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Seniors Helping Seniors

Contact Information - Who Gets Lead Referrals

Date Last Updated: July 25, 2023
Referral Agreement Date: November 10, 2020
Name: Sarah Van Aken
Address: 50 Grandview Boulevard, Wyomissing Hills, PA 19609
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Fax: N/A
Main Email: sarahvanaken@brandonefd.com
Email to send leads to: seniorshelpingseniors@brandonefd.com
Territory check email: seniorshelpingseniors@brandonefd.com
Website: seniorshelpingseniors.com
FranNet Referral Fee: \$29K - Single
\$38K - 2 Pack
\$48K - 3 Pack Additional/ Subsequent - \$10K

Business Basics

Industry	Senior Care	Year started franchising	2006
Year business started	1998	Franchise units open	250+
Number of Company units open	2	Investment Range \$	\$89,715.00 - \$142,890.00
Franchise fee \$	\$50K First \$35K each additional	Required liquid capital \$	\$100K
Required net worth \$	\$250K	Royalty	5% - 6%
Industry size \$	350 BB +	Available in Canada/ Internationally	No/No
SBA Registry?	Yes	Discount Program Offers	Veteran Fran

Offer Group Health Insurance?	No	Buyer Motives	A/B/S
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Yes	Semi Absentee/Absentee Ramp-up Timeframe	Manager run with owner involvement is ok.

State Registrations

Registration States

Currently not approved and not available in:
MD

Non-Registration States

Currently not available in:
OR

US Territories

Currently not available in:
GU, PR

Canadian Provinces

Currently not available in:
NB, NL, AB, NT, NS, PE, QC, SK, ON, YK, MB, BC, NU

Sold out: San Diego; Not selling in MD

Business Features

Seniors Helping Seniors® in-home care services brighten the lives of seniors who can benefit from a helping hand and a friendly smile. Our caregivers, who are seniors themselves, make your life easier by providing compassionate care in the comfort of your home.

Our in-home care services empower seniors to continue to live independent lives by taking care of day-to-day tasks that become more challenging as you age. As your health and personal requirements change, we're here to assist in the ways you find most helpful.

Recession Resistant

1. As recession resistant as they come. It doesn't matter whether it is a "bull market" or a "bear market", people want their parents and grand parents to be well taken care of.
2. It doesn't matter what the economic condition is.....we want to make sure that our seniors live out their golden years with dignity, surrounded by compassionate, caring friends.
3. Every single day in the United States of America, approximately 10,000 people turn 65 years old.....and will continue to do so FOR THE NEXT 40 YEARS, it isn't hard to see the recession resistant nature of the

Issues and Ambushes

Item 20 shows a decrease in units 2 of the last 3 years. Easy to explain....we focused on evolving the model (represented in the Item 19) rather than continuing to recruit franchisees. We took a strategic pause, and at the same time, some of our 15-20 year franchisees retired.

Candidates totally get it.

Failures

The Big Island of Hawaii - failed due to the owner not getting the necessary licensing

Hooks and Hangers

Senior Care is a \$350BB industry
In home care is the fastest growing segment
Non-medical care makes the business simple to run
Completely Recession Resistant
ESSENTIAL business

Terrific Item 19 - shows \$1MM+ avg revenue with growth every year through the pandemic.

We hire aging workers rather than young people and as a result, we have almost 4x the industry avg for retention of care givers. Senior care businesses are notorious for turnover and constant staffing. That is not the case here. Our employees are on their 2nd or 3rd career and they are looking for meaning in their work.....rather than being a Walmart Greeter!

Best in class matching process - takes interests and background into consideration, instead of just "next person up"

This is a "Feel Great" business.

Discovery Day Process

D Day is virtual so it makes it easy to attend. Very high closing rates after D Day!

Consultant Payment Terms

within 10 days.

VetFran/Minority Discounts

Veteran's Discount

\$2,500 off first territory

E2 Visa/EB-5 Program Status

No

State Deferments

Not Available

Candidate Sales Process

Same as all BrandOne processes

Intro Video

FDD Review

Validation

Technology

Marketing

Training

Territory

Discovery Day

Executive Call for approval

Owner Roles

What will be the role of the owner?

Networking in the community with likeminded organizations like hospitals, the VA, doctors offices, senior care facilities, churches, senior care attorney's, ect...This is where they will find their referral partners, clients, and caregivers. In addition to networking, they will also execute a marketing campaign to attract new customers through mailers, penny pinchers, door hangers, social media, SEO, PPC, radio, ect. Initially, they will go out and meet with potential clients or their families who have reached out expressing a need to earn the business.

What will be the role of the multi-unit operators?

Very similar to the single unit owner at first, but they will add a layer of management as they grow to help run the business and at that point their attention will shift to managing managers, creating a great culture, and growing the business to the next level.

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FranNet Comments/Validation Summary

Not Available

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