

SENIOR CARE FRANCHISING

A Guide for Prospective Franchisees

A Publication of



ABOUT ALWAYS BEST CARE

Our History

Always Best Care is a leading senior care provider, helping families find non-medical in-home care, assisted living communities, and skilled home health care (in select markets) across the nation. The company was established in California in 1996 by Michael Newman, who at the time owned and operated several facilities for seniors.

Newman felt frustrated by the lack of resources for seniors in his community and encountered many seniors and their loved ones who were confused and overwhelmed trying to find the right senior care solution. His vision was to create a senior care company that provided compassionate care and support as well as professional advice.

SERVICES

The Always Best Care staff of highly trained, bonded and insured care-givers provides senior care services including:

- Assistance with the activities of daily living (ADLs)
- Companionship
- Homemaking and Bookkeeping Assistance
- Physical Assistance
- Personal Hygiene assistance
- Skilled Home Health Care (select locations)
- Alzheimer's and Dementia Care

In 1996, he fulfilled that vision when he founded Always Best Care Senior Services, which has grown to become one of the leading senior care providers in the United States. Always Best Care has franchises in 30 states and expects to expand to Canada, Germany, Australia and the United Kingdom in the coming years.

Always Best Care understands the demands and responsibilities of caregiving, and one of our goals is and always has been to help relieve family members of caregiving responsibilities, especially those who have children of their own.

The demand for senior care has never been greater, and that demand is only growing. More than 10,000 people turn 65 every day in the U.S. The aging baby boomer population means that senior care will become increasingly important in the coming years and decades.

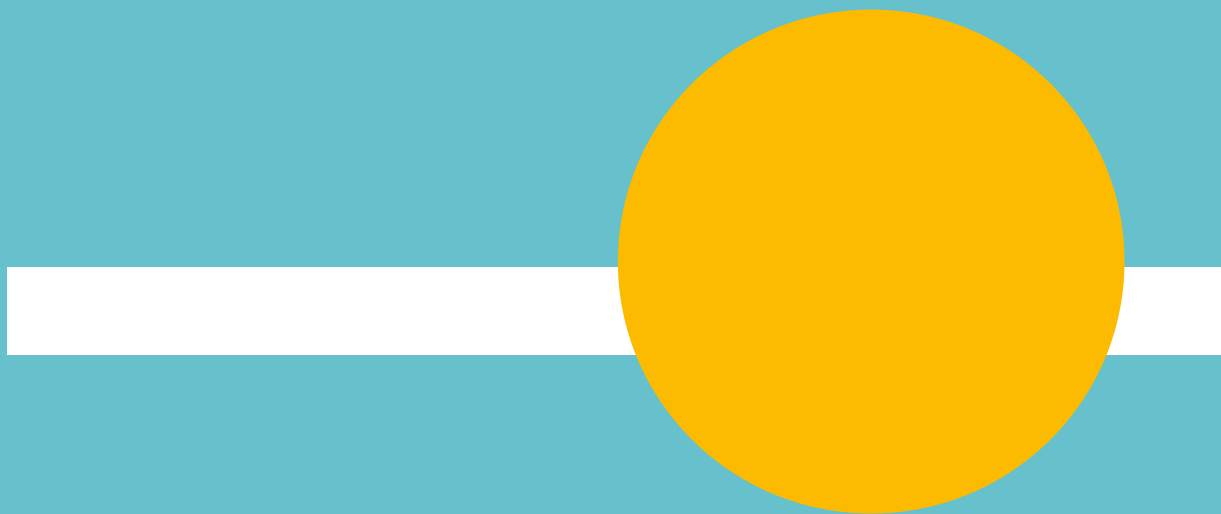
Always Best Care is here to fulfill the needs of the growing senior demographic. Passionate staff members are what continue to make Always Best Care a leading senior care company. Although times may change, our foundation of caring and compassion never will.

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CHAPTER 1

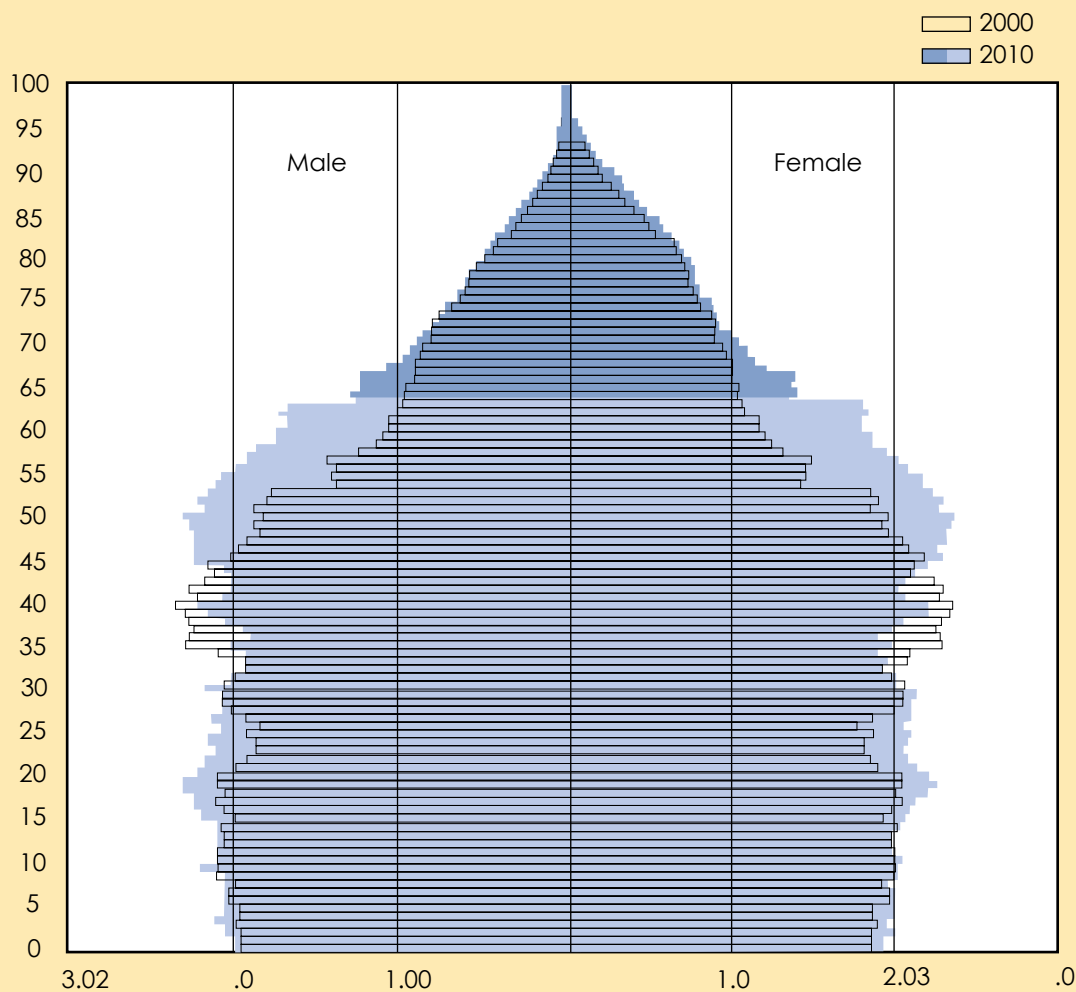
Senior Care: A Fast-Growing Industry



SENIOR CARE: A FAST-GROWING INDUSTRY

Senior care is one of the most rapidly growing industries in the Nation, offering potentially lucrative business opportunities for those who wish to give back to their communities and become experts in senior care issues. As a senior care franchisee you will become an expert in senior care and fulfill a growing need in your community.

Population by Age and Sex: 2000 and 2010

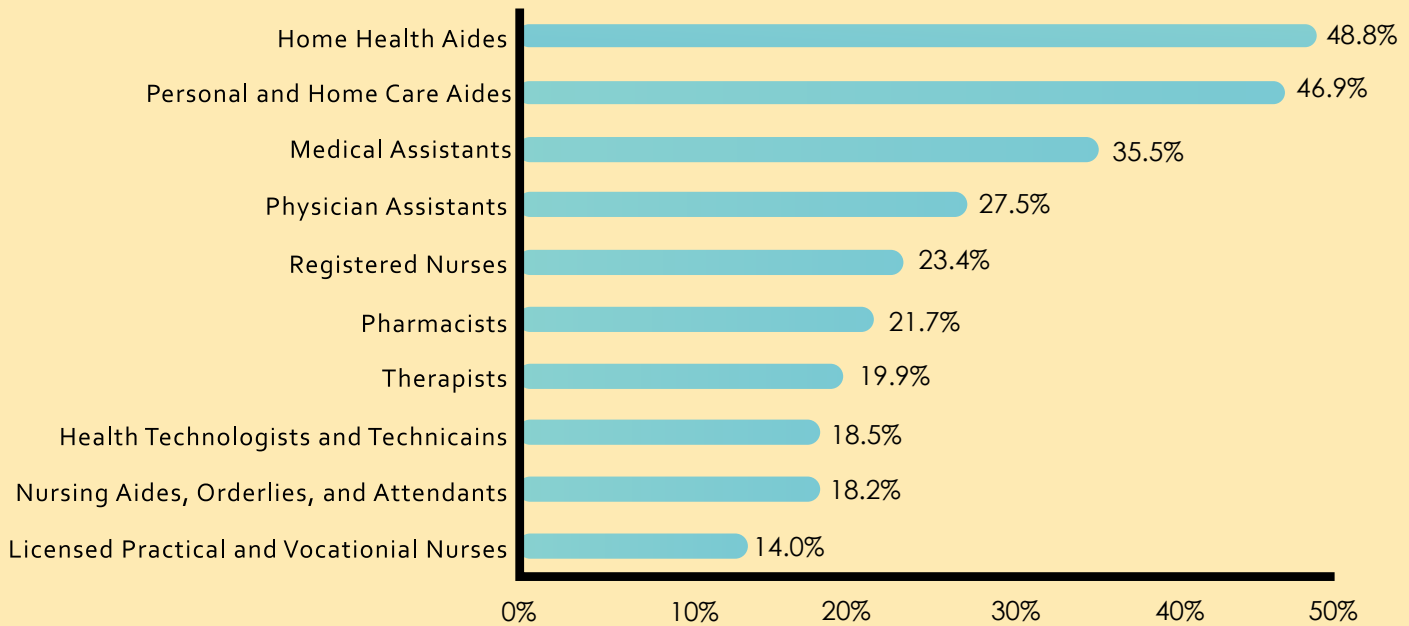


Note: The lighter shade of blue represents ages 0 to 64 in the 2010 Census. The darker shade of blue represents ages 65 years and over in the 2010 Census.

Sources: U.S. Census Bureau, Census 2000 Summary File 1 and 2010 Census Summary File 1.

Considering these statistics, it's not surprising that careers in personal and in-home care are projected to grow between 45% and 50% during the decade from 2006-2016.

Projected Occupational Growth in Health Careers, 2006-2016



Source: U.S. Department of Labor, Bureau of Labor Statistics, the 2008-2009 Career Guide to Industries: Health Care <http://www.bls.gov/oco/cg/print/cg0356.htm>

Most Seniors Prefer to “Age in Place”



The overwhelming majority of seniors would prefer to remain in their homes rather than move to an assisted living community or nursing home as they age. A 2009 AARP survey found that 85% of seniors over the age of 65 wanted to age in place—that is, stay in their own homes as they grow older. With a strong desire to remain independent, the Baby Boomer generation is setting the stage for unprecedented growth in non-medical home care, skilled home health care and assisted living.

What Services Do In-Home Caregivers Provide?

Non-medical in-home caregivers allow seniors to stay at home as they age by providing assistance with everyday tasks like bathing, dressing, housekeeping, shopping, meal preparation, and medication management. Home caregivers also provide seniors with companionship, especially important for seniors who live alone or whose family members work and have children of their own.

Companionship Services

- Provide respite care
- Monitor diet and eating
- Stimulate mental awareness
- Companionship and conversation
- Supervise home maintenance
- Prepare grocery lists
- Mail bills and letters
- Plan visits, outings and trips
- Assist with entertaining
- Answer the door and phone
- Maintain calendar
- Assist with evening tuck-in
- Check food expirations
- Reminisce about the past
- Provide reminders for appointments
- Care for houseplants
- Oversee home deliveries
- Assist with clothing selections
- Discuss current and historical events
- Play games and cards
- Record and arrange recipes
- Clip coupons for shopping
- Monitor TV usage
- Buy magazines, papers and books
- Rent and play movies
- Visit neighbors and friends
- Read religious material
- Maintain family scrapbook
- Record family history

Home Helper

- Provide Alzheimer's/dementia care
- Aid with morning wake-up
- Assist with evenings and tuck-in
- Arrange appointments
- Provide medication reminders
- Aid with reading
- Assist with walking
- Organize mail
- Change linens and make beds
- Write letters and correspondence
- Plan, prepare and clean up meals
- Escort for shopping, errands and appointments
- Drop off and pick up dry cleaning
- Pick up prescriptions
- Organize and clean closets
- Assist with pet care
- Shop for groceries and supplies
- Prepare future meals
- Accompany to lunch or dinner
- Dusting vacuuming and sweeping
- Attend plays and concerts
- Attend meeting and sporting events

Personal Care Services

- Eating
- Grooming
- Dressing
- Bathing
- Incontinence/toileting
- Cognitive impairments
- Mobility
- Medication reminders

Skilled Care Services Include...

- Blood draws
- Case management
- Catheter maintenance
- Chronic illnesses management
- Colostomy maintenance
- Diabetic care
- Disease management
- Healthy living education
- Injections
- IV therapy
- Medication management
- New diagnosis education
- Occupational therapy
- Pain management
- Physical therapies
- Post surgery care
- Restorative care
- Wound care

Many older adults are renovating their homes specifically to allow them to remain in their homes as they age. Renovations often include widening doorways to accommodate walkers and wheelchairs, installing curbless showers and grab bars in shower stalls and around toilets, replacing flooring with non-slip materials, and installing seated workspaces in the kitchen.

Seniors who make such renovations are more likely to be able to age in place comfortably, yet most will require assistance at some point. Non-medical in-home caregivers will provide this assistance in many cases.



Senior Care: One of the Most Recession-Proof Industries

The senior care industry tends to remain strong even in times of economic downturn. Unlike many material goods or luxury services people can go without during times of financial hardship, the services provided by professional caregivers are essential. In fact, senior care grew right through the economic recession of the late 2000s. There has never been a better time to start a career as a senior care franchisee.

SENIOR CARE FACTS

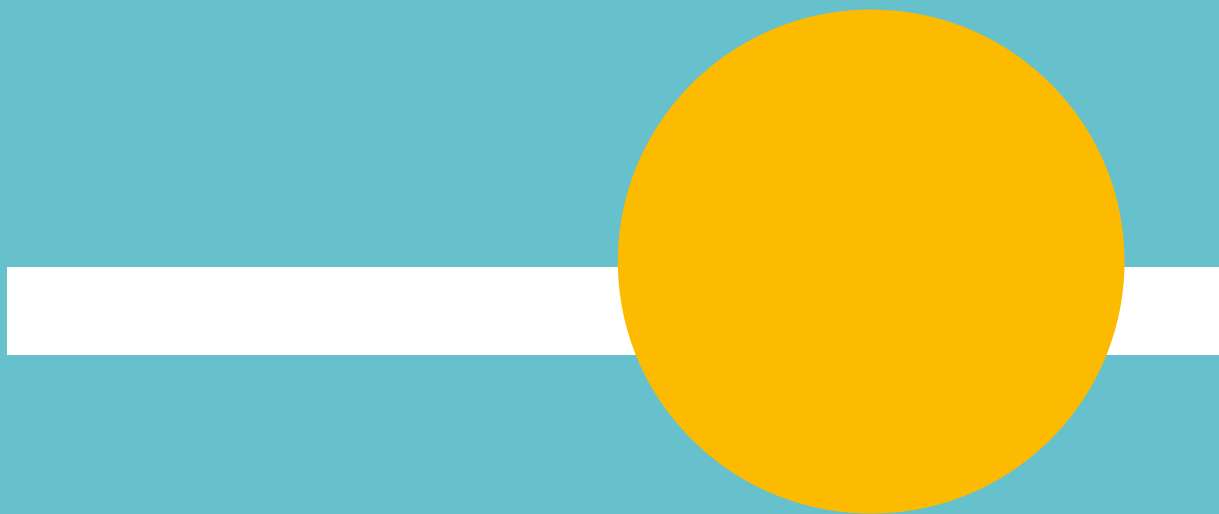


More than **10,000** people turn **65** in the U.S. every year.

The number of people 65 and older is **expected to double** over **the next 30 years**.

CHAPTER 2

Is Franchising Right for Me?



IS FRANCHISING RIGHT FOR ME?

Over the past several decades Americans have come to embrace the franchise business model. Franchised businesses provide consistent quality and salient brands people come to love and trust. For business owners, franchises provide structure and the advantages of an established brand and proven marketing strategy.

Nevertheless, becoming a franchise partner does not equal automatic success. While the franchise model offers many benefits, it takes skill, hard work, and determination to be successful.

What's Required for Success?

Franchisees are often experts in another field, such as law, human resources, social work or medicine. Strong networking and communication skills are essential for senior care franchisees, who must feel comfortable and confident going out into their communities and working closely with others.

Prospective senior care franchisees will need to have liquid assets of at least \$100K and a total net worth of at least \$200K.



Those who become senior care franchise owners nearly always fall into one of the following

PASSIONATE SELF-STARTERS

These are business-minded individuals who are attracted to the growth aspect of senior care. They are typically interested in operating a single location that provides income for themselves and/or their families.

MISSION- DRIVEN CAREGIVERS

These individuals are drawn to senior care because it serves a need in their community and helps seniors and their families. Often these individuals have experienced first-hand the importance of finding good care for an elderly loved one.

EMPIRE BUILDERS

These individuals are interested in owning multiple franchise locations that generate substantial revenue. They are typically looking for multi-territory and regional home care franchise opportunities

Five Questions to Ask Yourself About Owning a Franchised Business

There are many considerations and questions to think about before you move forward with franchise ownership, including whether you can afford the franchise, whether you'll enjoy senior care and whether you'll enjoy working with the franchisor's staff. Consider the following questions carefully:



1

Are You Willing to Manage the Business Yourself? It is a myth that franchise ownership is easy. It takes hard work and dedication, and the typical franchise owner can expect to work full-time or more. Always Best Care also offers an absentee or semi-absentee management model, which includes a minimum purchase of two or more territories. Generally speaking, however, the best franchised businesses tend to be those that are managed hands on.

2

Are You Willing to Fully Abide by Rules of the Franchise? This is an important consideration, especially for entrepreneurial-minded individuals who prefer to make their own rules. Franchised businesses have a proven recipe for success, making it critical that you provide the products or services in the manner customers have come to expect. The success of your business will depend on it.

3

Do You Have the Support of Your Family? Operating a business is a full-time job. The importance of understanding the demands that will be required of you and being up-front with your family about your availability cannot be overstated. Having the full support of your spouse and children will only strengthen your chances of success.

4

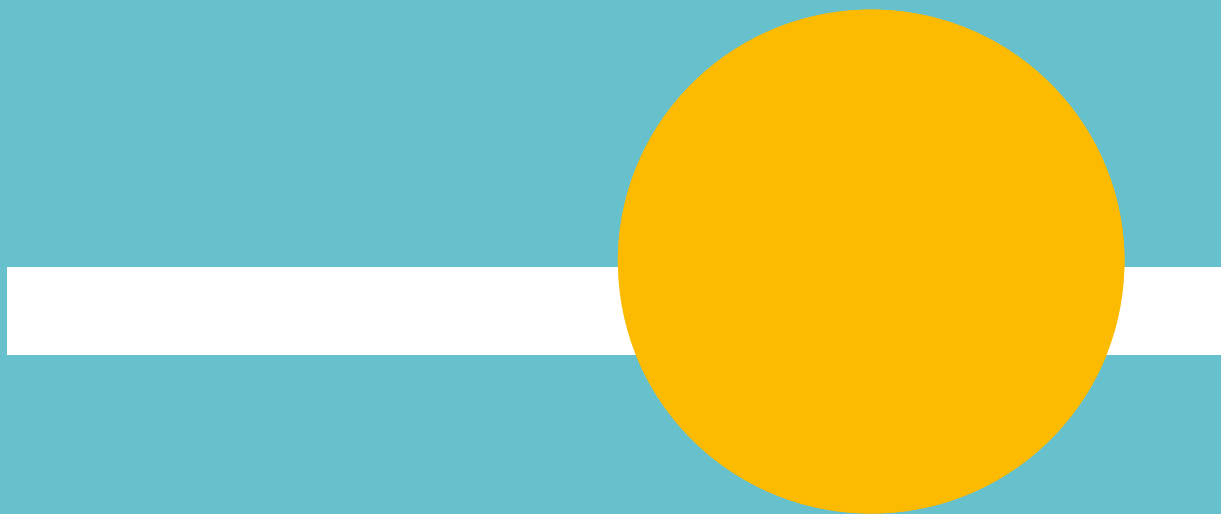
Are Existing Franchisees Happy and Successful? Existing franchisees can provide invaluable information and insights into managing a senior care business. Take advantage of the list of franchisees provided in the FDD (Franchise Disclosure Document) and speak with them about their experience and level of satisfaction. Many franchisees will likely be glad to share their experience and give tips for success.

5

Does the Franchise You're Considering Have a Record of Success? Information about the success and profitability of the franchise will be provided in the FDD. However, it is wise to consult with an accountant to perform a financial analysis of the company before investing.

CHAPTER 3

Steps to Becoming a Franchisee



STEPS TO BECOMING A FRANCHISEE

You've carefully considered all aspects of senior care and what will be required of you as a senior care franchisee, and you're ready to move forward. Here's what you can expect as you move through the process:

1. Introductory Phone Call/ Interview- During the initial phone call you will typically be given an overview of the company and an opportunity to answer questions about your background, business experience, family, and business ownership goals. The initial call also covers the financial requirements of the business and whether your desired territory is available.

2. Overview of Day-to-Day Operations- The overview may be handled in-person or over the phone and typically covers matters like staffing, recruiting and training of caregivers, sales and marketing, revenue, payments from clients and setting up an office.

3. Detailed Review of the FDD- You can expect to review the franchise disclosure document (FDD) in great detail during this phone call/visit. The FDD includes important information, including the initial franchise fee and estimated start-up expenses. It also indicates how long the franchisor has been in business, highlights information about key persons within the franchise, and lists your obligations as a franchisee.

4. Franchisee Validation- Franchisers can put you in touch with other franchisees so you can learn about their experiences operating a senior care franchise.

FAST FACT

As of the 2010 Census more than **40 million people were 65 or older**. By 2040 that number is projected to **grow to about 81 million**.

5. Discovery Day- Becoming a franchisee nearly always involves a “discovery day” during which you’ll have the opportunity to visit corporate headquarters to meet executives and/or the corporate support team. Prospective franchisees often meet with key players who will be involved in launching the new branch during discovery day. Depending on the franchise, a decision for franchisee approval is sometimes made the same day.



6. Final Approval- After discovery day, if you and the franchisor agree that all the elements for a solid business relationship are in place, final agreements are signed and training is scheduled.



SENIOR CARE FACTS

The 85+ population is expected to **increase 150%** during the next 30 years, from 5.7 million in 2010 to **14.2 million in 2040.**



The chart below provides a general idea of the start-up costs for a non-medical in-home senior care franchise:

Type of Expenditure	Amount	Method of Payment	When Due
Initial Franchise Fee	\$44,900	Lump Sum	On Signing Franchise Agreement
Travel and other expenses while training	\$1,000 to 3,000	As required	As incurred
Rent-3 Months	\$0 to 3,000	As arranged	As arranged
Leasehold Improvements	\$0	As arranged	As arranged
Furniture and Fixtures	\$0 to 1,500	As arranged	As arranged
Signage	\$0 to 500	As arranged	As incurred
Office Equipment	\$1,000 to 7,000	As arranged	As arranged
Insurance-Full Year Premium	\$3,000 to 6,500	As arranged	As arranged
Miscellaneous Opening Costs	\$200 to 1,000	As arranged	As incurred
Grand Opening Inventory	\$0 to 500	As arranged	As incurred
Advertising	\$1,500	As incurred	As incurred monthly
Computer Equipment, Software and Printer	\$1,000 to 5,000	As arranged	As incurred
Permits/Licenses	\$125 to 18,000	As required	As incurred
Professional Fees	\$2,500 to 5,000	As arranged	As arranged
Additional Funds	\$5,000 to 12,000	As arranged	As arranged

SENIOR CARE: THE HOTTEST MARKET

Health care is the largest industry in the United States, and seniors are the fastest growing segment of the population. More than 10,000 people turn 65 in the USA every day, and this trend will continue for decades to come.



Members of the “baby boomer” generation have an overwhelming desire to remain independent and to age in place. With current and future advances in medicine, these individuals are setting the stage for unprecedented growth in non-medical in-home care, home health care and assisted living facilities. Opportunities abound for business-minded individuals to earn money while serving seniors and the community at large.

FRANCHISE WITH US!



Always Best Care[™]
senior services

Dedicated to Exceeding Your Expectations!



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