



TWO MINUTE DRILL

FOR CONSULTANTS



**Assisted Living[®]
Locators**

Your local senior living advisor



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To send Leads or Territory Checks:

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Business Basics

Total Investment Range: \$74,235 - \$94,459	Single Territories: Yes	Mult-Territories: Yes	Area Developer: No
Liquid Capital: \$85,000	Year Founded: 2003	Franchising Since: 2006	
Net worth: \$100,000	Corporate Units: 3	Franchisee Units: 140+	
Working Capital: \$10,200 (included in total investment)	SBA Registry: Yes	Discounts: Yes, 10% off of the Franchise Fee for all Veterans and Registered Nurses (this does not impact the referral fee)	
Franchise Fees: Single Territory: \$49,900 2nd Territory: \$39,900 3rd Territory: \$34,900	Referral Fees: Single Territory: \$30,000, Each Additional Territory: \$10,000 Resales: \$30,000 or 10% of the Franchise Fee, whichever is greater		
Full-time and Semi-Absentee (only with FT employee running the business)	We now offer a Healthcare benefits package to our Franchisees!		
Financing: 3rd party lenders	Office Space: N/A – This is a home-based business		
Criteria to Determine Territory: 1) Total # of Assisted Living Properties (usually greater than 50; and 2) Economic and demographic data, including population, which is usually between 300,000 and 500,000	Printed Earnings Claim: FDD Item 19 shows Gross Revenues up to \$1,061,000		
Average # of Employees: 3	Not Offering franchises in: North Dakota, Nevada, South Dakota		
Ad Fund: 2% of Gross Collected Revenue, \$300 minimum, \$500 maximum per month	Sold Out in: Phoenix metro, Denver metro		
Royalty: Greater of 8% or the Minimum Royalty Fee: \$500 per month, months 3-12 \$800 per month, months 13-24 \$1,100 per month, months 25-36 \$1,400 per month, months 37+++			

Background of Assisted Living Locators

Like most successful companies, Assisted Living Locators – and thus the entire assisted placement industry – was created to fill an unmet need so many families have.

As a registered nurse, Angela Olea met many families facing the uncertainty of how to care for their aging parents. She was frustrated by the lack of resources to help guide caregivers – and seniors themselves – on how to make the right living and care choices. She saw firsthand how difficult these decisions could be and knew that the solution was much more complicated than just moving Mom into the nearest facility.

Angela knew all of the care and living options available in her hometown, and by getting to know seniors and their caregivers personally, she was able to advise them on the solution that would be best for their long-term needs. Angela knew that cost was a concern for most families, so she negotiated placement fees that were paid by the facilities themselves — meaning she could offer her services at no cost to the family. It was a winning strategy, and one that provided seniors and their families with a more convenient, worry-free process.



How To Present Assisted Living Locators

- Founded in 2003 by Angela Olea
- Started franchising in 2006
- Acquired by a Private Equity company (The Riverside Group) in August 2022
- Pioneered the Senior Care Placement Industry and was the 1st Assisted Living Placement Referral Franchise in the U.S.
- We offer a no cost, nationwide senior referral and placement service for in-home care, independent retirement options, assisted living communities and memory care.
- Home-Based business
- Little to no employees
- Recession Resistant – seniors are the fastest growing demographic and many will need a senior care solution or senior living
- Low-Cost Franchise – Investment range is \$74,235 - \$94,459
- Great Item 19 in FDD – shows Gross Revenues up to \$1,061,000
- We offer a Healthcare benefits package to our Franchisees

Description of the Business

Assisted Living Locators offers a no cost, nationwide senior referral and placement service for in-home care, independent retirement options, assisted living communities and memory care.

Our elder care advisors are trained to find solutions that meet our clients' needs and to personally accompany them on guided tours of facilities that match their individual preferences. As an organization designed to assist people at one of life's most difficult times, we're dedicated to providing the most compassionate service available.

The different types of care and senior living include: Senior Apartments / Independent Living, Assisted Living Homes, Assisted Living Communities, Personal and Adult Care Homes, Alzheimer's and Memory Care Communities, In-Home Care and Nursing Homes.

Key Business Features

Marketing and Advertising Support

An extensive range of professionally designed collateral designed to enhance and maintain our brand and ensure consistency, and a new national lead generation program will help Franchisees increase market presence and find new potential clients.

Proprietary Technology Platform

A technology platform that is our Franchisees' personal success resource. Our proprietary system, Assisted Living Locators Integrated Network ALL-IN™) is an integrated toolset custom made for the Senior Placement industry. State-of-the-art capabilities include:

- Comprehensive forms and training videos to tools to match clients, properties, and care providers
- Customer relationship management toolkit to assist with daily tasks and build Franchisees contacts and referral network, including invoicing, reporting, and client tracking
- Business intelligence that allows owners to analyze clients, caregivers and referral sources, maximizing performance and growth
- Centralized data from every office across the U.S. giving Franchisees insight to better manage the business
- Scalability that supports the Franchisee as they grow and add resources

Ideal Client

Franchisees do not need any prior experience in the industry, only a passion for helping seniors and families in their communities.

Sales and/or
Healthcare background
are a plus

Excellent for seasoned
professionals who have
been "aged-out" of
Corporate America



Great for 2nd or 3rd career
and fit for a young adult just
launching their career

Skilled at cultivating
relationships and
comfortable making
decisions

Both males and females are successful
and of our Top 10 producers –
45% Male, 55% Female

Function of the owner/daily tasks

Our franchisees become senior living experts. They learn detailed information about the properties and resources in their territory, such as:

What type of client is the best fit?

What are the costs & types of care that are available?

Franchisees create strategic alliances in their community, partnering with other senior healthcare providers such as non-medical home care, skilled nursing & hospice, in addition to partnering with realtors and elder law attorneys. Franchisees become the hub of the wheel and an expert senior resource and advocate.

Competitive Advantage

- National Provider contracts - Brookdale Senior Living, Senior Resource Group, Sunrise Senior Living, Aegis Living, Atria Senior Living and more
- Outstanding reputation with 20+ years in the Senior Care space
- National coverage with revenue share with Franchises and Affiliate model
- Thousands of existing provider contracts
- Homecare revenue share program
- We offer a Healthcare benefits package to our Franchisees

Comprehensive Employee Benefits

We are thrilled to announce a significant addition to our benefits program for our Franchisees — The Evive Brands Franchisee Benefits Program from our vendor partner, Franchise Benefits Solutions.

This new initiative will provide Franchisees and their employees with access to comprehensive employee benefits plans including but not limited to medical, dental, vision, life, telemedicine, accident, critical illness, hospital indemnity, short term disability and prescription drug coverages. A unique feature of this program is its flexibility: Franchisees can tailor the plan to best fits the needs of their business, choosing the coverages and design features that are most beneficial to their employees.

Franchise Benefits Solutions is a market leader in the franchise industry with over 35 years of experience providing customized benefits programs. They offer an impressive portfolio of products and services, backed by superior service, technological expertise and years of experience.

Awards and Recognition

- Inc. 5000 List - 2019, 2020, 2021 & 2022
- Entrepreneur Top 500 Ranking - 2017, 2018, 2019, 2020, 2021 & 2022
- Top Ranking in Franchise Business Review for Franchisee Satisfaction Award and for Franchise for Veterans.
- 2021 Ranked #1 Fastest Growing Senior Placement Franchise by Entrepreneur



Industry Overview



Senior Care industry is a \$437 Billion industry

Seniors are the fastest growing demographic

Each day, over 10,000 Americans turn 65 and after the age of 70

An estimated 75% of people will need a senior care solution or senior living

By, 2030, there will be more than 72 million people over the age of 65

Recession Resistant and Essential Service

Despite what is happening in the economy or with a community health crisis; ie, Coronavirus, if a senior is unsafe to stay at home, senior care placement or in-home care may be their only options.

The population of American seniors is expected to double in size within the next 25 years. As our aging population continues to grow, so does the demand for both in-home care and residential care facilities. As cost of care increases 3-6% per year, so do our placement fees.

FDD Item 19

2022 Gross Revenue	Range of Gross Revenue	Average Gross Revenue
All Franchisees (75 Zees)	\$1,451- \$1,061,105	\$190,449
Franchisees with 1 Territory (54 Zees)	\$1,451 - \$672,347	\$149,636
Franchisees with 2 Territories (17 Zees)	\$66,998- \$1,061,105	\$243,503
Franchisees with 3 Territories (4 Zees)	\$255,038- \$825,502	\$515,935

Description of Territory

Franchisees have the exclusive right to enter into Marketing Agreements with assisted living facilities and exclusive direct advertising and marketing rights within their territory, meaning they will be permitted to engage in advertising and marketing directed at soliciting clients and assisted living facilities within the boundaries of their territory; they do not receive an exclusive territory and are able to place anywhere in the U.S. with a 70/30 revenue-share model.

Each Territory has a minimum of 300K - 500K population and has a minimum of 50 senior care properties.



Franchisee Training & Support

Assisted Living Locators empowers Franchisees to succeed. We provide significant support in all aspects of the business, along with a Quick Start system that helps Franchisees hit the ground running.

- Pre-boarding
- Core 5 day training in Scottsdale, AZ
- 8 weeks self-guided online training in tandem with a coach for up to a year
- Customized Proprietary CRM database
- Customized PR and local community outreach plan correlating with a process and strategic launch plan and 2 day on-site visit
- Twice month ongoing training that includes Administration and Technology

Differentiators

Differentiator from Placement Franchises

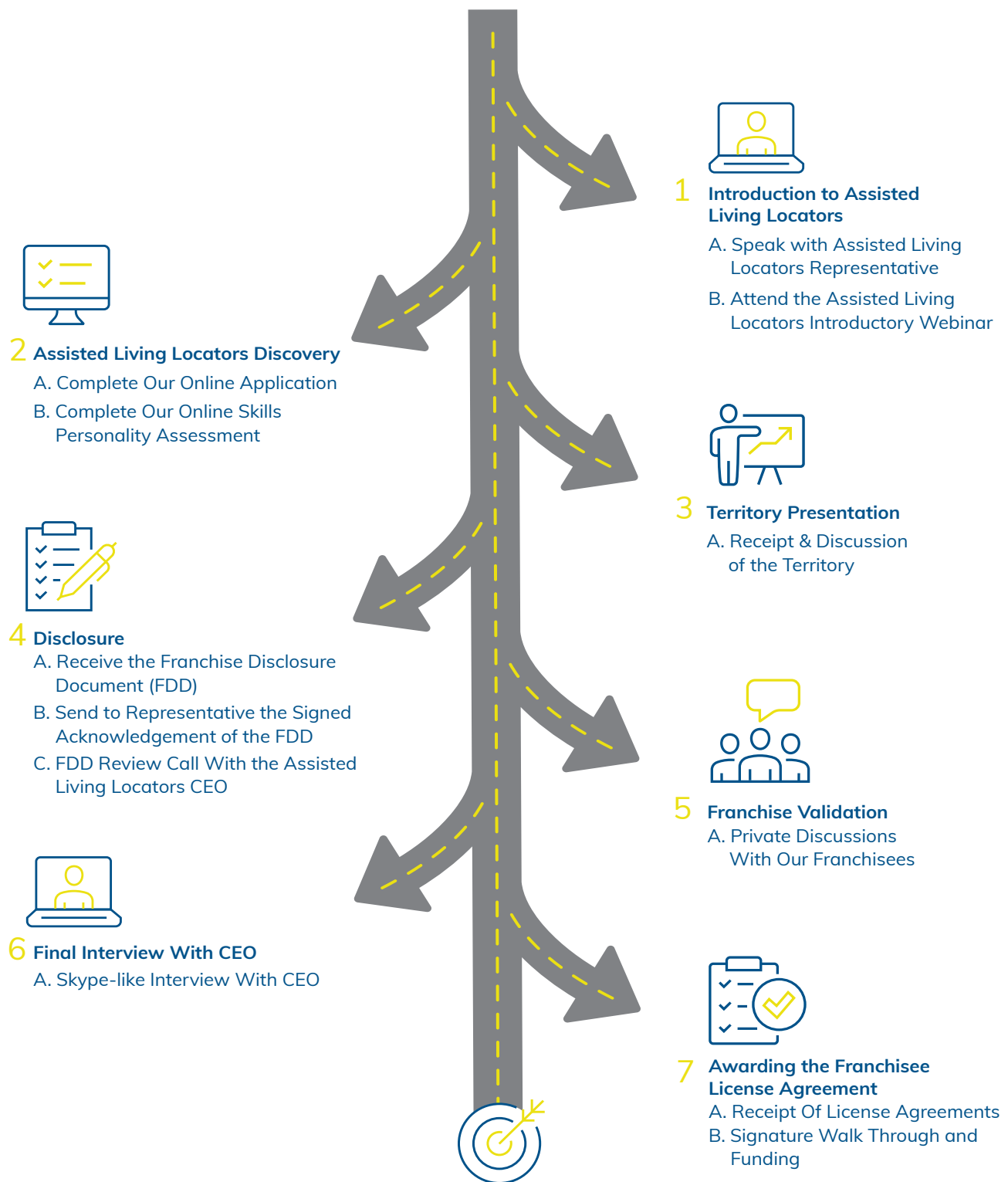
We pioneered the Senior Placement Franchise space. Our name says exactly what we do! Founder had 16+ years thriving home store, 1 year of coaching, strategic launch plan, customized CRM database, franchisees can advertise on the web without a revenue share, 10 year term. In-Home Care revenue share model.

Differentiators from In-Home Care

Does not have a heavy employee base, does not require an office, or provide hands-on care, no licensing, or moratoriums. Focuses solely on expertise versus multiple arenas.

Franchisor Sales / Discovery Day Process

Here is the Roadmap to becoming an Assisted Living Locators Franchisee owner.



Join Our Team & Become A Franchisee

- A. One Week Pre-training Home Study Course
- B. 5 Day Corporate Training At Headquarters, Scottsdale, AZ
- C. On-site Field Training With Existing Franchisee
- D. 8 Week One on One Private Phone Training & Coaching