

With its fifth year of UK operations underway, Seniors Helping Seniors continues to grow a presence in Britain



After achieving a solid presence in your own backyard, looking overseas is the next logical step to scale for franchises. Expanding into international territories may not be easy or without challenges but it can certainly provide rewards and fresh opportunities for franchisors seeking growth with new franchisees.

That's been the case for [Seniors Helping Seniors](#), the US elderly-care franchise, which has now opened its third UK location. With a focus on connecting senior citizens in need of support to mature men and women with an aptitude for caring, the 20-year-old franchise entered Blighty back in 2013 and has scaled across Canterbury, Harrow and now Surrey to serve Guilford, Woking and Godalming.

With carers generally from backgrounds that include nursing, teaching and other empathic roles, client-support services supported by the franchise include everything from companionship and shopping to medical appointment and chores.

Commenting on the growth, Christian Wilse, master franchisee of Seniors Helping Seniors UK, said: "Our fully managed care services match carers

to clients according to interests. We manage everything for our carers and our clients, taking time with introductions to make sure everyone is happy. People love the matching and the same carer aspects and the outcomes are outstanding.

“Our franchisees have a turnkey home-based operation doing something immensely worthwhile with exciting rewards and we have kept our set up fees low to encourage people to open a Seniors Helping Seniors in their own community.”

With more than 300 franchisees globally, Seniors Helping Seniors entering the UK from the US affirmed the strength of Britain as a franchise ecosystem and the company’s continued growth demonstrates the potential for ambitious franchisors and franchisees with plans to achieve nationwide scale.