

## ***Home Helpers Lends a ‘Helping Hand’ With Rebate Incentive Program***

### ***Senior Care Franchise Provides Cash Rebate for New Business Owners***

**CINCINNATI, OH** – At a time when many franchise concepts are putting a halt on expansion, Home Helpers, the nation’s leading senior care franchise specializing in non-medical and personal care and companionship, is implementing a new development rebate incentive program designed to maximize potential growth and offer attractive alternatives for entrepreneurs who may be discouraged by the current economic climate.

Offered to all qualified applicants, the benefits of the rebate incentive program include eligibility to qualify for \$20,000 total of the initial franchise fee which equates to a cash rebate of \$2,500 every 90 days during the first 24 months of operation. Rebates are paid to the franchise owner when a certain sales goal is met each quarter. This rebate incentive program will be offered to qualified recipients in new territories for a limited time and runs through March 31, 2010. This is the first time Home Helpers has provided a rebate offer to potential franchisees looking to become new business owners.

“This incredible rebate incentive program is the perfect opportunity for those serious about owning a business in a recession resistant multi-billion dollar industry,” said Emma Dickison, president of Home Helpers. “We are continuing to see a growing demand for our services as the Baby Boomer population grows. Franchisees are seizing the economic climate to open a non-medical based business to service this audience’s needs.”

As the nation’s leading franchise specializing in non-medical and personal care and companionship services for seniors, new mothers and other individuals needing recuperative and continuing care, Home Helpers is rapidly filling demographic demand as more than 75 million Americans will reach age 65 in the next two decades.

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

Franchisees benefit from the proven system, extensive training, ongoing support and sophisticated marketing program Home Helpers provides. Franchise owners also have the option of an additional revenue stream, Direct Link® In-Home Emergency Monitoring. Direct Link enables seniors to feel safer and live independently, 24/7, in the comfort of their own home longer than might otherwise be possible.

“Home Helpers offers its franchisees a proven business model in one of the country’s fastest-growing industries and offers an opportunity to make a difference in the lives of clients they serve,” said Dickison. “As long as in-home care remains at Home Helpers’ core, our system will thrive”.

- *For more information on franchise opportunities with Home Helpers and the rebate incentive program, please **call 1-800-216-4196** to personally speak with a Home Helpers Franchise Consultant; or [\*\*Request Additional Information on Home Helpers Franchise Ownership\*\*](#) and learn how you can live the dream of business ownership.*