



*The nation's largest network of independent senior care companies.*

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FOR IMMEDIATE RELEASE

## **THE SENIOR'S CHOICE NOW OFFERING FRONT-END FINANCING**

**DANA POINT, CA** – As of January 1, 2012, The Senior's Choice is offering candidates who qualify with good credit the opportunity to **finance up to \$20,000 of the \$45,000 franchise fee**. This front-end financing is being offered internally, not outsourced to 3<sup>rd</sup> party Lenders, and the financing is long-term with competitive rates. The Senior's Choice announces this new offer as part of its efforts to respond proactively to current economic conditions and with the aim of accelerating the closing period for many candidates.

Steve Everhart, president and founder of The Senior's Choice, explains, "We are excited about this new initiative, because it will make our business opportunity more feasible for many qualified candidates who might otherwise be unable to join us. By offering internal up-front financing with an affordable monthly payment, we're able to attract candidates who are enormously qualified but lack sufficient financial resources or who are in need of a working capital cushion during their ramp-up phase. Everyone wins."

The new financing offer further adds to the significant package of benefits setting The Senior's Choice apart from traditional senior care franchises – including **No Royalties, No Long-Term Contracts** and **No Non-Compete Provisions**, along with **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 nation's largest membership network of non-medical home care and medical staffing providers, with 180 franchisees in the U.S, Canada and internationally. More information can be found at [www.theseniorschoice.com](http://www.theseniorschoice.com).

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