



Broker/Consultants Only Document

Contact Information

Who Gets Territory Checks and RFVs

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Business Basics:

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|--------------------------------|---|--|--|
| Industry | Senior / Adult Placement Referrals | Year started franchising | 2009 |
| Year business started | 1993 | Franchise units open | 210 |
| Number of company units | 0 | Investment Range \$ | \$51,120 - \$110,970 |
| Franchise fee \$ | \$57,000 single / \$104,500 2 pack / \$147,000 3 pack Reduced option: \$20,000 | Required capital \$ | \$57,000 single |
| Industry size \$ | \$40 Billion | Monthly Royalty | 6%-12.5% Based on initial fee payment |
| SBA Registry? | Yes | Available in Canada/Internationally | Yes |
| Accepts E-2 Visa? | Yes | VetFran/Minority Fran/First Responder | <i>VetFran & 1st responder: Yes, 20% Disc. 1st Unit Minority Fran: No First Responder: 15%</i> |
| In House Financing? | No | State Registrations | <i>All but HI, ND & NV</i> |
| | | Buyer Motives | A/S/B |

Currently not offering franchises in HI, ND, NV



Business Features

CarePatrol franchisees offer free assistance to families in need of guidance searching for appropriate living accommodations for the older adults in their lives: assisted living, independent living, nursing home, residential board and care and/or memory care communities. Franchisees work closely with both the facilities and families to properly place residents based on budgetary, medical needs and level of care required.

Franchisees are compensated directly by the facility when a CarePatrol client has been placed within their community by means of a referral fee. The average referral fee is 75% of the first month's costs (which can range from \$1,000 - \$10,000+ per month depending on level of care, optional services and amenities provided) but can be as high as 100% based on the contractual agreement between the franchisee and the facility/community.

Overview of Business and Top Selling Points:

- **Low Investment:** \$51,120 - \$110,970 inclusive of franchise fee
- **No Real Estate:** Home based (or small executive office at franchisee's preference)
- **Group Health Insurance** Offered to Franchisees and Employees
- **National Accounts** in place and ready for referrals: franchisees are ready to place clients in senior communities on day #1
- **Small Staff:** 1-2 employees to perform administrative and/or marketing support
- **Protected Territory**
- **Exceptional Training and Support:** nine (9) in-person contacts in first year alone
- **Corporate Leads** generated and provided to franchisees in their local markets
- **Simple Accounting Processes:** no long-term accounts receivable
- **Strong, Consistently Growing Vertical Market:** Over 10,000 people are turning 65 years old every day. The senior population is projected to hit 70 million by the year 2030.
- **Health care benefits:** offer group rates on health benefits to owners and staff if applicable

Phases of Business Ramp-Up:

First: Meet our National Community partners*. Identify other qualified local senior communities in the protected territory and enter into contracts for an agreed-upon referral fee. These facilities already subscribe and participate on other networks, so they are looking for good sources to help them fill empty rooms/beds. ****CarePatrol has hundreds of facilities already under contract as part of our national agreement program.***

Second and concurrently while building inventory: Develop relationships with referral sources that will recommend patients or families to use our free service: Hospitals, Doctors, Surgical Centers, Senior Home Care companies, Senior Community Centers, Estate Attorneys, Churches, Media Ads, etc. The franchisee can also expect corporate generated leads, as well as referrals from other CarePatrol franchisees.



Third: Upon completion of the comprehensive training program, the franchisee is ready to take referrals. Day-to-day operations consist of the franchisee meeting and interviewing families to assess the client's needs. After this assessment, the franchisee will utilize the custom, proprietary database of approved facilities to identify 2-3 facilities that match the client's needs. The franchisee and the client will visit each facility together, meeting with the manager/representative of the facility for a tour of the property and discussion about the amenities provided. Once the family agrees on the facility and the client is moved into their new home, the Franchisee issues their invoice to the facility for the agreed upon referral fee.

Desired Background of an Ideal Candidate:

- *No senior care or health care experience is required*
- Professional with strong management and relationship building skills
- Outgoing personality
- Ethical...clients' needs come before revenue
- Empathetic/Compassionate
- Prior sales experience preferred
- Previous experience in running a business is a plus

Is There an Item 19 Earnings Claim?

Yes, there is an Item 19.

- CarePatrol's training, support and National Contracts help franchisees significantly outperform others in the industry. **In 2022, our top-performing franchisee earned more than \$1,289,806 in revenue, and our overall franchisees earned on average \$318,363 in revenue per territory.**
- Revenue was **152% higher** than our nearest competitor for 2019
- Because of our very small staff (0-2 employees) and low expenses (no real estate or inventory), **profit margins can be up to 60%.**

Potential Staffing Needs:

- **Administrative Assistant:** If the franchisee is in the field, the assistant can take calls and begin search of inventory to help get the process started with the customer. This position can start part-time and build to full-time as business grows.
- **Sales / Marketing:** As the franchisee builds the business, they can hire additional staff for marketing assistance. The focus of this person is calling on local referral sources and handling those referrals.

Competitive Advantage of the Product/Service

Training: CarePatrol offers the most comprehensive training in the industry with nine (9) in-person interactions in the first year alone. CarePatrol's training program prepares franchisees for a fast ramp-up of their business. With the unparalleled expertise and experience of our training team, franchisees are experiencing success within the first months of opening their business.



Centralized National Client Support Center: CarePatrol has invested hundreds of thousands of dollars to put a National Client Support Center in place to help connect families in need of assistance with the franchisee in their area.

National Referral Program and Lead Generation: CarePatrol franchisees focus on building relationships within their referral network and with the people operating in the facilities where they are placing clients. This personalized and professional approach gives CarePatrol franchisees a distinct advantage over competitors who simply send lists of names to the facilities. Communities appreciate our professional hands-on approach to bringing them residents. Franchisees will benefit from the partnerships that have been established with specific portals, which generate quality leads for the franchisees.

Franchisor Support:

Training: Four Phases of Initial Training

Phase 1: Our eLearning program will prepare you as a subject-matter expert in senior placement within 6 weeks. You will understand the differences in medical options, what type of care is required for various medical circumstances, and how to judge and review assisted-living options using our proprietary software. We delve into topics like establishing and outfitting your business, marketing, operations, and understanding business metrics. Weekly foundational training check-ins will help set you up for success. You will receive your CSA or Certified Senior Advisor Certification by learning about The Journey of Aging, Health Transitions as People Grow Older, Quality of Life Choices for Older Adults, and Financial & Estate Planning for Seniors.

Phase 2: Upon completion of Phase 1, there are six weeks of additional in-person training that will build upon your foundation. You will also deep dive into subjects like client process, documentation, identifying targets, sales training, referral development, accounting, presentation, and case studies. At the end of your remote education, you will have graduated from over 160 hours of learning.

Plus Continuous training via national webinars, regional coaching clinics and annual National Convention

Proprietary Technology Platform

- A unique cloud-based custom technology designed specifically for our franchisees. Provides easy management of providers, leads and customers -- anywhere, anytime
- CarePatrol handles all website and SEO functions for franchisees, allowing the franchisee to focus on their business locally
- Corporate-hosted "personalized" websites created for each franchise location creates additional marketing opportunities
- Case Manager software captures important information regarding clients to determine if they are a candidate for assisted living or a nursing home

Other Support

- Client Support Center coordinates connection of potential clients with franchisees
- Call Center: Live inquiry calls are forwarded directly to the franchisee for immediate contact
- CarePatrol generates leads through corporate website and other Senior Service web portals
- Monthly business building webinars
- Franchise business consultants visit the franchisees on a regular basis



Management & Leadership:

CarePatrol is owned by Best Life Brands with the financial backing of The Riverside Company, a global private equity Group.

CarePatrol founder Chuck Bongiovanni started the senior placement industry over 25 years ago when, as a social worker, he made a “crisis” visit to meet with an inappropriately placed client. This affected him deeply and was the catalyst that created the senior placement industry.

The CarePatrol management team has 50+ years of combined expertise in senior care. No other company in the industry matches our experience.

Hooks and Hangers:

- Simple, low cost franchise model with short, resistance-free sales process and high profit income potential
- National Accounts - **53 Certified Placement and Referral Specialists nationwide.**
- Great validation from Franchisees... **FBR Franchisee Satisfaction Award 10 years in a row.**
- Group Health Insurance offered to Franchisees and Employees.
- Corporate Call Center provide qualified leads to Franchisees as soon as they are received
- National network of Franchisees and sister company ComForCare Home Care offer cross-referral opportunities
- Recession Resistant: The senior market in the USA grows by 10,000 people daily. The need for this service will continue to increase for decades to come
- Amazon Resistant
- Customers love our service. We save them time and effort during an emotionally taxing time in their lives, taking frustration and stress out of the situation so they can focus on their loved ones.

Prospect's Perception of the Company (what concerns may surface):

“I’m not interested in home care. There are too many liabilities and employees.” Initially the candidate may feel we’re a home care franchise, which we’re not. Once they understand the simplicity of the business (think real estate agents, or franchise consultant) coupled with the ability for a fast ramp and low employee requirement, they’ll quickly recognize this is a great way to participate in the booming “senior tsunami” without the complications of other eldercare models. This business is all about building relationships with the facility management and local referral sources. Though a franchisee may only help a specific client once or twice, referrals from satisfied clients are common and limitless.

“Will I be predominantly interacting with the client/patient?” Most of the franchisee’s time will be spent working with the patient’s family members, hospital case managers, and advocates. An example of a simplified process for placement would be:

- Interview w/family and patient
- Identify appropriate facilities based on needs and budget (all done on our IT platform)
- Tour facilities with family members and advocates (typically 2-3 facilities)
- Family selects facility
- Contracts signed and 1st month fee paid to facility
- Franchisee bills facility for contracted referral fee



“The facilities are all full; what happens then?” A facility that is full one day may have empty rooms/beds the very next day. Reasons for change in availability vary: residents get sick and return to hospital, residents get better and family moves them home for companion care service, residents need higher level of medical service and needs to go to another facility (another referral for franchisee) and residents pass away.

“The referral fee for a national lead (a/k/a corporate generated lead) of 30% seems high?” Our National Referral Platform was designed so that CarePatrol Home Office is equipped for intake and disbursement of leads to our franchisees. Often, these leads wouldn’t have been found without the help of the National Referral programs. Additionally, the franchisee is eligible to receive this referral fee when they refer clients to their neighboring or fellow franchisees across the country. These opportunities for cross-referrals are great sources for working with clients that they may not have been otherwise introduced to.