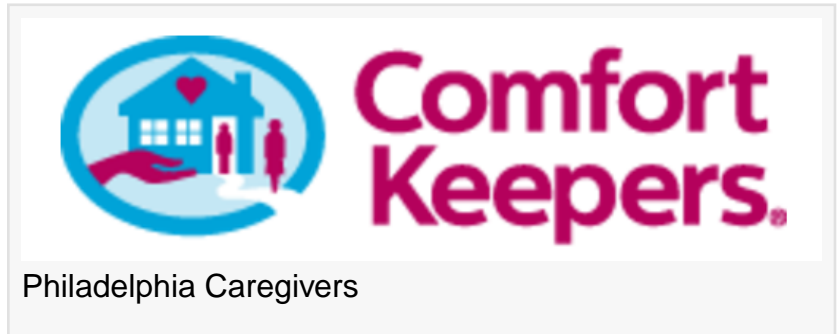


# Home Care Agency Beats the Odds for Second Generation Businesses

*Comfort Keepers of Philadelphia, an award-winning home care agency, is on its second generation of ownership after 18 years in operation.*

PHILADELPHIA, PENNSYLVANIA, UNITED STATES, May 31, 2018 /EINPresswire.com/ -- Comfort Keepers, an [in-home care](#) service provider, was originally founded in 1998 when Kris

Clum, a registered nurse who was working in home health care, discovered first-hand the need for in-home caregivers. She realized that some people require additional help to just their medical needs such as bathing, running errands, meal preparation, and completing simple household tasks. Clum knew she could provide a better solution and created Comfort Keepers.



“

70% of family-owned businesses are either sold or fail before the second generation gets a chance to take over. After that, only 10% remain active, privately-held companies for a third generation.”

*Michele Berman, Owner*

Comfort Keepers provides non-medical, in-home care services to thousands of individuals across more than 700 franchised offices worldwide. The Comfort Keepers franchise network comprises many caring individuals who are committed to providing care solutions that enable seniors and disabled adults to live happily, safely, and independently at home. Comfort Keepers of Philadelphia is no different.

In 2000, Richard Reisman founded [Comfort Keepers Philadelphia](#) after he himself had trouble finding quality senior care for his mother with Alzheimer's. He realized something needed to change and took action. Shortly after Comfort

Keepers Philadelphia was launched, Reisman fell terminally ill with lung cancer. Reisman's two children, Michele Berman and Marc Reisman, hired one of the company's caregivers to take care of their ailing parent.

“He got [his care] from knowing what people are looking for, what they expect in terms of quality of care and comfort; he realized how important that is for people,” Berman said. Berman and her brother realized the impact that the care of Comfort Keepers had provided their father and wanted to continue to help. They took over the business following their father's illness and have not looked back.

Although Comfort Keepers Philadelphia has achieved loads of success as a second-generation business, Michele and Marc are beating the odds. "70% of family-owned businesses are either sold or fail before the second generation gets a chance to take over. After that, only 10% remain active, privately-held companies for a third generation," Berman said. The Philadelphia location has received praise from the organization's corporate offices throughout the years including the President's Award for top performing locations and the Quest for Excellence Award--very big achievements for an

organization with over 700 franchised locations.

Comfort Keepers provides a wide range of in-home care solutions including, but not limited to, Alzheimer's and dementia care, respite care, transportation for seniors, interactive caregiving, end of life care, and transitioning home care. Today, Berman is proud to carry on the legacy of her father and is even more proud of the difference that Comfort Keepers is making in the lives of those who need it most.

This release was drafted by [Results Driven Marketing, LLC](#): a full-service digital marketing, public relations, advertising and content marketing firm located in Philadelphia, PA

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