



**FOR IMMEDIATE RELEASE**  
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## **Always Best Care® Area Rep System Provides “Hands On” Local Support for Franchisees**

**Roseville, CA (August 11, 2014)** – With Always Best Care’s® Area Representative system, franchisees have a local leader, mentor, business coach, team builder and first responder to their needs, announced Michael Newman, founder and Chief Executive Officer of California-based Always Best Care.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living finder/referral services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories and area representatives throughout the United States.

According to Mr. Newman, the Always Best Care Area Rep system not only distinguishes the company from its competition, but also helps its franchisees achieve success and provide superior care in their local communities.

“Always Best Care offers one of the most comprehensive training programs in senior care, and our Area Representative model is a big part of that program,” he explained. This model has significantly contributed to our recent success, and I expect it will continue to be a game changer for our franchisees for many years to come.”

Local Area Representatives purchase their territories, similar to the ways franchisees purchase theirs. This results in each Area Rep having a vested interest in every part of a franchisee’s success as they share in the royalty income generated. And this in turn incentivizes Area Representatives to invest in a more

dynamic support system helping Always Best Care franchisees achieve entrepreneurial success.

With Always Best Care, franchisees have the significant advantage of reviewing their business plans and participating in bi-weekly coaching sessions with their Area Representative. Area Representatives also serve as local home care consultants and assistant living consultants, bringing franchisees the newest and latest information and resources to help them build their businesses.

Always Best Care's Area Representatives have a variety of business backgrounds, are based near franchisees and provide on-the-spot coaching, mentoring and business-building advice that's invaluable to both new and experienced franchisees. Area Representatives are joined by Franchise Operations Trainers in providing both initial and ongoing training and support, including field training in the local marketing area for people seeking a low cost business opportunity.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), send an email to [franchisesales@abc-seniors.com](mailto:franchisesales@abc-seniors.com), or visit [www.franchisewithalwaysbestcare.com](http://www.franchisewithalwaysbestcare.com).

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#### **About Always Best Care**

Founded in 1996, Always Best Care Senior Services is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care assists seniors with a wide range of illnesses and personal needs, and currently provides more than 3 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit [www.AlwaysBestCare.com](http://www.AlwaysBestCare.com). For franchise opportunities, visit [www.FranchiseWithAlwaysBestCare.com](http://www.FranchiseWithAlwaysBestCare.com).

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 56,000 pharmacies across the USA, and have saved consumers more than \$400,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit [www.FreeABCRx.com](http://www.FreeABCRx.com).

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living

alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit [www.Always-in-Touch.com](http://www.Always-in-Touch.com).