

Gain your share of one of the fastest growing markets ever, with a rewarding business that never gets old!

Five years of sharply accelerating revenues speak volumes about the senior care industry and our proven franchise model.

“We did a quarter million dollars in revenues during the last fiscal quarter and are on target to exceed the pilot office’s gross revenues* in our first year of operations!”

– Home Care Assistance of Atlanta

“The Franchise team has the key answers and processes in place to make my business a success. I have surpassed all profitability expectations.”

– Home Care Assistance of North Central New Jersey

“The Home Care Assistance model works. We’ve been in Houston for three years and business has doubled every year. Plus, our Customer Satisfaction ratings are off the chart!”

– Home Care Assistance of Houston

“Home Care Assistance presents an amazing opportunity in today’s marketplace. I’m not aware of any other situation that is so financially lucrative and so personally rewarding.”

– Home Care Assistance of Washington DC

“Based on my careful analysis of the players in this space, Home Care Assistance was hands down the strongest in market development and branding. More important, they did not try to place an artificial cap on my potential earnings. They get it!”

– Home Care Assistance of St. Louis

**Our Pilot Office had gross revenues of \$776,661 in its first year of operations, \$3,381,940 in its fourth year, and almost \$5 million in its fifth year.*

FIVE REASONS WHY SENIOR CARE IS SUCH A GOLDEN OPPORTUNITY

It’s no wonder Entrepreneur magazine called home care one of the great business opportunities of all time. Here are just some of the facts that make eldercare such a ripe and long-lived industry:

- 1. Customers immediately.** The aging of the baby boom generation now makes senior citizens—and the pre-seniors who care for them—the fastest growing population of the decade.
- 2. Customers tomorrow.** North America’s senior population is expected to double within 30 years and grow for at least the next 50 years.
- 3. A much-needed service.** Still in its youth, the senior care industry continues to provide a valuable service to an underserved market.

4. **Tapping unprecedented wealth.** Having secured tremendous gains in real estate ownership and retirement investments over many prosperous decades, North American seniors are the most affluent generation in history. Now living longer, most wealthy seniors are eager to use their funds to enjoy personal attention and the quality of life they've been accustomed to—in their own home.
5. **Low overhead, with virtually unlimited growth potential.** Because your caregivers provide services in their client's own home, you can employ hundreds of people—paid only for the hours they work—without expanding beyond a simply-staffed office.

HERE'S WHY HOME CARE ASSISTANCE HAS THE BEST MODEL

The remarkable success of Home Care Assistance's franchises has much to do with our remarkably well thought-out business model that includes these key advantages:

1. **Lifestyle maintenance care focuses on affluent clients.** Unlike other senior care companies that scramble for hourly post-hospitalization cases with a limited duration, our goal is to assist those seniors who choose to continue living in their own homes instead of downgrading to an institutional setting. Our clients are not only able—but highly motivated—to demand a greater number of hours of care.
2. **Shorter time to profit. We specialize in live-in care.** According to the *MetLife Research Institute*, the average cost to a live-in client is \$200 per day—or \$73,000 per year. You can see it requires only a handful of live-in clients to generate gross revenues of over \$1,000,000 per year. Plus, it is much easier to manage a small number of highly profitable clients than it is to manage hundreds of hourly care ones.
3. **Attractive to the best caregivers.** Live-in care allows for higher wages and better working conditions for our caregivers. So our caregiver positions are more sought after—making it easier to find and retain good employees. That makes jobs easier to staff.
4. **Exclusive caregiver screening tests.** We are the only company with the exclusive copyrighted International Caregiver Screening Test. This questionnaire was generated by our on-staff PhD psychologists, to screen for honesty, conscientiousness and the traits that make for a desirable caregiver. These tests, along with regularly conducted background checks—and our nationwide bonded insurance carrier—deliver peace of mind for our clients and franchisees alike.
5. **Not referral-dependent.** Because we focus on “lifestyle maintenance,” most of our client referrals come from outside the medical referral network. In fact, the majority of business comes from direct inquiries from client families. This means you don't have to set up meetings at your senior center or meet phone call quotas with discharge planners or others with fickle or short-tenure connections.
6. **North America's most successfully search-engine optimized, advertising-intensive, brand-building franchise.** With our proven business model, you will target your ideal clients through a highly successful ad campaign and be the only business in town building a brand. Home Care Assistance is consistently one of the top five organically-ranked search engine listings on Google.com. Through marketing and PR In the years to come, we plan to create the most profitable and dominant brand in the home care industry.
7. **Our “We Will Be There” guarantee.** By providing you with a business model that's attractive to the best caregivers, you'll soon share the respect that's making us the most trusted and reputable senior care provider. Plus our online scheduling and personnel management system arms you with the tools you need to quickly cover even last-minute shift changes.

WHAT DOES HOME CARE ASSISTANCE DO FOR ITS FRANCHISEES?

Right from the beginning, we go the extra mile to help you build a successful business.

- 1. Large territories—backed with the latest demographic analysis.** Home Care Assistance doesn't overlap territories. In most cases, we award only one franchise per metropolitan area. Then we use sophisticated demographic information to properly set the boundaries of your territory. We'll tell you in advance if your chosen area has the population characteristics you need in order to prosper. In fact, we won't award a territory if the demographics are not right.
- 2. Help in establishing a superior retail location.** We help you locate your office in the best spot possible. Our offices are located in retail centers where traffic and visibility align with the credibility and reputation of our high-quality home care services. In many cases, we visit sites with you to help choose the best location. Unlike many other franchise companies, these visits don't come with a charge.
- 3. Licensing assistance and consultation. In a few states, a license is required for a home care agency.** We'll tell you up front what the requirements are and if you need this license to operate a Home Care Assistance business. Then we'll introduce you to a consultant who will make this process as nearly automatic as possible. Our team will take care of the details.
- 4. Centralized caregiver testing, scheduling and billing.** Automated scheduling is only just the beginning. HCA is the only senior care franchise system to do all individual office billing of clients for you from a centralized location. This saves you hours of work each week. Plus, we process credit cards for you, as well.
- 5. Extensive training and support—for franchisees and caregivers.** Excellent formal training is just the start! There is far more to it than just a class. Ongoing sharing of ideas, educational materials, an annual franchisee conference, and even our own Web log community help make Home Care Assistance a close-knit franchise organization.
- 6. Coordinated advertising, marketing and collateral programs.** We also support your franchise with commercials, customizable print and outdoor advertising, brochures, newsletters and other marketing—designed by an award-winning creative team. We work with you to determine where and when to advertise. We don't even charge for use of our ad agency's services.

You can feel at home—with a home office that always cares.

The people who founded the pilot office are those selling the franchise, executing the training and supporting our offices. You will not be talking to an outsourced sales team that disappears once the agreement is signed. In the end, our honest and intimate relationship with our franchisees is one of our top assets. Home Care Assistance is focused on your benefit and the benefit of our clients.

Find out for yourself why Home Care Assistance is the best choice in the senior care franchise industry. Call the Home Care Assistance Franchise Management Team at (800) 536-2973.