



**FOR IMMEDIATE RELEASE**

**THE SENIOR'S CHOICE CELEBRATES TEN YEAR ANNIVERSARY**  
*The Organization That Innovated the "Un-Franchise" Membership Model Reflects on a Decade of Helping Friends Help Seniors*

**DANA POINT, CA, March 19, 2009** – *The Senior's Choice* has reached a special milestone in its proud history – a decade of empowering hundreds of entrepreneurs throughout the United States and Canada with the knowledge and expertise to provide compassionate in-home care and assistance to seniors in need.

It was 10 years ago that *Senior's Choice* founder Steve Everhart innovated his unique "un-franchise" business model for entrepreneurs who wanted to learn how to provide safe and compassionate in-home care to seniors to help them remain living independently. This business model – referred to as a "membership model" – would provide all the benefits of a franchise, such as *start up assistance, training and ongoing support*, but without the *high costs, long term commitment and restrictions of a franchise*.

The "un-franchise" concept was founded on three principals:

- 1. Members would build their individual brand identity,**
- 2. Members would never be charged royalty fees, and**
- 3. Members would be never sign long term contracts.**

Steve's dream of creating an organization of outstanding independent senior care providers began even longer ago, after the passing of his grandmother opened his eyes for the need and benefits of in-home care.

When his beloved grandmother was no longer able to live independently at home, Steve and his family did what so many families before him have done; they reluctantly moved her to a nursing home. Although it was a beautiful facility overlooking the Pacific Ocean her condition rapidly deteriorated and she passed away after only several months.

Steve believes the relocation from her home of many years to a foreign environment caused her to lose her will to live. The news of his grandmother's passing was devastating to Steve and, in typical Steve fashion, he resolved himself to do something about it.

Several years later Steve and his wife Nona opened *The Senior's Choice*: an organization that would provide a high level of training and assistance to a select group of

entrepreneurs who wanted to pursue their own dreams of business ownership by helping seniors live independently and who would educate their communities about the benefits of in-home care.

A decade later Steve reflected on what he and his members have accomplished, “It’s hard to believe it’s been 10 years since Nona and I started *The Senior’s Choice*. What started as a dream on a piece of paper became an organization that today has over 170 members throughout the United States and Canada, and some even as far away as New Zealand, serving tens of thousands of seniors every day. I’m so proud of what all of us have accomplished – and the lifetime’s worth of friends we’ve made along the way - but there is plenty of work still to be done.”

For more information about the *The Senior’s Choice* call 888.725.3655.

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