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Home care provider makes foray into franchising

Washington Business Journal - by [Neil Adler](#) Staff Reporter[Print](#)[Email](#)[Reprints](#)[RSS Feeds](#)[Add to Del.icio.us](#)[Digg This](#)[Comments](#)

Options for Senior America has signed its first franchise agreement, and if things go well it could lead to more down the road.

The Silver Spring-based company, which has provided health care services to the elderly for the past 15 years, completed the deal for a franchise in Raleigh, N.C., in about a month. Options for Senior America had been thinking of getting into the franchise world. North Carolina was just one of several states it was considering.

Robert Bedwell, a former branch manager for Options, paid \$26,000 for the franchise. The business will cover eight counties in North Carolina with a potential market of 1.5 million people.

The franchise model is still experimental and if it succeeds Options plans to market its franchise opportunities more aggressively, says Ramzi Rihani, senior director of Options. "It could trigger a domino effect."

With the expansion, Options now operates in about a half dozen states, including Maryland, Virginia and D.C. The private company, which will collect about 5 percent of the franchise's sales, has 45 employees.

Rihani says a one-time fee for the franchise was \$26,000.