

# Hallmark Homecare

## Franchise Summary

[Add to Comparison List](#)



**Category:** Senior Services

**Subcategory:** Non-Medical In-Home Care

**Corporate Office:** 774 Mays Boulevard Suite 10-297  
Incline Village, NV 89451

**Contact:** Morris Shamouni

**Phone:** 310-901-5611



**Website:** <https://americasgreatestfranchises.com>



**Franchise Fee:** \$59,500

**Royalties:** 6%

**Cash Investment:** \$100,000

**Total Investment:** \$109,500 - \$134,500

**NetWorth:** \$200,000

**VetFran:** Yes

**Home-based:** Yes

**SBA approved:**

**Master Franchise / Area Developer Opportunity:** No

**Founded:** 2013

**Franchised:** 2022

## Additional Details

Hallmark Homecare is different than all other homecare franchises. We are a **referral agency** for **caregiver recruitment** and **client matchmaking**. Hallmark Homecare is an **industry disruptor**, as it's **solving challenges** that the overregulated, high-cost, unhappy, provider model of traditional senior care industry faces.

- Clients save **money** , receive better **care** , and have more **control** .
- Caregivers earn **higher wages** and enjoy a **preferred work arrangement** .
- Franchisees enjoy **handsome profits** and **make a difference** in the lives of others.

### For the Family (Client):

We interview the family (client) and senior who need help. Hallmark then develops an ideal Caregiver profile. We do all the vetting and background screening of prospects, and then give the client access to Caregivers that are experienced, educated, and have professional certifications. Clients then interview and choose a Caregiver that is specifically tailored to their needs.

Unlike a traditional homecare agency, the family is the employer of the Caregiver(s) and has complete control of the relationship allowing them to make all the decisions related to their care.

### For the Caregiver:

Caregivers prefer working with Hallmark Homecare because they work direct with the family, they can earn higher wages, and they have more control over their schedule. Hence, we have a large pool of qualified Caregivers to choose from. Labor shortage is not a factor for the Hallmark Homecare model.

### For the Franchisee:

The Hallmark Homecare business model is more profitable than a traditional homecare agency with less overhead and fewer employees. The model is largely unregulated, which means the franchisee is not spending as much time with compliance and licensing fees and protracted start-up timeframes.

With the home-based model and two-phase launch programs, franchisees can be operating their business and generating revenue within days.

### ***Hallmark Homecare provides a win-win-win, for the Client, the Caregiver, and the Franchisee!***

Competitive Advantages In the same way the direct-buy and gig-economy opportunities (Uber, Airbnb, etc.) are cutting out middlemen and connecting consumers directly to service providers, Hallmark Homecare is doing the same for in-home senior care.

- Clients save money, receive better care, and have more control.
- They experience greater continuity of care. We will never run out of seniors and their families who want these benefits.
- Caregivers earn **higher wages** and enjoy a **preferred work arrangement**.
- Our large pool of cream-of-the-crop Caregivers want to work more, earn more, and have longer-lasting relationships with the families. Labor shortage is not an issue.
- The innovative, unique Hallmark Homecare model sets up franchisees for **speedy ramp up** and **unlimited profitability** in a growing market of need.
- The launch program for new franchisees propels a faster and more affordable entrée to success in the senior care industry.

**This unique model offers a simpler approach with a shift in costs, positioning Hallmark Homecare to be an industry disruptor!**

- The preferred approach for senior care: 1) Clients save money, have better care & more control. 2) Caregivers earn higher wages, travel less and work more hours.
- Fast ramp up: Hallmark's launch program gets franchisees operating and generating revenue within a few weeks.
- The model is simple with low investment, low overhead and high profit potential. Enjoy a \$2MM home-based business with 2 employees.
- Convenient training and one-on-one support
- Industry disruptor in fast growing, high-demand industry

**Ideal Franchise Candidate:**

The ideal candidate will be passionate and dedicated to making a difference in the lives of others as a community connector. Business development and direct sales in their local community is critical for success.

Ideal franchisees should be solid communicators, networkers, and relationship builders. While human resources, healthcare, medical sales experience is not required, it is helpful.

A full-time, dedicated effort must be made to marketing and sales, whether the franchisee hires out this role or does it themselves. There are multiple marketing strategies for recruitment efforts. However, initial success comes from "old school" sales tactics, such as relationship building, networking, and more, among the healthcare sector of their community. The right personality and dedicated effort to business development is critical for launch success.

**AVAILABLE MARKETS**

US markets available: See below  
Registered In: Non registration states  
(except CO,CT, DE, LA, ME, NJ, MA, PA & OR)  
Registration Pending: None  
States Not Registered: CA, IL, IN, MD, NY, RI, WA, CO,CT, DE, LA, ME, NJ, MA, PA & OR  
Sold Out Markets: Austin TX, Boca Raton FL, Chandler AZ, Columbia SC, Gilbert AZ, Huntsville AL, Jacksonville FL, Louisiana, New York, and Richmond VA  
Not taking leads in CA, IL, MD, NY, ND, RI, WA, CO, CT, DE, LA, ME, NJ, MA, PA & OR at this time  
Canadian Referrals: No  
International Referrals: No

**BACKGROUND**

Year founded: 2013  
Year franchised: 2022  
Number of territories awarded: 191

**SUPPORT & TRAINING PROVIDED:**

Hallmark Homecare has a strategic launch program to ensure franchisee success.

Initial training two levels. Level One is a home-based 5 week program and can commence as soon as the franchise partnership is confirmed. It includes approximately 40 hours per week of home-based study.

Video-based training series  
Online learning system  
Industry overview  
Marketing basics  
Sales and development direction  
One on one scheduled coaching  
As needed (on demand) assistance  
Business setup and growth planning  
Corporate handles all recruitment and placement  
Back-office tasks are handled by Corporate

Number of franchises awarded: 60  
Number of franchises currently operating: 157  
Number of corporate owned franchises: 0

Home Based: Yes  
Absentee ownership available: No  
Accepting Master Franchisor and Area Developer Referrals: No  
Average number of employees required: 1-3 (owner-operated)

### **FINANCIAL DETAILS**

Franchise fee: \$59,500  
Providing earnings guidance in Item 19 in our FDD: No  
Total investment range: Single \$109,500 - \$134,500 Multi \$149,500 - \$279,500  
Working Capital: \$100,000  
Net worth requirement: \$200,000  
Royalty: 6%  
Additional fees: National Marketing Fee: 1%

In-House Financing: Yes  
VetFran program: \$5,000 discount on initial franchise fee for veterans  
SBA Registered: No

Support and training is ongoing beyond initial training. Level Two training is 4 days of live instruction with the leadership team at the training center in Irvine, CA.

Sales and marketing  
Business administration and management  
Client interview  
Caregiver search and recruitment  
One on one scheduled coaching  
As needed (on demand) one-on-one assistance  
Monthly webinars  
Annual Convention and regional meetings

Franchisees can quickly progress to assume full, independent operation of their business within 60 days (in most states) due to this accelerated launch program.

### **On-Going Support**

**One-on-one coaching starts at launch but is ongoing to support growth and success.** Franchisees will also participate in continued education opportunities, conferences, and more to increase momentum and ensure sustainable success.

### **Marketing Strategies**

#### **Helping Franchisees Acquire Clients and Caregivers:**

We have years of experience with how to find families and Caregivers, and we know there are many ways to find them. We have identified specific pillars of marketing and the timing for these strategies. The support team coaches franchisees on timing to engage certain strategies based on their market, skills of the franchisee, their progress in the launch phase and beyond.

Referral Relationships from the Healthcare Community

Online Listings, Digital Marketing, social media and Gorilla Marketing tactics

We coach franchisees through simple (and easy) techniques to develop the high value referral relationship channel.

Hallmark provides a suite of assets for franchisees to use in their marketing efforts, and we advise on best practices.

*Last updated: 9/15/2025*