

Preferred Care:

Preferred Care at Home finds cure for printing overload



Company Profile

Preferred Care at Home is a senior home care franchise company with over 38 locations across the country. Since 1984, the company has built a reputation offering quality services at affordable prices, providing the extra care needed to maintain independence and dignity in the comfort and security of home.

Business Situation

When Preferred Care at Home franchisees needed to order marketing materials, they would place an order with the franchisor, who then acted as a printing coordinator. This system was inefficient and time consuming for both the franchisor and the franchisees. Company CEO Frank Guerrieri needed a way to free himself from the overwhelming administrative tasks of a printing manager, but still maintain control over branding and design.

Solution

A Private Print Shop from PrintingForLess.com proved the perfect solution for everyone. Now when a franchisee needs corporate marketing materials, he can go online and place an order quickly and easily. He can also order materials customized for his location, such as business cards, stationery, brochures and postcards.

"You freed us up to do what we need to do: run our business and build a franchise organization."

Frank Guerrieri
President and CEO
Preferred Care at Home
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Benefits

Our centralized, online approach to printing has taken the mantle of printing manager off of Frank's shoulders, allowing him to concentrate on building his business. Preferred Care at Home franchisees can now count on quick turnaround times and high quality when they order printed materials. They also benefit from cost savings, since corporate materials like brochures can be printed in smaller quantities while enjoying the lower pricing of a larger print run. The printing is left up to us, leaving everyone else to concentrate on providing quality care.