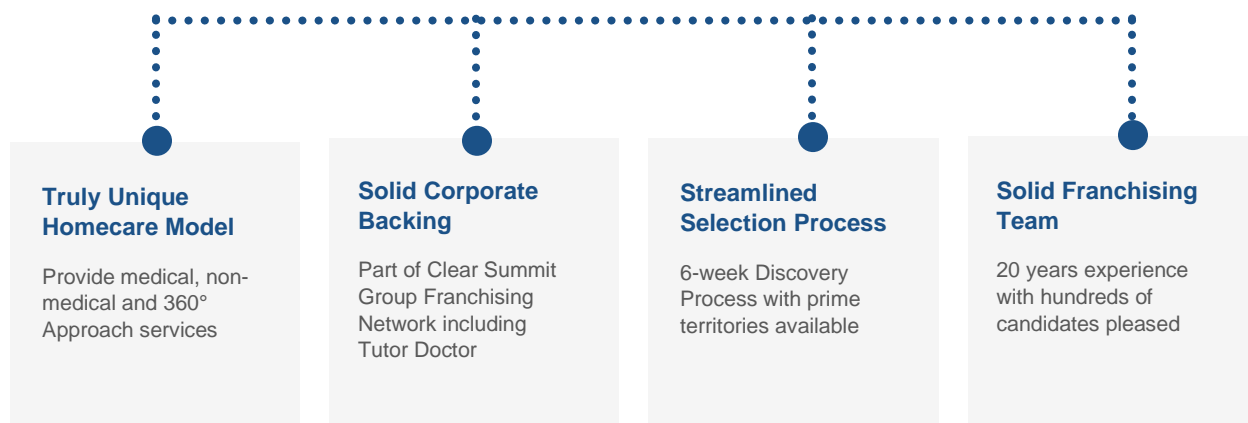




2 MINUTE DRILL - QUALICARE

Contact Morris Shamouni for More Info at
(310) 901-5611 | morris@generalfranchise.com

ADVANTAGES



Industry	Senior	Franchising Since	2011
In Operation Since	2001	Units Open	70
Investment Range	\$100K-\$150K	Required Networth	\$250,000
Franchise Fee	\$49,700	Required Liquid Capital	\$50,000-\$75,000
Semi-Absentee Model	Yes	Royalty Fee	5%
Industry Size	\$400B	Available in Canada?	Yes
Initial Training/Support	Quick Start Program	Ongoing Training/Support	Yes

Quick Summary

- Qualicare specializes in providing personalized care in order to improve the quality of our client's lives
- Our unique 360° Approach to home care allows our franchise partners to provide medical, non-medical and concierge services, diversifying their revenue potential
- We offer a semi-absentee model. Your candidate can keep their job and start a Qualicare franchise, by hiring a Nurse Manager of care and a business development person
- Franchise partners become leaders in their community, (NOT necessarily nurses - though they really love us) who want to get involved and make a real difference in people's lives
- Hire a qualified medical professional to manage care (if interested in providing medical services)
- Build relationships within the community (hospitals, medical professionals, community centers, lawyers, etc.)
- Converse with professionals who can potentially refer new clients: in the neighborhood, at events, all throughout the community
- Actively attend local community events frequented by seniors to set up a display to promote the business (e.g volunteer community talks, places of worship, veterans associations)
- Provide free in-home assessments (proven client conversion rate of over 80%)

