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Trailblazing Home Care Franchise Achieves Dominant Marketing Position Via Strategic Partnership with Google™

Home Care Assistance is the first franchisor in the industry to partner with a dedicated team at Google™ to optimize advertising effectiveness and maximize franchisee growth

(October 15, Palo Alto) – When it comes to competing in today’s senior care market, Home Care Assistance has taken a major step ahead of the competition by creating new and unique opportunities for franchisees to boost revenue, maximize marketing dollars and attract additional clients.

Home Care Assistance has recently partnered with a dedicated team at Google™ to ensure that franchisees achieve consistently high rankings in sponsored searches for home care services over the Internet—an ingenious strategy that delivers thousands of leads critical to franchisee business success. This exciting development is rooted in the company’s commitment to provide solutions that offer immediate business results for franchisees.

Featured as a key presenter at a recent Google™ nationwide webinar, Home Care Assistance demonstrated how using Google™ applications has enabled it to enjoy tremendous growth, consistently being ranked in the top five sponsored Internet search results while still being one of the youngest players in the industry. “Without a doubt, we would not be where we are today without our strong partnership with Google™,” said Lily Sarafan, COO of Home Care Assistance. Ms. Sarafan went on to say, “Google’s™ cost-effective and measurable tools fit right in line with our business principals, using newer technology mediums while our competition still relies on older, less-effective and more costly tactics such as cold calling and door knocking. This has enabled our franchisees to grow their businesses quickly and sustain this growth pattern consistently over time.”

Ken Hansen, who owns two highly profitable Home Care Assistance franchises, echoed Ms. Sarafan’s comments, explaining, “Part of the reason I was attracted to the Home Care Assistance Concept was their dedication to utilization of new mediums for branding and sales. I’ve followed their model to the tee, utilizing Google™ ad campaigns along with a strategic mix of more traditional media and continue to see steady growth in brand awareness and sales even in the face of established competition and a slow economy.”

Home Care Assistance is the only senior care franchise with a dedicated team at Google™ that provides them with Internet marketing campaign optimization, frequent updates, conference calls and a specialized suite of applications developed specifically for Home Care Assistance by Google™ and Sada Systems.

“It’s been a tremendous addition to our team,” said Ms. Sarafan. “Google™ has supported us in so many ways. They even sent a team of executives to work with us at our annual franchise convention. This was a great value add for all of our franchisees. Even our less tech-savvy owners left feeling very confident in the process and have since seen a lift in their advertising campaigns as a result.”

For more information on anything contained in this release, please contact Jack Johnson of Home Care Assistance at 702.204.1436.

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ABOUT HOME CARE ASSISTANCE: Home Care Assistance was founded to serve as a comprehensive alternative to a nursing home or assisted living facility for older adults. Our constant mission to provide the highest quality, most reliable home care service has allowed us to successfully operate North America's preferred brand in home care while maintaining an intimate and personal rapport with each of our clients. The ultimate benefit of our service lies in the unique features we bring to the industry. In addition to not requiring a long-term contract for services and remaining on-call 24 hours a day, we are proud to have a distinguished reputation for high-caliber caregivers. Since the beginning, our vision has been clear: hire only the best caregivers and expertly match them with our clients.

For more information, please contact Home Care Assistance at 1-866-4-LIVE-IN, or visit online at: www.hcafranchise.com