



CONTACT: Steve Everhart
888-519-2500 or steve@hallmarkhomecare.com

FOR IMMEDIATE RELEASE

**HALLMARK HOMECARE LAUNCHES AS
BREAKTHROUGH NEW SENIOR CARE SOLUTION**
*Innovative Caregiver Search, Recruitment and Placement Company Offers Blend of
Lower Cost, Greater Control and Consistency of Care, and Legal Compliance*

IRVINE, CA – Steve Everhart, founder and president of The Senior’s Choice, the largest and most recognizable membership network of senior care providers in the world, has announced the launch of his affiliate company: Hallmark Homecare, Inc. Compelled by the escalating cost of in-home senior care, Everhart developed Hallmark Homecare as an in-home care option that brings a new level of affordability to American families seeking dependable care for their elderly loved ones. Furthermore, unlike a typical registry or “independent caregivers,” the company ensures a legal caregiver by providing insurance and taxation compliance previously unavailable at this lower price point.

Hallmark Homecare caters to the home care client segment that prefers to “directly hire” their caregivers (rather than engage an agency) for a host of reasons, including significant savings. This latter “client directed” model of care is becoming increasingly necessary for many due to the escalating cost of in-home care, but it also opens the client up to great risk, both legal and tax related. Hence, Hallmark Homecare was created to provide a one-of-a-kind solution to a family’s senior care needs, one with such benefits as:

- **Lower Cost** – clients save 30% or more compared to a typical homecare agency
- **Greater Control** – clients directly determine their perfect caregiver, services and schedule
- **Care Continuity** – Hallmark never re-assigns a client’s preferred caregiver, as often happens with typical agencies, and also provides dependable caregiver backup service
- **Stronger Client/Caregiver Bond** – the Hallmark model truly allows the caregiver to become a client’s care expert
- **Legal Compliance** – unlike most registries and caregivers who promote themselves as Independent Contractors, Hallmark safeguards clients by providing professional liability insurance, arranging for worker’s compensation policies that protect both clients and caregivers, and assisting with employment-related tax reporting.
- **90-Day Unconditional Guarantee of Satisfaction** – if within the first 90 days of service, a client’s caregiver decides to quit or the client decides to replace her for whatever reason, Hallmark will replace the caregiver for no additional fee.

-more-

Founder and president Steve Everhart says, “Hallmark Homecare represents a culmination of my years of experience in the senior care industry, and embodies what I believe are the essential qualities of a top-tier caregiver placement company: honesty, integrity and a commitment to providing highly trained and reliable caregivers for our clients. I am very proud of the fact that clients of Hallmark Homecare receive care that is affordable, legal and comes with a Satisfaction Guarantee – a senior care trifecta that has never been achieved until now.”

Operated by The Senior’s Choice executive team, Hallmark Homecare leverages TSC’s years of experience in the senior care field, having served tens of thousands of seniors since 1999 in helping them remain independent at home. Hallmark’s growing national network of Franchise Partners also benefit from this deep experience; a recent benchmark survey conducted by Home Care Pulse, a third party private duty home care survey company, showed that senior care business owners trained by the Hallmark Homecare executive team are consistently among the top performers in the nation when it comes to client satisfaction (scoring at or above ‘Best of Home Care’ in all 13 categories), a feat unreached by any other group nationally. Hallmark Homecare also retains a Better Business Bureau grade of A+, and is a member of the National Private Duty Association and the Private Care Association.

More information on Hallmark Homecare’s caregiver search, recruitment and placement services can be found at www.hallmarkhomecare.com. Individuals interested in becoming a Hallmark Homecare Franchise Partner can take the first step by visiting www.HHCopportunity.com.

###