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—Phillip Evans, Owner,  
Options For Senior America  
Franchise

## A New Path to Fulfilling My Destiny

# PHILLIP EVANS

by **Rick Mordin**, *Consultant, The Franchise Consulting Company*

**I'm always impressed** when I meet young people who know that they want to be an entrepreneur and build something. I connected with Phillip Evans in June of 2018. Phillip's Mechanical Engineering degree is from the Alabama Agricultural and Mechanical University where he maintained a GPA of 3.75 out of 4.0. At the time we met his accomplishments

in his young professional career were extensive. More importantly he exhibited characteristics of an entrepreneur and I realized that together we could find the right franchise model to help him fulfill his personal and financial goals. He became an owner in the Franchise Options for Senior America Franchise system in October 2019.

**Phillip, in your own words**

**tell us why you wanted to pivot and become an entrepreneur?**

I decided to become an entrepreneur because I was ready to create my own path and enjoy my time the way that I want to. I was tired of positions at companies structuring my life and ultimately deciding my path.

**We looked at several industries, describe to our**

**audience why the Home Health Care industry and the company Options for Senior America attracted you?**

I was drawn to the home health care industry because of the market growth and the necessity of the services. The low start-up cost and profitability really piqued my interest. Options for Senior America has been in the home health care industry for 30 plus years and we had a great connection right from the start.

**I connected another client of mine to you during the summer of 2020 and he was very impressed how quickly you grew your business in less than a year. Tell us about your first year in business?**

My first year was awesome and I begin increasing our revenue very quickly by cultivating relationships with key referral sources and other home health care agency owners in the area. I spoke to several home care agency owners in the Atlanta area and I built a great relationship with one of them. He has been in the home health care industry for 20+ years and he gave me excellent advice on how to effectively penetrate the market quickly. Owning your first business can be tough so I advise anyone to build relationships and never be afraid to ask for advice.

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**What challenges did COVID-19 present and how did you face them and overcome them?**

COVID-19 presented major challenges because the home health care industry requires in person care services and people were very afraid of people coming into their homes and some of our care providers no longer wanted to provide care. So the first thing we did was get guidelines in place to reduce the spread and protect our workers and care recipients. We discussed these guidelines with our clients and were very transparent with everyone involved. We contacted our main referral source to get more patients who needed care and doubled down on hiring. We actually became a better and stronger company during COVID-19 because our services are truly essential and the need is growing every day.

**Briefly describe a day in your life as an owner of Options for Senior America in the Atlanta Metro Market.**

I have the ability to change any aspect of my day whenever I need to which is one of the greatest attributes of owning your own company. I have become really intrigued by news and economics so I

always start my day with some world news following by some stock market and economy updates. I then read local news regarding the Metro Atlanta Area followed by the daily Home Health Updates. After that I adjust to whatever the business needs are.

**What is your outlook for the next couple of years? Do you have ambition beyond your current franchise?**

I definitely have ambitions to open another business one day although I have no clue what it would be right now. My main goal right now is continuing to make people's lives better. The joy of owning a company that can be so impactful on the day to day lives of various people is truly a great feeling!

**ABOUT THE AUTHOR**

*Rick Morgin is a Consultant with The Franchise Consulting Company and alumnus of Santa Clara University. We assist clients with the educational process of researching and selecting available franchise businesses that best suit desired lifestyles and financial goals. The research, qualification, and application service we provide is free; our fees are paid by the Franchise company when a client opens their business. For more information please email rick@thefranchiseconsultingcompany.com, call/text at 925-324-6371 or visit www.franchisematchmakerserver.com*