



Contact Information

Morris Shamouni

(310) 901-5611

morris@generalfranchise.com

BUSINESS BASICS

Industry	Senior home care	Year Started Franchising	2002
Year Business Started	1991	Franchise Units Open	50
Number of Company Units Opened	5	Investment Range	\$117,00-\$176,000
Franchise Fee \$	\$49,000	Required Liquid Capital \$	\$150,000
Royalty	5%	Required Net Worth	\$250,000
Industry Size \$	\$92 billion+	Available in Canada / Int'l	No/No
SBA Registry?	Yes	VetFran	20% discount
In-House Financing?	No	State Registrations	All but HI, MD, NY, ND, OR, RI, SD, WA

BUSINESS FEATURES

Caring Senior Service is the most experienced hands-on operator in the industry! Matter of fact, we want to do a majority of the “heavy lifting” for our franchisees. We have back-office accounting and operational service options that allow our owners to operate more efficiently and at a lower cost compared to our competition. We have a proprietary software system that helps with everything from scheduling and adding clients to the business to facilitating learning and workflows. You can work ON your business while working IN your business. Talk about believing in the brand! Caring Senior Service’s Founder and SVP both believe in the brand so much that they own franchise locations

Features:

- After 2nd year, business average gross billings between \$870K and \$2.5M
- Only 5-year franchise agreement doesn’t feel locked in — multiple changes for renewals
- Minimal number of location employees is 3; will want 25–50 caregivers
- Mature and recession-resistant \$90+ billion industry, growing 6.5% year after year
- 12K+ people turn 65 in the US every day; the home care industry expanding by 6.5%
- 30 years in franchising with an experienced management team providing extensive ongoing support
- Stable ownership
- Both franchise- and company-owned stores

Function of the Owner/Daily Tasks:

- Single-unit franchisees focus on the day-to-day operations, staffing, marketing, client referrals, client interaction, etc. **This is not a passive ownership business.**
- Multi-unit franchisees focus on working with their agency directors and growing their business. Emphasis on marketing, fiscal management, caregiver management, and growth. Each agency director handles the day-to-day operations.

Desired Background of Prospects and Ideal Candidates:

Successful franchisees come from a variety of backgrounds. **You do not have to have a healthcare background.** Our franchise owners share a deep passion for helping others and serving their community. They have the drive to scale a business opportunity. To be successful, you must have solid presentation, organization, and communication skills, and you must have a desire to make a difference! For a cultural fit, we look for individuals that have strong values, are hardworking, fair, honest, caring, and are willing to follow a proven system.

Number/Type of Employees:

- 1 Agency Director
- 1 Homecare Consultant (marketer)
- 1 Care Manager
- 25–50 part-time/full-time caregivers

Is There an Earning Claim? YES

Very strong item 19. After 2nd year, average gross billings are between \$870K and \$2.5M. All spelled out in FDD.

Territory Protection? YES

Description of Territory

A minimum of 20,000 population that are 65+ in a protected territory based on zip codes

In Which States Are You Registered/Not Registered?

Registered in all states but Hawaii, Maryland, New York, North Dakota, Oregon, Rhode Island, South Dakota, and Washington.

Competitive Advantage of the Product/Service:

- Most experienced “hands-on” operator in the non-medical home care industry.
- Our Founder and SVP don’t just talk the talk — they actually own and operate Caring locations.
- Proprietary software system, Tendio, allows for paperless business — all tablet based. It also allows you to work on the business while in the business.
- Have proprietary systems in place, like our GreatCare® method of care, for recruiting, training, and retaining caregivers.



Franchisor Support:

Caring Senior Service provides the following training and support (included in the initial fee):

- Real estate, construction, and opening support
- About 45 hours of pre-opening training
- Extensive marketing support
- Tendio software to run the business
- Operations support from National HQ on an ongoing basis, including monthly coaching calls, town halls, and ongoing training through Caring University
- Regional meetings with executive staff
- Quarterly revenue review
- Yearly conventions to facilitate communication and sharing of best practices among franchisees

Financial Strength of Franchisor:

The company was formed in 1991 and has only been owned by the founder, Jeff Salter. There are no plans to sell.

Management Strength:

Founder has been in the same position for over 30 years. Senior VP has had the same position since 2008. They are both franchise owners as well.

Number and % of Multi-Unit Owners:

Approximately 10 franchise owners have multiple territories.

Are You Interested in Expansion Outside of the US and Where?

Not at this time

Are You Currently in Canada?

Not at this time

HOME CARE COMPETITION

There are many competitors in the home care industry because the demand for senior care is only going up! The number of seniors in the US will double over the next 20 years.

- Caring Senior Service has 30+ years in the industry, and we specialize in non-medical home care for seniors.
- We are very “hands-on” and have back-office solutions to take the burden off your shoulders. Services include bookkeeping, hiring, and marketing.
- Up and running in as few as 60 days potentially.
- 5-year franchise agreement instead of the traditional 10-year agreement.
- Caring Rewards incentive program to reward employees for a job well done — points can be used to purchase items from an online catalog of 10,000+ items

