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HONOR ENTERS SECOND HALF 2019 WITH STRONG MOMENTUM

Five Agencies Join the Honor Care Network, Expanding Reach in Southern California

SAN FRANCISCO, July 23, 2019 -- [Honor](#), a leading innovator in home care services, enters the second half of 2019 with strong momentum with five new home care agencies joining the Honor Care Network.

This addition expands the company's reach within Southern California, extending into two new markets with recent partners [Optimal Senior Care Solutions](#) and [Care Assist Services](#) in Orange County, and [Love2Live Care Services](#) and [Home Care of La Jolla](#) in the San Diego area. [CGT Home Care Services](#) joins Honor's growing presence in Los Angeles County.

"It's been gratifying to see the growing interest in the Honor Care Network, which is largely due to the value we are driving for our partners," said Nita Sommers, president of Honor. "In a recent survey, our partners reported the benefits of joining the Care Network are more time to focus on growth, and reduced operational burden. In addition, two-thirds reported better work-life balance with partners growing an average of 40 percent after a year in the network."

Since launching the Honor Care Network in 2017, Honor has partnered with numerous independently owned home care agencies and now provides non-medical home care services to older adults in more than 700 cities and towns across California, New Mexico, Texas, and, most recently, Arizona. The company expects to open the Care Network in a fifth state soon with continued expansion into yet another state by year end, essentially doubling its growth rate into new markets.

“What I’m most excited about joining the Honor Care Network is the ability to fast-track my growth plan and scale my business to keep up with demand,” said Dan Segal, owner of Optimal Senior Care Solutions. “I’d been thinking about managing growth for the past year and investigated a variety of options. But when I looked more closely at the Honor Care Network model, I realized it made the most business sense. Growing my business means more complexity, and partnering with Honor ensures the needed support as I scale as well as the ability to be a part of transforming the home care industry.”

About Honor

Honor is changing the way we care for our parents. Founded in 2014, the San Francisco–based company brings workforce management and technology expertise together with high-touch, personalized care to improve the in-home care experience. Since launching the Honor Care Network in 2017, Honor has partnered with a growing roster of independently owned home care agencies to deliver reliable, transparent, and high-quality care. The Honor Care Network currently provides non-medical home care services to families in more than 700 cities and towns across California, New Mexico, Texas, and Arizona. For more information, visit www.joinhonor.com.

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