



**CONTACT: Steve Everhart**  
888-725-3655 or [steve@theseniorschoice.com](mailto:steve@theseniorschoice.com)

**FOR IMMEDIATE RELEASE**

## **THE SENIOR'S CHOICE LAUNCHES ITS "12 STEP FAST START" PLAN** *Members Use Innovative Approach to Jumpstart Growth of Their Businesses*

**DANA POINT, CA** – The Senior's Choice announces the recent creation of an innovative new program entitled "Fast Start Plan: 12 Steps to a Successful Launch," specifically designed to help its new Members accelerate the set-up and launch phase of their businesses.

The Senior's Choice president and founder Steve Everhart and his executive management team built the program based on the 12 vital steps every new senior care business owner must navigate through in order to ensure the establishment of a strong infrastructural foundation, a clear vision for the company, and a dynamic master plan for financial, marketing and human resource goals. The comprehensive program's creation was informed by the many decades of cumulative experience Mr. Everhart and his team have in helping entrepreneurs launch and grow non-medical senior care companies around the world.

TSC's Fast Start Plan includes a 64-page accompanying workbook that walks the new business owner through a detailed step-by-step journey of the 12 Steps to a Successful Launch, including a series of inventive exercises culminating in a multidimensional blueprint of the Member's new company and its mission, as well as a road map for the company's path to future growth and the owner's path to financial independence. A sampling of the 12 Steps include "Set My Goals" (utilizing TSC's proprietary formula of income, overhead and clients), "Develop My Company Story" (guiding the Member through the critical processes of differentiation), "Set Up Systems to Manage My Money" (providing the Member with a vast matrix of tools necessary to quickly become a master of finances), "Set Up and Keep a Hiring Schedule" (teaching the Member failsafe caregiver recruitment methods) and "Create and Carry Out a Marketing Plan" (fast-tracking the Member's brand-building and engagement in time-tested marketing pillars).

Steve Everhart commented on the new program, saying, "We are thrilled to offer this one-of-a-kind benefit to our incoming Members. By guiding them through a thorough yet expedited launch of their companies, they will be on the road to success faster than they ever thought possible. And of course, we'll be right there with them with our world-class coaching and support as they grow into the premier in-home senior care companies in their communities."

The Senior's Choice 12-Step Fast Start Plan further adds to the significant package of unique benefits setting the membership organization apart from traditional senior care franchises – including **No Royalties, No Long-Term Contracts and No Non-Compete Provisions**, along with **Up-Front Financing, Award-Winning Independent Validation, Stellar Brand Recognition** and the **Best Start-Up Training and Ongoing Support in the Industry**.

The Senior's Choice, founded in 1999, is the largest membership network of non-medical home care and medical staffing providers in the world, with over 180 franchisees in the U.S, Canada and internationally. More information can be found at [www.theseniorschoice.com](http://www.theseniorschoice.com).

###