



SENIORS Helping SENIORS®
...a way to give and to receive®

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Seniors Helping Seniors® In-Home Services Establishes Latest Franchise to Serve Kent County, Michigan

Wyomissing Hills, Pa - To fulfill their personal mission and help Michigan's seniors who want to remain in their own homes and stay as self-sufficient as possible, Grand Rapids residents David and Judy VanderLinde have joined **Seniors Helping Seniors®** In-home Services to establish a franchise which will serve Kent County.

Seniors Helping Seniors In-home Services is a national caregiver and companionship organization and the only one that matches seniors who need in-home care services with seniors who provide them.

"I endured a personal struggle in 2004 when I was diagnosed with cancer. I realized the importance of having loving, caring relationships with my caregivers. The nursing staff at St. Mary's Lack Cancer Center is a group of very special people. They demonstrated how patients respond much better to treatment in a caring environment. I was accustomed to working at a fast pace, and all of a sudden the world stood still; I was fighting for my life. The presence of caring people during my battle became the learning experience of my life. My wife Judy, and I made a commitment that if I were to survive we would devote ourselves to giving back to our community. Becoming a part of **Seniors Helping Seniors** In-home Services will enable us to fulfill the commitment we made." said David VanderLinde, Franchise Owner.

The **Seniors Helping Seniors** mission is to provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve by finding caring seniors to help each other.

Seniors Helping Seniors franchise organization has seven regional owners and over sixty franchise partners in Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

David and Judy VanderLinde's franchise will be the fourth **Seniors Helping Seniors** center in Michigan. Additional locations include Clinton Township, Wayne County and Oakland County. David and Judy are excited to join the **Seniors Helping Seniors** family to extend their loving, caring, compassionate services to Kent County.

David, a lifelong native of Grand Rapids, Michigan was manager and co-owner of Envirotronics, Inc., a manufacturing company. Since the early 1980's he traveled extensively nationally and internationally selling products, setting up sales agents, and establishing operations. In June 2008 David and his partner sold the company. After a few months of retirement, David learned about **Seniors Helping Seniors** In-home Services and embarked on a new journey with his family.

David's wife, Judy was born in Grand Haven, Michigan. Since David travelled so much throughout his career, Judy took on the responsibilities at home; raising their two children, David Jr. and Amanda. During this time Judy stayed busy with her children participating in various community and school-related activities.

A true family affair, David and Judy are pleased to have their son, David Jr. and their daughter, Amanda join them in operating their **Seniors Helping Seniors** business. David Jr. graduated from Michigan State in 1999 with a B.A. in Marketing. That year he relocated to San Jose, California where he accepted a job in sales and also earned his MBA. He and his wife Sarah moved back to Michigan in 2006. They have one-year old twins, Noah and Abigail, and are happy to be able to raise their children close to their family. Amanda is an LPN and has spent several years working in the nursing industry. She loves engaging with seniors and has worked in two nursing home facilities and as a home health aide. She is married to Shaun Thrush.

Seniors Helping Seniors services have a positive impact on their communities by helping seniors and establishing a successful business. The opportunity to **do good and help others**™ is one of the reasons **Seniors Helping Seniors** franchises are so special.

"The loving, caring, compassionate attitude displayed by the **Seniors Helping Seniors** franchise organization attracted us to the people involved and their philosophy. Everyone has gone out of their way to help us succeed and best serve the seniors in our community. After spending many years in the corporate world, it is refreshing to be able to join a community of people that care about helping others as their primary mission," David said.

David and Judy will establish their **Seniors Helping Seniors** center in Western Michigan to build relationships with caring, active seniors with the hearts of volunteers who will help them become the area leader for non-medical in-home senior care. "We want to reach out and serve our community and provide an unmatched level of service to our Providers, Receivers and their families," David adds.

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome the VanderLinde Family as franchise partners. "They come to our **Seniors Helping Seniors** community with many years of business and personal care giving experience. David and Judy have a deeply personal knowledge about the importance of experiencing loving and compassionate care when one is struggling to maintain their health and independence. David and Judy will make an excellent addition to our franchise family, people who are dedicated to providing the **Seniors Helping Seniors** brand of loving, giving, caring and compassionate service and who will fulfill our mission in further expanding our care giving and companionship services in Michigan and the Midwest," he said.

David adds, "While Grand Rapids offers many excellent assisted living and nursing facilities, the reality is that seniors would prefer to be in their own homes. Also, these options are very expensive. If we can work in our community and provide resources to allow seniors to stay in their home, we can dramatically improve their quality of life. Establishing a loving, caring and compassionate relationship with a senior Provider will allow them to expand their social relationships and eliminate a lot of the stress that burdens seniors and their families. "

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** In-home Services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

He said, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We support all of our franchises with all of the expertise we have gained in running **Seniors Helping Seniors** In-home Services in Berks County, Pennsylvania. We also provide marketing, sales, management, and technology support to our Franchise Owners."

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service."

For more information, contact David and Judy VanderLinde at (616) 234-0190 or e-mail GRSeniors@gmail.com.

Visit their website at www.seniorshelpingseniors.com/GrandRapids

For Franchise Information:

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