



**THE SENIOR'S CHOICE FRANCHISE OWNERS ARE TOP PERFORMERS**  
*Achieve "The Best of Home Care 2010" Status In Recent Benchmark Survey*

**DANA POINT, CA** – The Senior's Choice, a leading non-medical franchise opportunity established in 1999 and with over 170 franchisees in the U.S. and Canada, recently engaged Home Care Pulse, a leading independent private duty survey company, to measure the performance of their franchisees. The survey, which was conducted in July 2010, measured overall client satisfaction and compared the results to the leading industry benchmarks.

***The results indicate that The Senior's Choice franchisees overall are consistently among the top performers when it comes to client satisfaction scores.***

The poll was conducted verbally with approximately 10% of each franchisee's clients being contacted. The clients were asked to provide their feedback on 12 important criteria that relate to client satisfaction. The 12 criteria were:

1. Work ethic,
2. Timeliness of caregivers,
3. Knowledge of caregivers,
4. Compassion of caregivers,
5. Appropriate appearance,
6. Confidence level in management,
7. Effective communication,
8. Response to problems,
9. Service as promised,
10. Recommend agency,
11. Overall quality of service,
12. Coordination of schedules.

After completing the survey, Home Care Pulse measured the results and compared them to the leading industry benchmarks, where it was determined that Senior's Choice franchise owners rank among the highest in their peer group. The surveys will continue monthly and will increase in scope to also measure employee satisfaction.

*"I'm immensely pleased with the results of the client satisfaction survey" said Senior's Choice president and founder Steve Everhart. "I'm a huge believer in benchmarking and have consistently preached to our franchise owners the need to constantly track and measure their performance. This comprehensive survey – which we'll continue to do each and every month – shows not only our commitment to service excellence, but it also validates the incredible training, operating systems and comprehensive support we have in place that enables our franchisees to operate at the highest levels."*

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For more information about The Senior's Choice, or to receive a copy of this survey, please contact Oliver Harlow at [oliver@theseniorschoice.com](mailto:oliver@theseniorschoice.com) or 212.288.4010.

For information about Home Care Pulse, please visit their website  
[www.homecarepulse.com](http://www.homecarepulse.com).