

Options for Senior America Celebrates Black History Month

Options for Senior America has awarded units to two Black franchisees.

The first franchise in Lake County, Indiana is owned and operated by **Bridgette Knight**. With her background as a Registered Nurse and someone who has had experience in multiple acute care settings such as Medical, Surgical, Acute Rehab, and Case Management, Bridgette was poised for success from day one. She has a strong love for the elderly and is an advocate for those who cannot speak for themselves.

Bridgette provides exceptional customer services to all her clients. She is the recipient of the national *Best of Home Care Award* from SeniorAdvisor.com, the largest ratings and reviews site for senior care and services in North America. Winners of the SeniorAdvisor.com Best of



Home Care Awards represent the top tier of in-home care, assisted living, and other senior living providers, based on online reviews written by seniors and their families. This exclusive designation places Options-Lake County, IN among the top one percent of senior care providers according to SeniorAdvisor.com. Of the nearly 45,000 providers considered, just over 610 were recognized with this prestigious award.

One of Bridgette's clients, Sheri E., posted "I will always

be thankful for Options.

When dad suddenly passed away, my sisters and I tried to pick up the 24-hour care my mom needed. With limited vision, diabetes, dementia and frequent falls, she could not be left alone. We heard about Options and they came to meet my mom and us. It was an instant connection. They were angels that came to us in one of the darkest times of our lives. These girls took excellent care of my mom. They became family, sisters and daughters to my mom.

They brought her to picnics, parties and holidays. Bridgette and her team were great to work with. And the girls she sent were so loving and caring. I can't say enough about this agency. They will always be very special to this family."

Another franchise in Atlanta, GA is owned and operated by **Phillip Evans**. Phillip was introduced to Options by an FCC franchise consultant. He is a mechanical engineer with no prior knowledge of the senior care industry. Phillip had a background in manufacturing and project management. His entrepreneurial spirit led him to exit corporate America and embark on a road towards financial independence. He liked the concept of senior care because of its growth potential and the fact that it is recession proof, a lucrative business and a way to contribute to the community while improving the lives of others. Options for Senior America provided the answers to his quest. With his business acumen, Phillip bought an existing territory that guaranteed him incoming cash from the day he opened the franchise.

Phillip is a visionary operations leader and a collaborative problem solver. His background in process improvement, project management, and negotiation skills was applied to his franchise to operate and manage care for his clients. His consistency in meeting his commitments with integrity served as a big asset in his

new role as owner of a senior care franchise. From the first month of his operation, Phillip was determined to grow his franchise and that he did. He has a calm demeanor and acute listening skills that prove to be very useful and needed in the field of senior care. His success in his franchise is partly a result of his character and personality and partly because of his determination and drive.

Both Bridgette and Phillip have become an integral part of the Options franchise system and the Options family of franchise owners. They have offered their help and generously shared areas of their expertise with other Options franchise owners.

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