* I could accomplish my goals.

Roger Reckling

Steve thank you so much for your and Pete's efforts in training. On the plane ride back home, I was trying to think of any information that was missed or skipped over and I couldn't come up with one anything. I especially liked the caregiver training and the assessment training and information.

Thanks so much for everything (all the training, talking, lunches, banquet, help and support) provided. It was greatly appreciated.

Andy Hansen

I appreciate The Senior's Choice wealth of knowledge and your willingness to share it. The materials are well put together and provide real-world experience that has been very powerful for me. My fear of "selling" has been dissipated...Yeah!!

Nancy Sims

I am very pleased with our progress to date. We placed an ad for caregivers and had outstanding response. In our small community of 18,000 we have had over 40 requests for applications, which is remarkable! We have just started interviewing and will begin training in two weeks.

We are assessing our first potential client on Monday and we haven't even advertised yet. You can't keep a secret in a small town like this and, consequently, when you are about to do something new the word travels fast! We expect to officially open for business on December 9th, but we may do so sooner if I have a client in need.

I have been corresponding regularly with many of my classmates from The Senior's Choice seminar. We are all still brimming with excitement and looking forward to early retirement, thanks to The Senior's Choice.

Thanks for everything!
Constantine Chamales

The training was comprehensive in all areas. The sales and closing lessons were very well organized and effective. Before the training seminar the logistics of the business seemed daunting to me, but The Senior's Choice showed me how to accomplish my goals one step at a time.

Norm Agran

I found the training very thought provoking and valuable. The core topics on financial planning, client acquisition, business management, and real life experiences were invaluable! I was able to take away multiple lessons each day. Also, the networking opportunity during the training and since then has been outstanding.

Jerry Juhl

I really found great benefit in the brainstorming sessions and compilation of important list items. I am very appreciative of the amount of information I was able to glean. You are all so very approachable! I really enjoyed the training, and I learned a lot!

Cindy Murdoch

After 5 years with The Senior's Choice, Cindy writes:

Steve, Just wanted to let you know our state regulator just completed our survey/audit. Not only did we pass with flying colors (no deficiencies), the examiner commented that she wished other agencies had policies/procedures as well thought out and documented as ours. Of course, we can't take all the credit, since the basis for our policies comes from the great material we received from The Seniors Choice. Thanks for all the material and good work you guys do.

Cindy Murdoch

The training was very informative. The step-by-step coverage of the manual and self-improvement strategies were excellent. I especially liked hearing from long-time members who shared their past experiences in order to help us learn more efficiently. There was great rapport and synergy among the participants.

Letty Quizon & Dan Mendoza

The goal and forecasting methods I've learned from The Senior's Choice are outstanding. I have also learned a lot about building marketing systems. This has been a great learning experience!

Joe Ludka

Six months later Joe writes:

I just wanted to send a special thanks - I really appreciate all you and yours do for me.

I'll be joining you in Vegas during March to get re-energized. I guess I just need a dose of Vitamin (E) as in Everhart!

Thank you,
Joe Ludka

This workshop is Great! It has exceeded my expectations! The training manual is outstanding and I learned a lot about sales and communication skills, in addition to product knowledge. I was also pleased to meet the other new members in the class.

Nancy Ewell

I thought the seminar was outstanding! We were given easy to understand formulas and concepts. Pete did a very good job keeping everyone's attention, and Steve's availability throughout was beneficial.

Edward Primasing

I am convinced that The Senior's Choice network is quickly heading toward becoming one of the most respected and sought after in-home care companies in the nation. It is apparent in the quality of the membership and the degree of dedication that I see in my fellow members. I know that we will make our success a reality.

Ed Zuloaga

I have been operating for six months now and have added a new client each week. We are now serving from 15 to 20 clients. Our goal is to lift the spirits of the loved one, as well as the family, and that's what we do.

Gamila Price

There was excellent coverage of material on starting and setting up my business at the training workshop. I learned a tremendous amount and found the lessons very valuable. All of my questions and then some were answered. The interaction among other members was also very good. This was the best few days I have spent in a long time!

Tom Gilford

We wanted to send a note of thanks for today. We feel that we have fallen into an opportunity of a lifetime!

The tapes are very impressive, to the point, organized, informative and professional. They are much more than we expected. The manual is easy to follow and effectively to the point. We really feel in tune with all you and Pete are presenting. This program is just what we were looking for.

We're looking forward to a long and rewarding relationship with The Senior's Choice!

Again, thank you and all involved,
Wil Fike, R.N. & Imelda Fike, R.N.

The "hands on" exercises I learned at the workshop were very helpful...we had the wonderful opportunity to view challenges and situations through another owner's eyes. It was a real eye-opener to see how others approached the same business! The diversity of experience and perspective was incredibly enriching and the manual covered the fundamentals in depth.

I feel like a member of a vital network now, rather than an island in the dark. I have others to bounce ideas off of and share information with. Now we have friends whom we respect and admire. Being an independent business owner is great, but you haven't left us to wander aimlessly on our own, and that counts for a lot! I want to do this again!

P.S. I did my first assessment appointment this morning...put this week's training to work and returned with a contract!

AnNita Klimecka

Hi! And thanks for the wonderful training session. I enjoyed it fully and learned more than one can absorb in a five day period. I will certainly continue to do my reading until I feel I have exhausted the training materials, which I am sure will be never. It was nice to meet you and learn more about the philosophy of the company. I am more on board now than ever, and believe that you will have nothing but success in building a nationwide franchise that is the "top of mind" in this industry.

Thanks again. I signed client #2 tonight. This is a wonderful business.

Lisa Bruechert

Less than two weeks later Lisa writes:

I started operating my senior companion care business when I returned from the October Workshop; and I have built a staff of five caregivers and am billing 75 client hours per week after only 14 days of operation! The skills that I learned during the workshop are helping me grow my business and meet my goals.

When searching for a new career, I discovered that The Senior's Choice would provide me with some very important benefits. First, I am able to help keep seniors in their homes, where they want to be. Second, I am able to employ a segment of the population, women 50 and over, who are not a natural choice in most industries. Third, I am able to work out of my home and be there for my children, to provide for their needs.

I have found that doing a lesson from the Training and Operations Manual for 30 minutes each day keeps the information fresh in my mind and is very useful on a daily basis. The insights learned at the workshop concerning wise use of resources and creating the correct mind-set for success were invaluable to me. My ability to market my business so quickly is a direct result of this insight. I also learned how to set workable goals and create a path to achieve those goals.

Another benefit of the workshop was being able to network with other business owners. Finding out what is working for other business owners and replicating it for your own business is the best way to learn. Because I had this opportunity early in my business ownership, I am already reaching my short-term business goals.

Lisa Bruechert

Steve,

I just wanted to thank you and your team on a great training week and say thanks for helping me make a GREAT decision to join TSC. You really are the "real deal". Authentic, caring, and definitely the smartest people in the business with loving, serving hearts. I'm beginning the journey and it feels good to know I have the support network that you have in place. I know I'm in good hands. I feel like I've joined a family and I want to make you proud. Thanks for everything. Looking forward to great success and a long relationship.

Warm Regards,
Dan Lynch

I know that this was the right choice for me. Since joining I have been truly amazed with the information provided and how well it has been presented. I really believe that The Senior's Choice is providing all of the "tools for success". I am looking forward to starting as soon as possible. Everyone from the TSC group really cares.

Robert Petraro

One year later, after attending the TSC National Convention, Robert writes:

Not only was the convention very informative but the little things you learn from other members can really help you grow your business. I was able to pick up certain things that appear to be so easy and will implement immediately.

Robert Petraro

I am eternally grateful for this training and now cannot wait to get home so I can start implementing the things I learned at the training workshop. My brain is full and I don't think I could stuff much more in until I digest a bit. I know I've a lot more to learn but for now, it's enough. A BIG THANKS to the TSC Team.

Thomas Keolker

One year later, after attending the TSC National Convention, Thomas writes:

Dear Steve,

I am sending you this note to express my gratitude and appreciation for everything you and the staff at TSC have done for Faith and me over the past year to get our business up and running. The TSC experience has been excellent and we are so extremely thankful that we somehow got connected up with you and TSC early on before it was too late. I am so grateful that we didn't go with one of the many franchises that we were considering.

Thanks again,
Thomas Keolker

I have attended several business seminars and this was by far the best organized. It held my attention all 4 days - 8 hours a day and did not allow any mind-wandering because you found ways to vary the tone of the presentations. Well done.

Allen Goldstein

I feel more confident having participated in the last four days of training.

Peter - There were no boring segments to your presentation! The day moved quickly and left me energized and excited.

AnNita - You have such a large heart and a willingness to share your knowledge in a fun uplifting way.

Steve - You are driven to make sure we have exact systems to help us succeed.

Knowing we have the backup and support for what we may question for any reason is totally immeasurable.

Joyce Munnings

Steve -

I was speaking at an ILF yesterday. We have had several clients there and still help one client who lives there. I was asked to talk about preventative measures seniors can take to remain living at the ILF level. I have a canned talk about weaving a safety net by combining a CCA with SafeSenior calls. Somehow I got side-tracked and was talking about VCA. And, finally I was explaining Telephony. I felt like Felix the cat. I kept pulling things out of my bag of tricks. Because of my membership in TSC, I have many more services and components to my business than any of my competitors.

Timothy J. Karnes

