

# Senior Helpers

## Franchise Summary

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**Category:** Senior Services

**Subcategory:** Non-Medical Senior Care

**Corporate Office:** Towson, Maryland 21204

**Contact:** Morris Shamouni

**Phone:** 310-901-5611



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



**Franchise Fee:** \$55,000

**Royalties:** 5%

**Cash Investment:** \$55,000

**Total Investment:** \$149,000 - \$201,000

**NetWorth:** \$200,000

**VetFran:** Yes

**Veterans/Minorities/First Responders Discount:** Yes

**Home-based:** No

**SBA approved:** Yes

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

**Founded:** 2002

**Franchised:** 2005

## Additional Details

### Industry-Leading Senior Care Franchise

At Senior Helpers, we take pride in being a trusted provider of quality, compassionate in-home care for seniors. With offices across the country and around the globe, we offer a wide range of services designed to support seniors in living comfortably and independently in their own homes. Whether it's providing a helping hand with daily activities or offering full-time supervision and care, Senior Helpers delivers peace of mind to families nationwide.

As a Senior Helpers franchisee, you enjoy the perfect balance of making a positive impact in your community while achieving your dream of owning a business. Becoming your own boss has never been more accessible or rewarding. No medical experience is required—our comprehensive training and ongoing support empower you to succeed in the senior care industry. With Senior Helpers, you'll be making a difference in people's lives while building a thriving business of your own.

Senior Helpers is proud to be ranked #1 in Senior Care in Entrepreneur's Franchise 500, solidifying our position as a leader in the industry.

Meet the Senior Helpers Leadership Team: Why They Chose to Make a Difference in Senior Care  
Discover the Quality Care and Services at Senior Helpers

### Why Senior Helpers?

Senior Helpers is a leading provider of personalized in-home senior care, dedicated to enhancing the quality of life for seniors and providing peace of mind for their families. With our proven business model, established brand, and comprehensive support, franchisees can tap into a growing market with a high demand for compassionate and professional care. Joining Senior Helpers means investing in a fulfilling and impactful business that not only makes a difference in the community but also offers significant growth potential. Discover how you can be part of a trusted name in senior care and build a rewarding business that supports seniors in living their best lives at home.

### Investing in a Senior Helpers franchise can be a compelling choice for several reasons:

- 1. Growing Market:** The aging population is increasing, and with it, the demand for senior care services. This trend is likely to continue, providing a strong market for senior care franchises.
- 2. Established Brand:** Senior Helpers is a well-known brand with a strong reputation in the senior care industry. This can provide a head start in building credibility and attracting clients.
- 3. Comprehensive Support:** As a franchisee, you'll benefit from the support and resources provided by the franchisor. This often includes training, marketing assistance, operational support, and access to proven business systems.
- 4. Proven Business Model:** Senior Helpers has a tested business model that can help reduce some of the risks associated with starting a new business. You'll have access to best practices and strategies that have been successful in other access to best practices and strategies that have been successful in other locations.
- 5. Positive Impact:** Working in senior care can be highly rewarding, both personally and professionally. You'll have the opportunity to make a meaningful difference in the lives of seniors and their families.
- 6. Diverse Revenue Streams:** Senior Helpers offers a range of services, from companionship and personal care to specialized care for conditions like Alzheimer's and dementia. This diversity can help stabilize revenue and attract a broader client base.

7. **Community Involvement:** Running a senior care franchise often involves becoming an integral part of the community, which can lead to strong local relationships and a fulfilling business experience.

## WE OUTSHINE OUR COMPETITION

- **Proprietary LIFE Profile Assessment Tool:** Backed by 20+ years of data and research, our tool is designed to reduce hospital admissions by identifying risks and creating customized care plans tailored to each client.
- **Award-Winning Alzheimer's and Dementia Care:** Senior Helpers is the only home care franchise endorsed by the Alzheimer's Foundation of America, thanks to our innovative Senior Gems® program.
- **Nationally Recognized for Excellence:** Named one of the top three Best Workplaces for Aging Services in 2022, consistently ranked in Entrepreneur's Franchise 500 for 15+ years, and featured in the Top 100 Franchise Connect Home Service Franchises in 2024.
- **Parkinson's Care Expertise:** Our Parkinson's Care Program is endorsed by the Parkinson's Foundation, showcasing our commitment to specialized senior care.
- **Certified as a Great Place to Work®:** The first and only national home care company to earn certification from the Great Place to Work Institute® for six consecutive years.
- **Unmatched Lead Generation:** Franchisees benefit from up to 100 online leads monthly through partnerships and customized local websites.
- **Proven Support Team:** Our corporate team brings over 100 years of combined franchising experience and provides a system that delivers results.
- **Leadership with Industry Expertise:** Co-Founder and CEO Peter Ross previously served as President of the Home Care Association of America, the leading trade association in the home care industry.
- **Comprehensive Training:** Franchisees have access to our online learning with over 1000 courses and a 6-day intensive training program at our corporate office.
- **Proven Success Across Franchisees:** With over 380 franchise locations generating an average revenue of \$1.5M+ (for offices open 60+ months, see FDD for details).
- **Commitment to U.S. Military Veterans:** Veterans receive a 15% discount on the franchise fee as part of our dedication to honoring their service.
- **Diversity and Inclusion:** A 10% discount is available for minority franchise candidates, reinforcing our commitment to inclusivity.
- **Exclusive Dementia and Parkinson's programs:** Industry expertise, and a commitment to excellence to empower our franchisees to thrive in the growing senior care sector. This includes stellar Caregiver training and marketing collateral.

## OUR HIGH GROWTH INDUSTRY

The senior care industry is poised for exponential growth as the global aging population increases. Here are the key trends driving demand:

- **A Growing Senior Population:** In the United States, senior demographics are expected to grow by 25% over the next decade.
- **Global Aging Trends:** According to the World Health Organization (WHO), nearly a quarter of the world's population—2 billion people—will be 60 years or older by 2050, with 20% reaching age 85 or older.
- **Expanding Market Opportunities:** The United Nations' World Population Aging report highlights that the 80+ age group will grow by approximately 2% annually, ensuring sustained market expansion.
- **Future Projections:** U.S. Census data predicts there will be 84 million seniors in the United States by 2050.

Revenue Opportunities & ROI as a Senior Helpers Franchisee

## Senior Helpers: A Low-Investment Opportunity

Our franchise model offers a scalable business opportunity in this growing market, with accessible investment options:

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- **Investment Range:** \$149,000 - \$201,000 (including \$48,500 to \$62,000 in working capital).
- **Franchise Fee:** \$55,000, with a 15% discount for U.S. military veterans and a 10% discount for minority candidates.
- **Financial Requirements:** \$200,000 net worth and \$55,000 in liquid capital.
- **Royalty Structure:** Flat percentage fee at 5%.
- **Financial Performance Representation (Item 19):** Available in the Franchise Disclosure Document (FDD).

Revenue Opportunities with Senior Helpers Franchise

### **STEPS to Opening a SENIOR HELPERS FRANCHISE**

Our streamlined **Discovery Process** ensures you receive a comprehensive understanding of Senior Helpers while we evaluate your fit as part of our franchise family. This process reflects our commitment to strengthening our brand and aligning with franchisees who share our core values. We also conduct weekly validation calls with current franchisees along with having a library of pre-recorded validation calls.

Here's what you can expect:

1. Brand Concept Webinar
2. Operations and Training Webinar
3. Marketing Webinar
4. Interview with CEO
5. Weekly validation call with current franchisees
6. "Meet the Team" Day

By joining Senior Helpers, you're entering a high-growth industry with the support, training, and resources needed to succeed. Take the first step toward making a meaningful impact in your community while building a thriving business.

#### **AVAILABLE MARKETS**

US markets available: All except noted below

HOT Regions/Desirable: All

NOT available: None

Canadian Referrals: No

International Referrals: Yes

#### **BACKGROUND**

Year Established: 2002

Year First Franchised: 2005

Franchised Units: 430

Company Owned Units: 13

Projected New Units (12 months): 40+

#### **SUPPORT & TRAINING PROVIDED**

At Senior Helpers, we are committed to equipping our franchise partners with the tools and knowledge needed for success. Here's how we ensure you're fully prepared:

**Initial Training:** Franchisees participate in an intensive 6-day training program at our corporate headquarters in Towson, MD, covering every aspect of the business.

**On-Site Support:** During your initial ramp-up, our team provides hands-on training at your office to ensure a smooth launch.

**Continuous Learning:** Senior Helpers University, our robust online training platform,

Average # of Employees: 1.5 employees per client  
Part-time Ownership Allowed: No

## **FINANCIAL/TERMS**

Franchise Fee: \$55,000 / Single  
Providing earnings guidance in Item 19 in FDD: Yes

Cash Investment: \$55,000  
Total Investment: \$149,000 - \$201,000  
Minimum Net Worth: \$200,000  
Royalty: 5%  
Marketing Fund: 1%

Military Discount: 15% (\$8,250)  
Financial Assistance Provided: Yes, through a third party.

offers access to over 1,000 courses for internal staff and caregivers, ensuring ongoing education and development.

**Optional Regional Training:** Throughout the year, we host additional regional training sessions to help franchisees stay updated on industry trends and best practices along with a national yearly conference.

**Dedicated Support Team:** Each franchisee is assigned a corporate operations manager who provides personalized guidance and support.

**Comprehensive Resources:** From operations and training to marketing and sales, our team offers full-spectrum support to help you grow your business.

With Senior Helpers, you'll have access to a proven system and ongoing support to help you build a thriving franchise in the senior care industry.

How Senior Helpers Franchisees Thrive with Corporate Support and Industry Growth  
Comprehensive Training and Support at Senior Helpers

## **Franchisee Responsibilities**

As a Senior Helpers franchisee, you will oversee the overall development and management of your in-home care business. Initially, we recommend each owner hire one or two office personnel to help them with the key responsibilities. Those key responsibilities include:

**Building Referral Networks:** Marketing your services and fostering relationships within your territory to grow your referral base.

**Caregiver Recruitment:** Overseeing the hiring process to ensure a team of qualified, compassionate caregivers.

**Operational Oversight:** Managing billing, payroll, and other administrative functions to ensure smooth business operations.

**Family Engagement:** Conducting in-home interviews with prospective families or

delegating this responsibility to a team member.

Franchisees typically excel in one of two roles:

Sales-Focused Owners: Concentrating on business growth and client acquisition while hiring an operations professional to manage daily activities. Operations-Focused Owners: Handling day-to-day business management while employing a sales professional to drive growth.

Site Selection Assistance: Yes  
Lease Negotiation Assistance: Yes  
Co-operative Advertising: Yes



Territory Checks: Annie Long, [along@seniorhelperscorp.com](mailto:along@seniorhelperscorp.com), 717-808-9626

*Last updated: 1/28/2026*

**Liaison:** Lori Conte, CFPC