

FranchiseConnect[®]

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JUL/AUG 2022

SPECIAL SECTION: SENIOR CARE AND HEALTH CARE FRANCHISES

**WHAT DID WE LEARN ABOUT
FRANCHISES IN A RECESSION?**

WORK HARD, PLAY HARDER

**BUSINESS BORN FROM BOOMERS:
SENIOR CONCEPTS BOOM
AS AMERICA GOES GRAY**

**SENIOR CARE
FRANCHISES ARE
DOING EXTREMELY
WELL**

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**THE FUTURE LOOKS
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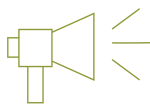
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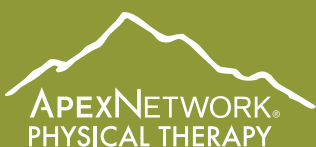
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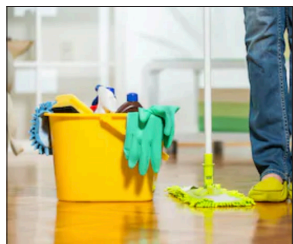
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A MAN WHO
STOPS A
CLOCK TO
SAVE TIME."

– Henry Ford



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Meow. Woof. Chirp. Peep. Squeak.

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SENIOR CARE FRANCHISES ARE DOING EXTREMELY WELL

I BELIEVE THAT INVESTING IN A SENIOR CARE FRANCHISE IS CURRENTLY ONE OF THE BEST FRANCHISE OPPORTUNITIES.

There are over 1,100 franchise brands in the United States, giving prospective franchisees numerous options. Some franchisees decide to invest in an industry they are familiar with and a brand they already know and like. Others base their decision on the prospect of long-term growth and profitability.

I believe that investing in a senior care franchise is currently one of the best franchise opportunities.

With the Baby Boomer generation aging at a rate of 10,000 people turning 65 every day, senior care service franchises are more in demand than ever. According to the U.S. Census Bureau, the number of Americans 65 and older is expected to reach 88.5 million by 2050. According to the Society of Actuaries, a 65-year-old woman in the United States today has a life expectancy of 87.8 years, while a 65-year-old male has a life expectancy of 85.8 years. According to an AARP survey, 86 % of the 50-plus population in the United States wants to age in place. Fortunately, the growing number of in-home care service providers, who assist seniors with daily activities such as cooking, cleaning, errands, and hygiene, allows more of them to do so. In-home senior care also allows the elderly



to avoid the high financial costs, loss of dignity, diminished independence, and diminished quality of life that are frequently associated with long-term care facilities and nursing homes.

Background of the Senior Care Industry

Senior care as an industry grew in the 1960s and 1970s as a result of government support and more elderly Americans needing care as they lived longer than in previous decades. Medicare began providing federal funds for home care to the elderly in 1965. Medicare is now the single largest source of revenue for home health care services. It is also the country's largest payer of health care services, spending nearly \$650 billion in 2015, or roughly 15% of total federal spending. Other sources of funding for home health care include private insurance, individuals paying out of pocket, Medicaid, and local governments.

Some families attempt to care for an elderly family member. However, because so many families today have two incomes and are much smaller than previous generations, many people seek the assistance of a third-party, in-home senior care provider. According to the Family Caregiver Alliance, there were 11 potential caregivers for every family member in need of care in 1990, but this ratio is expected to fall to 6 to 1 by 2030.

This trend, along with the large number of people turning 65 and the relatively high cost of nursing homes, will drive demand for senior care services franchises in the future.

While reading this issue, you can learn more about senior care and healthcare franchises. Visit the websites of our TOP 100 senior care and healthcare franchise companies, and contact them for more information.

Keep yourself safe and healthy,

A handwritten signature in blue ink that reads "Sitki Kazanci".

SITKI KAZANCI / Founder-Publisher



BUSINESS BORN FROM BOOMERS: SENIOR CONCEPTS BOOM AS AMERICA GOES GRAY

These niche businesses hold a lot of promise.

By Christopher Conner

Have you seen the population numbers lately? According to the most recent data, more than one in seven people in the U.S. are aged 65 years or older, which is around 16% of the population or 54.1 million people.

Entrepreneurs have caught on to the tremendous opportunity presented through this unwavering population. Not only are people aging gracefully, they are living longer. We've seen some amazing concepts pop up over the past couple of years that

capitalize on the graying of America. Some concepts target adult children and caregivers while others seek to capture the willing market to set themselves up better in the coming years. We've gathered some various approaches to this market to discuss why they work and how franchise owners can benefit from the boom.

STAYING FIT

Seniors are looking for places to stay active and work out on their own terms—after all, they deserve to exercise in a non-judgmental, low-pressure atmosphere. More

and more models are popping up to meet this demand. Push Pull is a senior-focused workout model that offers its members low impact equipment, guided resistance training, and private sessions. All sessions are around 20 minutes long and by appointment only. 55 Fitness is another concept that caters to the senior workout crowd. Locations offer 20-minute circuits and low-impact equipment, all topped off with a relaxing social lounge and juice bar.

Why do these concepts work well? CNBC tells us that just 11 minutes a day of exercise will increase longevity, decrease the

Seniors are looking for places to stay active and workout on their own terms—after all, they deserve a non-judgemental, low-pressure atmosphere to exercise.

risk of a spattering of diseases like heart disease or diabetes, and help people feel happier—where do I sign up? Plus, membership-based models like these promise exponentially growing recurring monthly revenue and, if done well, low attrition rates.

RESPIRE FOR CAREGIVERS

We don't give caregivers enough credit. Often the burden of 24/7 care falls on adult children, but it can also be on a paid service provider. This can be especially difficult as the degeneration of memory and physical abilities takes its toll, whether emotionally for family or financially for round-the-clock care. For those needing a safe space that specializes in short term care for their loved ones, Daycation for Seniors has created a model that fits the bill. We loved seeing the

ENTREPRENEURS HAVE CAUGHT ON TO THE TREMENDOUS OPPORTUNITY PRESENTED THROUGH THIS UNWAVERING POPULATION.

hands-on professional care, diversified programs, and group socialization opportunities all at competitively priced rates. The program offers day programs within facilities specially designed for those with dementia.

This one works for a multitude of reasons. Families can rest easy

knowing their loved ones are in expert, caring hands. We can't ignore meeting the emotional needs of this market and their families. Plus, here's another one that offers recurring monthly revenue opportunities.

NAVIGATING THE SYSTEM

Speaking of respite, mental respite from the headaches of the confusing, overwhelming health care system is an underserved niche in need of well-defined, proven models to help. One such concept that we recently developed that meets this need well is Premier RN Geriatric Care®. This is a registered



PHOTO BY PRESSMASTER

nurse geriatric care management model with a unique approach to helping families navigate the overwhelming healthcare system. They provide their clients with things like advocacy during medical visits, support for socialization, distant family care, insurance policy review, relocation assistance, and many more services.

This concept is excellent due to its multifaceted service reach and underserved, high-demand market. It can be applied as an add-on to existing in-home senior care franchises that assist with activities of daily living or it can be operated as a stand-alone business, perfect for an RN who is seeking business ownership. There are several ways to make money, including connecting clients with other service providers through a comprehensive network.

The bottom line for senior concepts like these is that they have great profitability potential, have a steady market across the U.S., and go hand-in-hand with feeling

great about the work you do. Helping families, caregivers, and seniors—it's all possible with the above concepts! If you are considering owning your own senior franchise, connect with my team and me. We can guide you to a franchise concept that fits your passion and works for your investment level. If you are a business owner and want to find out more information about franchise development, we offer no obligation consultations. Visit our site at www.fmsfranchise.com for more information. ▶



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's team has expanded to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies. For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



PHOTO BY LIGHTFIELDSTUDIOS

When Things Go Wrong...

Reach out for help early.

By Kimberley J. Daly

Elvis Presley once said, “When things go wrong, don’t go with them.” That may be easier said than done when your life savings is invested in a franchise, and it just is not working out, but it is great advice nonetheless!

What do you do when you find yourself operating a business that is not thriving?

Tackle problems early.

My answer will really depend on when you reach out to ask for help. If you are just

running into struggle, others and I may have more opportunity to help you than if you reach out months into your struggle.

First things first, you have to understand how you are doing relative to others. Is your struggle real or perceived? Sometimes business can feel off, but when you talk to other franchisees who started at the same time as you, you realize you are on track. It is your expectations that were off. If you are behind those who started at the same time as you, this is not the end of the world. This is a starting place! Let their success inspire you, not deflate you.

How you see where you are will determine what you are willing to do next, and what you are willing to do next will determine your future.

Get help from fellow franchisees.

Success in business is created the same way success in anything is created, in our mindset! What you are saying to yourself and others about your business is critically important. We really do create our reality with the words we speak, so the first important thing you should do is stop talking against yourself. Second, find other

franchisees who have what you want. Ask them to mentor you. Often when I talk to owners who are struggling, I am saddened by their victimhood mentality, or their defeated tone. I know it is hard to be in a tough financial position, but there is always a way out if you are willing to ask and do the work, especially if you are part of a thriving franchise organization. Struggling is an important part to success. How can you ever really know why you are successful if at first you were not? But, when you are losing money, I know tensions can run high very easily and quickly. Thus it is imperative that you reach out for help as soon as you feel like there is a problem. If the franchisor does not satisfy you, find franchisees. Successful franchisees will want to help. But here is the key! You have to do what they encourage you to do, and do it with a positive attitude. Arguing for your limitations will only keep you where you are. Not following what is working for others will also not serve you.

Focus on goal no. 1.

When I went from an average performing franchisee to a history-making franchisee, I did it by focusing on one thing. That one thing was the one thing that I could control. What can any struggling franchisee control: lead flow, customer acquisition, finding customers. Whatever

you call it, it is the most important thing to get control of. The day you own your lead flow is the day you really own your business and your future. How do you do it? Well, you build your "Daly Plan." With a clear, simple daily goal, you get busy.

At first, you may have no idea how to achieve your simple goal, but with focus and consistency, you will excel. If you let yourself off the hook, then you cannot say you gave it your all. What does it cost to

hold yourself accountable? It costs you nothing, but it builds character, integrity, discipline, and determination, and with time, joy and passion! When you can turn up your lead flow whenever you need or want, then you have a business that you will love. It is then that you will have the time of your life and be living the life of your dreams as a business owner.

Will it be easy? No. But will it be worth it? You better believe it! Don't make excuses. Don't talk about why it will not work. Just do it! Put your head down and go door to door if you have to. One day, you will look back at these days as the greatest days of business ownership. We always want to stand on the mountain top of success, but in reality, the mountain top is not what makes us

happy. It is the journey, and oftentimes, even the struggle in the journey on the way to that mountain top, that really makes our hearts soar!

If you are struggling in your business, do not wait to reach out. You are in business FOR yourself but not BY yourself. There are people who want to help you including The Daly Coach! ▶



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.

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FRANCHISE FRIENDS ARE YOU DOING ANY OF THESE NO-NO'S?

These simple tips can help keep you on track.

By Nancy Friedman

It is quite easy to forget some of the oldies but goodies. Simple that they are, they can be missed by the best of us. **Here are a few to keep in mind.**

NO-NO #1—DELAYING ACKNOWLEDGING A REQUEST OR A PROBLEM.

Rapid responses. Be prepared. Have a mental stamp that reads RR, which when translated means “this request needs immediate attention and a rapid response.” Requests and problems need to be handled sooner than later.

Delaying requests can cause more problems than the initial request. Make it a good habit to get to the customer and ask, “By the way, when do you need this information?”

We have found when you ask a customer when they would like to receive the needed information, very few people responded with, “I need it today!”

NO-NO #2—NOT FOLLOWING UP WHEN YOU SAY YOU WILL.

Yes, invites are one way to keep track of all you do. But often calls and appointments can be missed.

Follow up when you say you will. One handy tip that I have used for years is the night before a scheduled call, I email the

client telling them, “I look forward to talking with you on Wednesday, July 21 at 11 am. Thank you.”

Happily, I get 100% response. Either “Me too” or “Yes, looking forward to talking.” Worst case scenario is “Wow, thanks for the reminder. I totally forgot I have a dentist appointment and need to reschedule. Thanks.”

Follow up when you say you will!

NO-NO #3—HAVE YOU CALLED YOURSELF LATELY?

Have you ever heard what your customers hear? When was the last time you checked your own voicemail message? So many of my clients forget to do that.

What you say and how you say it are critically important. You should be checking your own voicemail at least once a month and consider changing it up a bit every few months. Keep it upbeat, fun, and yes, please have that all important smile in your voice. It can be heard.



Nancy Friedman, founder/chairman, keynote speaker, president, Telephone Doctor Customer Service Training. She is founder and chairman of Telephone Doctor®, an international customer service training company, helping companies communicate with their customers in St. Louis, MO.

A speaker at franchise conferences, as well as corporate America, she specializes in sales, customer service and communication skills. Now offering and specializing in Zoom programs. Fun and fast!

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**COVER
STORY**

SENIOR CARE AND HEALTH CARE FRANCHISES U.S. INDUSTRY REPORT 2022

By Elizabeth Adams

Evaluating the senior care and health care franchises industry is possible only through statistical snapshots. An eagle eye that pans the evolving health care industry can lead to an unbiased analysis of future developments.

According to government statistics, there were around 753,770 franchises in the U.S. in 2020, and 7.49 million people worked for these franchises in the same year. Since franchises contribute to economic output, growth, and employment, they are an excellent investment.

Franchises are usually an investor's first choice due to lower start-up costs, already existing brand identity, an established system, and better financing opportunities. Health care franchises are just as profitable.

The medical industry remains in high demand yearly, unlike many other industries that have succumbed to the economic downturn following the pandemic. It offers a much easier route to becoming a licensed practitioner and a successful entrepreneur.

The growth of senior care and health care franchises shows that investment in the sector will be fruitful.



SENIOR CARE AND HEALTH CARE FRANCHISES U.S. INDUSTRY REPORT 2022

WHY ARE SENIOR CARE AND HEALTH CARE FRANCHISES IMPORTANT?

Senior care and health care franchises are essential for the American population. As people age, they need a lot more care. This is true for the elderly, the disabled, support systems, and families that work night and day to meet the demands of their loved ones.

Senior care and health care franchises take the burden off their backs and transfer it onto the shoulders of professionals who are much better equipped to deal with medical issues.

According to the U.S. Census Bureau, the number of adults above 65 will outnumber children under 18. The senior population will make up about 24% of America's total population by 2060.

It is about time investors stepped in to

fill the gap within this booming industry, which allows for growth within the senior care franchise.

The health care franchise is equally, if not more, important. This is because it encourages relationships between franchisors and franchisees, who can discuss ideas geared towards better growth and opportunities.

This can lead to greater satisfaction and survival rates in the health care industry, which ups the ante for other health care professionals.

The franchise industry has revolutionized the health care sector in the U.S. as it has led to increased employment opportunities in the 21st century. Many firms are now merging with franchises to take advantage of their existing brand identities and sources of financing.

Franchising also leads to competition,

which makes health care more affordable for everyone. The growth of franchises has lowered the cost of care as hospitals are more transparent about medical expenses and costs or payment plans. Patients can make better decisions depending on the treatment plan they receive from multiple facilities.

Franchising also leads to better options for care as competition drives hospitals to better their facilities and customer service. Hospitals are now offering personalized care and plans that are molded to suit the patient's unique needs.

WHY INVEST IN SENIOR CARE AND HEALTH CARE FRANCHISES?

Investing in senior care and health care franchises is much more profitable than an investment made into other franchises. Here's why.

1. THE RISE IN THE AGING POPULATION

The senior population is increasing at a steady rate every year. Since it is predicted to overpower the working population by 2030, it needs urgent attention. The expanding aging population should lead to increased senior care options.

2. THE RISE IN DEMAND FOR INDEPENDENT LIVING

As we move closer to the second quarter of the 21st century, technological advancements coupled with the social distancing of the pandemic have made people more independent. The older population prefers to stay at home instead of being sent off to nursing homes. They expect better living standards at home. Nursing facilities don't compare because of their expensive options and overpopulation.

3. THE RISE IN DISEASE

Certain diseases such as Alzheimer's and Parkinson's are on the rise, with no cure to date. It is expected that by 2030, around 1.2 million people will be diagnosed with these diseases. More than 10 million people worldwide have been diagnosed with Parkinson's.

On the other hand, let's analyze the rise of the pandemic. We were not equipped





to handle the sudden influx of patients at hospitals during the initial phases of the Covid-19 outbreak. The country requires more facilities to deal with new diseases and outbreaks.

4. PROFITABILITY

The senior care and health care franchise industry is growing, leading to profitability. The elder care industry is estimated to be worth \$400 billion. This figure is only going to grow in the coming decades. Moreover, many industries experience a decline during a recession. However, the

senior care and health care franchise can still expect growth.

Moreover, as franchise health care takes over traditional health care, it has become a personal favorite among many seniors and working members of the population. It allows for better payment systems than older methods, which generate far more revenue.

Traditional health care systems have followed suit and recently partnered with health care franchises to increase their worth and profitability through brand awareness.

5 INTERESTING FACTS ABOUT THE HOME CARE AND SENIOR CARE INDUSTRY

1. By 2025, the United States is expected to require 2.3 million new health care workers to care for an aging population.
2. Every day until 2029, at least 10,000 Baby Boomers (those born between 1946 and 1964) will reach the age of 65.
3. According to the Census Bureau, the older population will outnumber children by 2035.
4. According to AARP, roughly 76% of Americans over the age of 50 want to grow old in their own homes.
5. However, it is estimated that between 30% and 37% of those who use home care services in a year are not seniors.

KEY TAKEAWAYS

The senior care and health care franchise industry is a viable investment option. Statistics depicting steady growth over the past few decades reflect well on this claim.

Investors can bank on the established brand image and easy financing options provided by health care franchises. The industry is vital since the demand for senior care and health care cannot be met solely by the already existing health care facilities.

Investment encourages healthy competition and lowers costs.

It also results in a better quality of service and improved facilities and treatment plans.

An investment in senior care and health care franchises will prove beneficial as it meets the already existing demand, encourages independent living, and increases profitability, all of which lead to greater revenues for the investor.

Remember to invest responsibly and understand the unique requirements of your franchise before choosing an option!



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Work Hard, Play Harder

Regular play time can make you happier and more successful.

By Kimberley Daly

Why do kids love summer vacation? Because there's no school! There's no homework! There's no alarm clock! Instead, there are late nights, sleepovers, pool parties, and freedom from a schedule. Summer vacation gives kids a break from routine, time to be outside, and endless time to have fun!

As business owners, one of the most important things we can do to ensure our success is to schedule time away from the business. When we are tired and burned out, our coping skills decrease, we are less effective, and our passion for our goals diminishes. Through the years, I have tested week-long vacations against long weekends and against 4-day weeks for a period. Personally, I did not like missing a whole week, but I do thrive when I am taking regular time for myself, so I schedule mid-week skiing in the winter, 3-4 day weekends in the summer, etc. As

a business owner, you can try it all and figure out what works best for your personality. If you plan regular rest periods, you can have a "sprint" mentality from vacation to vacation. Doesn't that sound fun? Work hard for a short time then rest and repeat.

In my millionaire mindset coaching program, I detail "The Daly Plan." This is a simple and effective way to know exactly what you must accomplish on the days you are in the office to always be on track for your revenue goals. The Daly Plan allows you to take as many vacation days as you want. The trick is to hold yourself accountable to the plan. This plan works beautifully for full-time owners and can also be shared with managers and employees for semi-absentee owners. The more clear you are about what you must do each day to be on course for where you want to end up, and the more you hold yourself accountable to your plan, the easier it is to step away from the office without feeling guilty

and worrying about your business.

Your business should afford you the opportunity to live the life of your dreams. Big, expensive vacations may not always be feasible but a long weekend here and there, a staycation to work on house projects, or even some planned afternoons off to go to the movies or the beach with your family could do amazing things for your attitude, focus, and results. Just because we are adults does not mean we do not need to have fun. In my experience, regular play time makes me a more successful and happier business owner. ▶



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.



FRANCHISE

What Did We Learn about Franchises in a Recession?

Many franchises continue to be in demand, even during hard times.

By Melissa Lewis

My first day in the franchise industry was September 4, 2001. I joined a fast-growing franchise which was exploding with growth. However, after September 11, the phones stopped ringing.

The tech market fell, and the world was in utter chaos and fear. We thought that was the end of our franchise, but we were so wrong. Over the next two years, we went from 20 to 200 franchises and saw massive growth!

In 2004, I began working as a franchise consultant, and I've learned a lot from the

economic challenges in 2001, 2008, and 2020.

CAN SMALL BUSINESS FRANCHISES WITHSTAND A RECESSION?

Today, there are many fears about the instability of the market, inflation, and a possible recession looming. I'm often asked about recession-resistant franchises. Many people are concerned about what happens to franchises during a recession since small businesses often suffer most.

The franchise industry may be all about small business, but it's not small business.

There are approximately 775,000 franchise establishments that support nearly

8.2 million direct jobs, \$787.7 billion of economic output for the U.S. economy, and almost 3% of the gross domestic product.

Franchises can not only withstand a recession, if invested in wisely, they can help an economy recover from a recession by generating economic output and jobs for entry-level workers, managers, and business owners.

RECESSION-RESISTANT PRODUCTS AND SERVICES

Many recession-resistant businesses provide essential products and services such as plumbing, heating, ventilation, and air conditioning, water and mold remediation,

Investing in a health care franchise is a great opportunity for both business and health care professionals.

biohazard cleanup, health care, laundromats, professional recruiting, and expense reduction services.

However, I noticed there are many services that continue to grow during slower economies that most people never think about:

- **Children's tutoring and education**—Parents will always budget for their children. During tough times, education provides hope and is an investment in the better times ahead.
- **Fitness**—Surprisingly, I noticed that people did not give up their gym memberships. They prioritized membership value, choosing gyms that offered the best workout and community.
- **Pet services**—People will continue to groom and entertain their pets because they have become important members of the family.
- **Home services**—During a recession, people tend to stay home and not travel as much, so they invest in their homes. While large remodels (like kitchens or bathrooms) tend to slow, small projects (painting, floors, and window treatments) are a steady industry.
- **Outdoor entertainment**—Similar to home services, people who enjoy entertaining will spend money to make the outside of their homes comfortable since they aren't going out as much.
- **Beauty and wellness**—This was the biggest surprise for me. Even during a recession, people will budget for haircuts, massages, or manicures. They will make small sacrifices to enjoy themselves and feel good.
- **Health care**—People have health care needs no matter what the economic climate. The emphasis on health care has only increased in the past two years.



PHOTO COURTESY BY STUDIOVK

GROWTH OF HEALTH CARE FRANCHISING

Investing in a health care franchise is a great opportunity for both business and health care professionals. Since the Covid-19 pandemic in 2020, people have become more invested in their health, and the health care industry has grown significantly. In 2020, health care expenditure was \$4.1 trillion and by 2028, it is expected to reach \$6.2 trillion.

Within the health care industry there are many subfields that are popular among consumers, profitable for business owners, and benefit the local community. Some franchise options include assisted living, massage, botox, mental health, and drug/

alcohol/DNA testing, among others.

No matter what the industry, franchising helps businesses to operate efficiently and cost-effectively. In health care, this is great for business professionals with little health care experience and for health care professionals with little business experience.

When you invest in a health care franchise, the parent company provides training and support in business systems, management, technology assistance, marketing, and operations. The franchise model can give owners a competitive edge over private and corporate health care offices, and it encourages collaboration to offer the best benefits and services to their customers.



PHOTO BY WESTEND61

ON THE RISE: HOME CARE, CHIROPRACTIC, AND URGENT CARE

One sector of the health care industry seeing rapid growth is home care. The need for home care services was clear during the Covid-19 pandemic, and the field is continuing to see expansion. Home care includes a variety of services from personal aides who assist with daily tasks to home health aides who provide medical care, plus rehabilitation services.

The need for these services is only going to increase. By 2050 the aging population in the U.S. is expected to reach 88 million.

That's a lot of people in need of care, and the majority of those people prefer home care.

This opens extraordinary opportunities for home care franchising.

Chiropractic services are another health care industry prime for franchising. More than 35 million Americans receive chiropractic treatment every year. Owners of chiropractic franchises appreciate the operational support, marketing assistance, and lack of billing/collections concerns.

These companies have solidified branding and messaging to easily reach

People have health care needs no matter what the economic climate. The emphasis on health care has only increased in the past two years.

and communicate with customers. With a number of well-established chiropractic franchises, this is a great option for investors.

The popularity of urgent care centers has also skyrocketed in recent years, with annual profits of about \$30 billion. This is largely due to their convenience and affordability for patients.

Urgent care franchises build on those benefits by providing training for employees, access to innovative technologies and treatments, and offering quality customized patient care.

A POSITIVE OUTLOOK FOR FRANCHISING

We may be living in uncertain times, but we've been here before and made it through intact. Franchises have survived recessions, strong economies, and weak economies. Even after the economic downturn from Covid, the franchise industry is growing.

The industry remains strong because franchise business models are proven systems and processes.

Instead of fearing the worst, think positively and act wisely—look into recession-resistant franchises.

To learn more about small business franchises that can succeed in unstable economies, read about the franchises I partner with and my process to find the right franchise for you. ►



Melissa Lewis' straight-forward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people.

Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.

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Finding the right franchisees is one of the most challenging and critical aspects of building a successful franchise.

Let's talk about how we can work together to help you get the leads you need to make your sales goals. **Just contact us.**

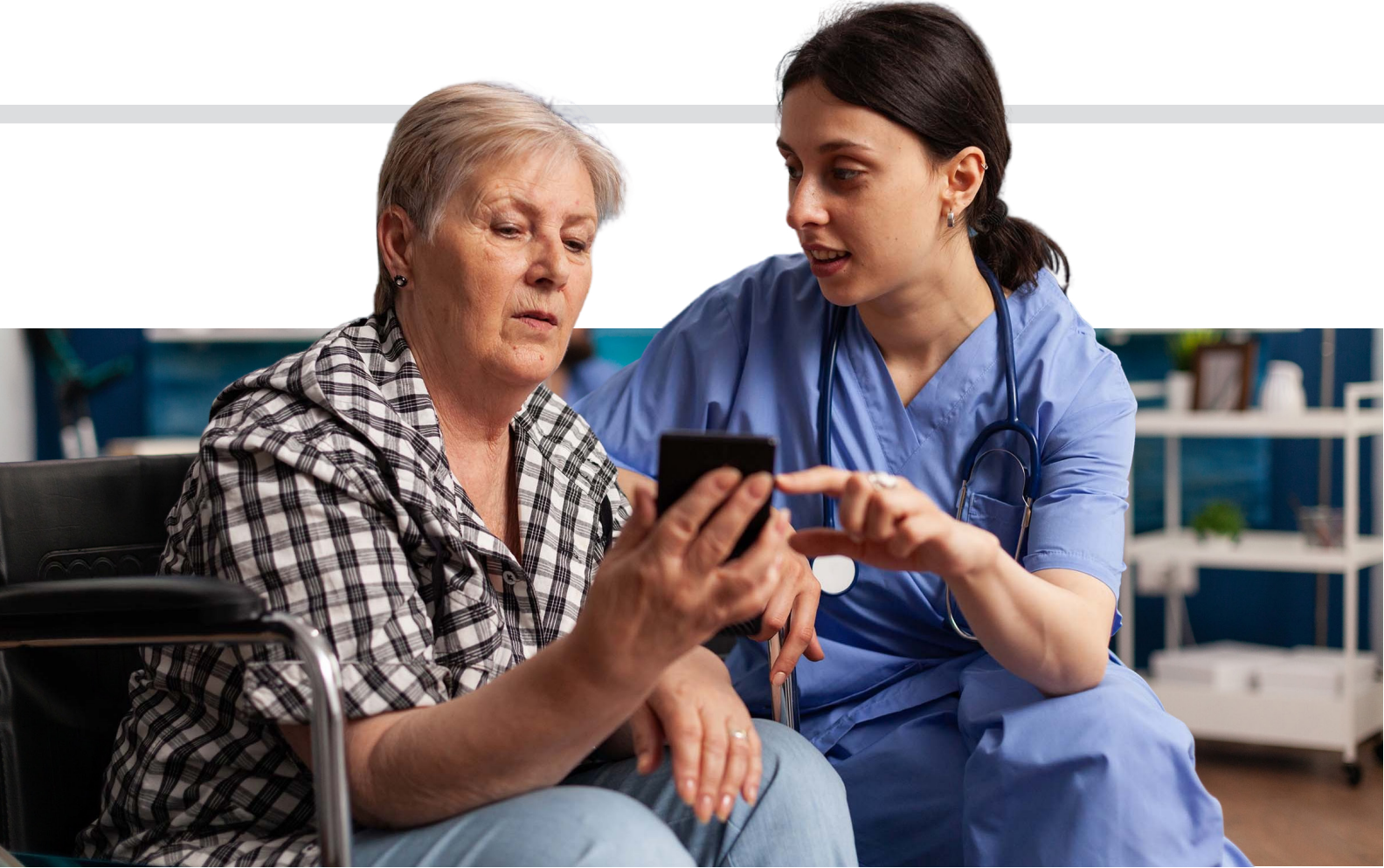


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THE FUTURE LOOKS BRIGHT FOR SENIOR CARE FRANCHISES

With a growing elderly population, opportunities exist in several sectors.

By Brian LaCour

Elderly care products and services market size was \$832.8 billion in 2019, growing at a compound annual growth rate of 3.9% during the forecast period 2020–2025. Elderly

care, often referred to as senior care, is specialized care designed to meet the needs and requirements of senior citizens at various stages.

There are several matchmaking services for senior care. This type of business generally has a low start-up investment and

can be home-based. Perhaps you should look at the senior placement service as a white-glove concierge business, helping seniors and their families find assisted living and care options that fit their needs and budget. If you have a passion to help and improve the lives of others, a senior care service business may be the right choice. It is important to work with a franchise brand that has a proactive hands-on approach and that provides extensive executive training for you to provide professional care guidance for urgent or short-notice placements. Franchise fees for senior care franchises range from \$35,000 to \$55,000, with royalties from 5% to 9%. The cash investment can range from \$60,000 to \$80,000 depending on the size of the territory, which will bring



the total investment to \$85,850–\$150,000.

The home health care franchise business opportunity makes it possible for you to participate in this exciting growth industry. If you're looking for a chance of a lifetime, consider a home health care franchise. The number of Americans 65 and older is expected to double to 71.5 million by 2030. Offering both medical and non-medical private duty home care, you will be poised to gain market share quickly. There is no better time to join the home health care industry. Franchise fees range from \$45,000 to \$60,000 with royalties ranging from 3.25% to 7%. The cash investment is between \$100,000 and \$125,000, with a total investment of \$150,000–\$219,000.

Another way for you to participate is to operate and manage non-medical residential care homes. Franchisees purchase or lease a home in a residential neighborhood, obtain licensing from the state and provide 24-hour residential care to seniors who need varying degrees of assistance with their activities of daily living, such as eating, dressing, bathing, etc. Typical residential care homes vary from 6 to 16 residents depending on their state regulations.

Smaller residential assisted living homes are in demand. A good franchisor can offer years of professional franchising, branding, marketing, and residential care home operational experience to increase your profitability and the customer services of a five-star resort. Franchise fees range from \$50,000 to \$60,000 with royalties ranging from 6% to 8%. The cash investment is between \$85,000 and \$100,00 with a total investment of \$126,540–\$868,585. ■



Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.





IMAGE BY GERD ALTMANN

10 Steps to Clear Thinking

Make one or two of these steps a habit, and you'll have more brainpower permanently.

By David N. Smith

Does your mind sometimes feel like a television station you can't quite tune in? You know there's an interesting program on, or several, but everything is mixed with static. What if you could tune in at will, have clear thinking whenever you want it? Try some of the following techniques.

1. TAKE A WALK. Science will eventually prove this to be a great way to improve the quality of your thinking, but don't wait for the proof. Aren't there enough other reasons to take a walk?

2. STAY AWAY FROM SUGAR. If you want to understand what brain fog is, eat a sugary donut on an empty stomach, then do math problems twenty minutes later. What you will experience, along with the "sugar blues," is brain fog. At least lay off sugar and simple carbohydrates when you need to think clearly.

3. ORGANIZED SPACE MEANS CLEAR THINKING. It's rare that a person can actually work better in clutter. Organized work space means you won't have the thought "where is that..." distracting your mind.

4. GET BETTER SLEEP. Sleep requirements vary, but the minimum for most is somewhere around five hours. Some suffer if they sleep less than eight hours. The research, however, indicates that after a certain minimum quantity, the quality of sleep is more important to normal brain function.

5. TRY MEDITATING. No time? Just close your eyes, relax, and watch your breath for a while. Accept that your mind will wander, but continually return your attention to your breath. Five minutes of this, and afterwards you'll feel a boost in your brainpower.

6. RESOLVE YOUR MIND IRRITATIONS. Watch your busy brain. Maybe a call you need to make has been bothering you, just below

your consciousness. Find these stressors, and do something to let them go. For example, make that call, or put it on a list, and your mind will let go of it for now. Just seeing a problem and saying, "There's nothing I can do about this until Friday," will often stop unconscious worrying.

7. DON'T DRINK ALCOHOL. At least don't drink too much. While moderate amounts can be conducive to creative thinking, all the evidence says that it's bad for the long-term health of your brain.

8. MAKE DECISIONS QUICKLY. Nothing gets in the way of clear thinking like a dozen decisions hanging around unmade. If nothing else, decide when you'll make the decision.

9. GET SOME FRESH AIR. Go outside and breathe deeply through your nose. You'll get a good dose of oxygen to your brain, and the change of surroundings can help clear your mind.

10. SATISFY YOUR PHYSICAL NEEDS. Clear thinking is easier if you aren't too hungry, thirsty, or hot.

Start thinking more clearly today. There are certainly more than ten ways, but you really need to make only a few of them a habit to have a more powerful brain. Why not try one or two right now? ▸



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PHOTO BY ENGİN AKYURT

TIPS FOR A HEALTHY AND LESS STRESSFUL LIFE

Follow these simple steps to make your work more efficient and less stressful.

By Sara Jensen

Sometimes we think running a business is an easy task and includes a lot of fun. But this is not a complete picture. Along with fun and rewards, getting into business is also stressful. There are lots of pressures and heavy work loads included. For lots of entrepreneurs, the heavy work load is stressful. Many believe that working hard and working extra time is beneficial for your business. An entrepreneur's life starts with hard work and long hours and ends with the same. The pressure is more when you own a business rather than working for a company.

MULTIPLE SOURCES OF STRESS

Stress builds up more and more when there is a lot of work pressure. When many tasks need completion at the same time, there are also responsibilities at home, so the stress

level increases. Entrepreneur parents work at the office, have responsibilities at home, and desire to care for their kids.

FINANCES

For many entrepreneurs, finances are very stressful. Many have loans to repay. Entrepreneurs need to balance the finances, hoping income exceeds expenses. When a person cannot maintain that balance, it adds a lot of stress.

WHAT TO DO

Entrepreneurs want to make decisions accurately and rapidly. For the beginner, this is not an easy task. It can result in a lot of pressure and stress. To reduce stress and maintain equilibrium, here are some easy tips.

Clean your desk before you start your work. Disorder distracts and cuts into efficiency. A clean desk contributes a

pleasant working atmosphere.

Keep a daily planner. With these daily planners, you can finish the work on time and reduce last minute pressure. Contribute your time toward each task. Doing

MANY BELIEVE THAT WORKING HARD AND WORKING EXTRA TIME IS BENEFICIAL FOR YOUR BUSINESS.

one task at a time helps you work more efficiently. Hire someone to help you. Be sure to hire the right person. Assign the right task to the right person. Every day you have many tasks. Make a plan and follow it. Time is money. As the days progress, the experience you gain will build your confidence and reduce your stress. ▀

CALLING ALL ENTREPRENEURS

If you've ever considered owning a franchise, there is a new resource offering informative, practical, and free video content to help you make an informed investment:

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Subscribe To The Daly Coach Now at *Kim Daly* 

Twenty Inspirational Quotations for Business Owners



IMAGE BY GERD ALTMANN

Getting your small business off the ground is likely one of the most challenging yet rewarding obstacles you will face. These quotes will keep you motivated even when times are difficult. Being a small business owner is no joke. In addition to requiring concentration and enthusiasm, this role also requires a certain degree of resiliency in the face of numerous setbacks and failures.

Even if you are the most motivated business owner in the world, a little more inspiration would be beneficial. Enjoy these inspiring quotations.

"You are the master of your destiny. You can influence, direct, and control your own environment. You can make your life what you want it to be."

— Napoleon Hill

"Don't worry about being successful but work toward being significant, and the success will naturally follow."

— Oprah Winfrey

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

— Jeff Bezos

"Starting a successful business is not tricky. Starting a successful business does not require above average intelligence. Starting a successful business does require having a pig-headed, purpose-driven tenacity about achieving your life goals and fulfilling your life's vision through providing products and services that offer uncompromising quality in a scalable and duplicable way."

— Clay Clark

"A small business is an amazing way to serve and leave an impact on the world you live in."

— Nicole Snow

"Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationship."

— Henry Ross Perot

"It's not that we need new ideas, but we need to stop having old ideas."

— Edwin Land

“What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed.”

– *Dave Thomas*

“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”

– *Jack Welch*

“Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down.”

– *Charles F. Kettering*

“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don’t quit.”

– *Conrad Hilton*

“Strive not to be a success, but rather to be of value.”

– *Albert Einstein*

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

– *Steve Jobs*

“You are not your résumé, you are your work.”

– *Seth Godin*



“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”

– *Vince Lombardi*

“The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

– *Nolan Bushnell*

“Build your own dreams, or someone else will hire you to build theirs.”

– *Farrah Gray*

“The Golden Rule for every business is this: Put yourself in your customer’s place.”

– *Orison Swett Marden, American inspirational author*

“Never give up. Today is hard and tomorrow will be worse, but the day after tomorrow will be sunshine.”

– *Jack Ma, founder Alibaba Group*

“Opportunities don’t happen. You create them.”

– *Chris Grosser, photographer*

TOP 100 SENIOR CARE AND HEALTH CARE FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
★ ApexNetwork Physical Therapy	2000	2009	\$350,000	John Hettenhausen	(314) 312-0129	www.apexnetworkfranchise.com
★ AFH Senior Care	2014	2021	Area Dev \$375,000	Dale Smith	(602) 329-1169	www.AFHSeniorcare.com/franchising
Caring Senior Service	1991	2002	\$110,899 - \$170,116	Scott Suryan	(269) 377-1657	www.caringeniorservice.com
BeBalanced Hormone Weight Loss Ctr.	2007	2015	\$155,650 - \$208,450	David Cutillo	(717) 587-3395	www.BeBalancedCenters.com
Owl Be There	2013	2020	\$87,400 - \$109,400	Stephanie Ryan	(218) 695-2273	www.OwlBeThere.com
1Heart Caregiver Services Franchise	2004	2015	\$88,110 - \$127,160	Randolph Neil Clarito	(818) 579-2570	www.1HeartFranchise.com
A Right Place For Seniors International	2012	2015	\$85,000	Ma Gemma de la Cruz	(800) 804-3840	www.arightplacefranchise.com
AlignLife	2007	2009	\$89,358 - \$428,111	Dr. Joseph Esposito	(309) 807-4438	www.AlignLife.com
Always An Angel Franchising	2018	2019	\$72,600 - \$120,500	Stephen J. Velichko	(845) 293-6100	www.alwaysanangelfranchising.com
Amada Senior Care	2007	2012	\$85,010 - \$178,154	Tim Valencia	(949) 614-0166	www.amadaseniorcare.com
At Home Eldercare Franchise	2019	2019	\$45,000	Gavin Densmore	(919) 632-8891	www.athomeec.com
Blue Moon Estate Sales	2009	2013	\$69,840 - \$80,850	Jennifer LoBianco	(248) 499-5190	www.bluemoonestatesales.com/franchising
BrightStar Franchising	2002	2005	\$105,735 - \$170,457	Pete First	(877) 689-6898	www.brightstarfranchising.com/home-care
CarePatrol	2009	2012	\$77,970 - \$99,870	Jennifer LoBianco	(248) 499-5190	www.carepatrol.com/franchising
ComForCare	1996	2001	\$81,525 - \$153,375	Jennifer LoBianco	(248) 499-5190	www.comforcare.com/franchising
Griswold Home Care	1982	1984	\$108,181 - \$181,431	Nicole Kosmaceski	(267) 448-5051	www.griswoldhomecare.com/franchising
Hallmark Homecare	2012	2019	\$60,000 - \$77,000	Kelly Glennon	(888) 519-2500	www.hallmarkhomecare.com
Happier at Home	2007	2008	\$55,000	James McLellan	(585) 662-9426	www.happierathome.com
Home Care for the 21st Century	1996	2019	\$200,000 Capital Requirement	Judy Hall	(833) 432-2273	www.homecareforthe21stcenturyfranchise.com
HomeJoy	2005	2019	\$60,000	Justin Lorencz	(877) 743-4434	www.homejoy.care
HomeWell Franchising Inc	1993	2006	\$96,000 - \$225,000	Brandon Clifford	(817) 203-8313	www.homewellfranchising.com
Lice Lifters Treatment Centers	2009	2011	\$65,000 - \$70,000	Michele Barrack	(610) 212-5543	www.LiceLifters.com
Modern Acupuncture	2016	2016	\$258,377 - \$663,772	Chad Everts	(480) 999-5505	www.modernacupuncture.com
Senior Care Authority	2009	2014	\$90,200	Laura Alexander	(888) 854-3910	www.seniorcareauthority.com
Senior Helpers	2002	2004	\$113,300 - \$152,300	Annie Long	(443) 948-6167	www.seniorhelpersfranchise.com
Serasana	2014	2014	\$150,000	Melanie Humphrey	(512) 433-0675	www.serasanafranchise.com
Talem Home Care & Placement Services	2013	2017	\$71,000 - \$158,500	Jake Rankin	(262) 226-2831	www.talemfranchising.com
The Salt Suite	2011	2016	\$199,100 - \$426,500	Ryan Dodson	(561) 865-6238	www.thesaltsuite.com
Touching Hearts Inc.	1996	2007	\$50,000 - \$80,000	Scott Kummel	(952) 698-5422	www.touchingheartsfranchise.com
Qualicare	2001	2011	\$97,000 - \$147,000	Nathan Weber	(416) 630-0202	www.qualicare.com
Visiting Angels	1998	1998	\$100,000	Jerry Capaccio	(610) 572-1832	www.livingassistance.com
Tan Republic	2005	2008	\$96,000 - \$388,500	Lance Donnelly	(503) 585-6290	www.tanrepublic.com
Preferred Care at Home	1984	2007	\$62,500 - \$84,500	Frank Guerrieri	(318) 861-4632	www.preferhome.com
BodyBrite USA	2011	2012	\$114,383 - \$177,500	Chris Hardy	(612) 888-9532	www.bodybriteusa.com
Glacé Cryotherapy	2014	2016	\$124,700 - \$202,500	Skyler Scarlett	(650) 386-5345	www.glaceryotherapy.com
HealthSource Chiropractic	2013	2016	\$230,900 - \$432,900	Christopher Tomshack	(888) 234-1258	www.hsfranchising.com
Lifelogie Franchising	1999	2015	\$50,000 - \$150,000	Melanie Wells	(214) 357-4001	www.lifelogiefranchising.com
MyElder	2004	2014	\$85,150 - \$123,200	Jack Halpern	(212) 945-7550	www.myelder.com/author/elder_admin
Project Walk	1999	2012	\$248,000 - \$473,000	Timothy Yates	(856) 439-6772	www.projectwalknj.com
Structural Elements	2013	2016	\$45,000	Doug Bertram	(240) 341-2198	www.structuralelements.com
Synergy HomeCare	2001	2005	\$38,880 - \$159,805	J. Heinlein	(888) 659-7771	www.synergyhomecare.com
Vida-Flo: The Hydration Station	2012	2014	\$170,100 - \$320,250	Holly Glaze	(404) 500-1831	www.govidaflo.com
Nurse Next Door Homecare Services	2001	2007	\$105,100 - \$199,300	Jason Isley	(888) 439-0561	www.nursenextdoorfranchise.com
Oasis Senior Advisors	2013	2014	\$59,290 - \$93,490	Sharon Cupach	(216) 235-9246	www.oasiseniioradvisors.com
OrthoNOW	2010	2012	\$492,735 - \$996,485	Christine Dura	(602) 692-3872	www.OrthoNOWfranchise.com
Synergy Home Care	2001	2005	\$38,880 - \$159,805	Craig Sobel	(813) 425-2020	www.synergyhomecarefranchise.com
Interim Healthcare	1966	1966	\$125,500 - \$198,500	Michael Bohannon	(954) 858-2854	www.interimhealthcare.com
Keepsake Companions	2009	2012	\$57,671 - \$116,521	Kris Simonich	(630) 416-8109	www.keepsakecompanions.com
My Elder Advocate	2004	2014	\$71,250 - \$175,600	Claudine Halpern	(347) 581-7000	www.myeldradvocatefranchise.com
Home Instead Senior Care	1994	1995	\$108,900 - \$124,910	Michael Steinberg	(402) 205-8501	www.HomeInstead.com
Homewatch Caregivers	1976	1996	\$83,000 - \$137,250	Chip Baranowski	(303) 758-7482	homewatchcaregivers.com/franchise

INDEPENDENT GUIDE TO THE BEST FRANCHISES



FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRES
Home Helpers Home Care	1997	1997	\$84,750 - \$136,900	Bobby Kelley	(513) 483-3283	www.HomeHelpersFranchise.com
Golden Heart Senior Care	2009	2010	\$49,325 - \$80,650	Golden Kennedy	(704) 376-1060	www.goldenheartfranchise.com
Miracle Leaf Health Centers	2017	2018	\$78,250 - \$93,300	David Quinta	(786) 703-3350	www.miracleleafranchise.com
CellsNowMD	2006	2018	\$549,600 - \$864,400	Carlos Mercado	(407) 537-7367	www.eternamd.com
24-7 Nursing Care	2013	2017	\$48,250 - \$63,300	Luis Mejer	(786) 518-3622	www.24-7nursingcare.com
First Care Medical Clinic	1994	2017	\$567,600 - \$786,900	Ariel Green	(704) 257-8014	www.firstcarecanhelp.com
East West Familycare	2008	2017	\$139,800 - \$206,400	Dr. Trung Nguyen	(615) 361-6713	www.myewfc.com/Franchising
Paramount Urgent Care	2008	2016	\$223,300 - \$438,100	Michael Easterling	(352) 674-9218	www.paramounturgentcare.com
100% Chiropractic	2004	2015	\$116,025 - \$629,500	Drs. Jason and Vanessa Helfrich	(719) 217-0895	www.100percentchiropractic.com
Caliber Care + Transport	2010	2013	\$124,915 - \$397,340	Klein Calvert	(800) 615-7398	www.caliberpatientcare.com
Zounds Hearing	2009	2011	\$144,200 - \$214,450	Kyle Kennedy	(480) 813-8400	www.zoundshearing.com
GoTelecare	2012	2014	\$133,650 - \$170,000	Terrence Doeberl	(917) 565-8683	www.gotelecare.com
Preferred HealthStaff	2009	2014	\$53,000 - \$94,000	Donna Moyer	(717) 642-8500	www.preferredhealthstaff.com
Compassionate Beauty	2005	2013	\$177,899 - \$419,099	Saundra Shapiro	(403) 686-6936	www.compassionatebeauty.com
Foot Solutions Mobile Concept	2000	2010	\$69,500 - \$83,000	Raymond Margiano	(866) 338-2597	www.footsolutionsfranchise.com
Acasa Senior Care	2017	2018	\$39,500	Michele Fuhrman	(888) 924-2288	www.acasafanchise.com
Always Best Care Senior Services	1996	2006	\$49,900	Mark Lembo	(855) 430-2273	www.franchisewithalwaysbestcare.com
Assisting Hands Home Care	2006	2006	\$48,000	Lane Kofoed	(208) 321-5510	www.assistinghands.com
American Family Care	1982	2008	\$125,750 - \$1,254,500	Bruce Irwin	(833) 361-4643	www.afcurgentcare.com
Stay at Home	2007	2007	\$65,900 - \$88,900	John Batcheller	(865) 692-1101	www.stayhomeweb.com
HealthSource Chiropractic	1998	2006	\$58,516 - \$383,327	Christopher Tomshack	(888) 234-1258	www.hsfranchising.com
Massage Heights	2004	2005	\$374,015 - \$484,356	Beth Stiller	(855) 311-7678	www.massageheights.com
Good Feet Worldwide LLC	1995	2003	\$123,770 - \$229,275	Matt Coleman	(760) 579-4068	www.goodfeet.com/franchise
The Camp Transformation Center	2010	2016	\$167,000 - \$326,500	Samar Bakhtiar	(909) 325-6011	www.thecampcc.com
My Eyelab	2006	2016	\$407,477 - \$585,543	Daniel Stanton	(561) 800-4868	www.myeyelab.com/franchise
Relax The Back Corp.	1984	1989	\$219,700 - \$391,300	Andrew Cohen	(866) 933-4330	www.relaxthebackfranchise.com
Hand and Stone Massage and Facial Spa	2004	2006	\$532,563 - \$618,327	Bob McQuillan	(215) 259-7540 x201	www.handandstonefranchise.com
Miracle-Ear Inc.	1948	1983	\$119,000 - \$352,500	Marc Lundeberg	(877) 632-6320	www.miracle-ear.com
The Joint Corp.	1999	2003	\$182,697 - \$368,497	Peter Holt	(480) 508-9206	www.thejoint.com
Profile by Sanford	2012	2014	\$445,000 - \$699,500	Nate Malloy	(888) 979-7151	www.profileplan.com/franchise
Fyzical Therapy & Balance Centers	2012	2013	\$148,750 - \$819,000	Brian Belmont	(941) 227-4122	www.fyzicalfranchise.com
Accessible Home Health Care	2001	2006	\$124,900 - \$168,200	Aarif Dahod	(954) 873-3412	www.accessiblefranchise.com
Amramp	1970	2002	\$130,785 - \$211,345	Jim Norton	(800) 649-5215	www.franchise.amramp.com
Assisted Living Locators	2003	2006	\$68,450 - \$78,050	Angela Olea	(602) 413-9990	www.AssistedLivingLocators.com
Griswold Home Care	1982	1984	\$107,350 - \$135,500	Michael Slupecki	(877) 654-2008	www.griswoldhomecare.com
CareMinders Home Care	2004	2004	\$138,100 - \$199,000	Brian Schleicher	(770) 360-5554	www.careminders.com
Home Care Assistance	2003	2004	\$86,000 - \$146,500	Lily Sarafan	(866) 454-8346	www.homecareassistance.com
The Senior's Choice Inc.	1994	2007	\$45,000 - \$65,000	Steven Everhart	(888) 725-3655	www.theseniorschoice.com
Seniors Helping Seniors	1998	2006	\$86,785 - \$141,390	Philip Yocom	(610) 334-2364	www.seniorshelpingseniors.com
Options For Senior America Corp.	1990	2005	\$57,700 - \$88,600	Ramzi Rihani	(301) 562-3100	www.optionscorp.com
Preferred Care at Home	1984	2007	\$62,500 - \$84,500	Frank Guerrieri	(561) 455-2627	www.preferhome.com
AmeriCare/Amli Care	2003	2004	\$89,000 - \$130,000	Richard Houden	(770) 989-1355	www.americareinfo.com
Comfort Keepers	1998	1999	\$50,000	Tine Sterling	(937) 665-1320	www.comfortkeepersfranchise.com
Executive Care	2004	2012	\$44,900	Todd Leonard	(855) 393-2372	www.executivehomecare.com
Firstflight Home Care	2009	2010	\$49,000	Jamie Davis	(407) 682-7758	www.griswoldhomearefranchise.com
Caring Transitions	2006	2006	\$58,912 - \$82,712	Sherrie Henderson	(800) 647-0766	www.caringtransitionsfranchise.com
Elder-Well Adult Day Program	2019	2019	\$37,000 - \$42,500	Kenneth Harvey	(508) 658-0494	www.elderwelladultday.com
Heart To Home Meals	2009	2009	\$40,000	Nigel Richards	(905) 799-4022	www.hearttohome meals.com
Home Helpers Home Care	1997	1997	\$48,900	Matt Gerding	(808) 427-0782	www.homehelpersfranchise.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.



Find Joy in a Franchise

Make sure the franchise you choose matches your desired lifestyle.

By Tiffany Dodson

When people hear that I worked on the Miller Lite brand team, they want to hear stories about the famous actors, actresses, and sports legends that I met. They want all details: “Was so-and-so nice?” “What does she look like in person?” or “Do you have memorabilia from him?” Friends will say, “Tell them about that time when you were on a closed set with that famous actress!” Rarely do people ask me to tell stories about the personal tax franchises that I’ve owned. And that’s ok. One career offered lots of excitement; however, it kept me on the road and working long hours while my children were young. My first franchise, while not glamorous, allowed me to spend





PHOTO BY SHUTTERSTOCK

EXPERT ADVICE

When you chose to enter a franchise opportunity, you seek to improve something in your life.

in your business, but calculate what it will take for success. Does the business model match the lifestyle that you desire? Most of us are willing to sacrifice in the short term for a longer-term payout; but, if the ongoing demands cost long-term satisfaction, then find a different option.

Will I Enjoy the People that I Will Encounter?

Every day, you will have team members, clients, other franchisees, and even the franchisor's corporate office in your life. As you go through the discovery journey, take time to make certain that you enjoy spending time with them. There are client stories that I have told dozens of times, yet every time I share them, it still gives me goose bumps to think of how we have improved their life. And over my decades in franchising, I still look forward to seeing those who started in the first training class with me. Business has ups and downs. Being surrounded by great people makes weathering the storms easier.

Will I Find Joy in Many of the Daily Tasks?

Determine your goal for owning the franchise. Create a step-by-step action plan to

achieve that goal for that model. Will you find joy in the necessary steps to achieve success? The old adage of love what you do and you'll never have to work applies here. While there are small parts of anything that may not hold as much fun as the bigger picture, the daily routine of the model must have things that you enjoy. Perhaps it is developing the team, fine tuning the operations, or working with the franchisor's marketing plan to attract more clients. Whatever the tasks at hand, find a business where you have joy in most of the day.

When you choose to enter a franchise opportunity, you seek to improve something in your life. Make sure that the glitter of an opportunity does not blind you to the true daily pace of that business. Ensure that daily routine or business model allows you to achieve the goal as well as keep doing what you love! ▀



With over 25 years of franchise experience, **Tiffany Dodson, CFE**, holds deep roots from senior marketing roles at well-known international franchises to recognition as a top performing franchisee, Master Developer, author, and speaker. Find Tiffany at The Salt Suite, and reach her at Tiffany@TheSaltSuite.com.

many months in an off-season enjoying time with my family. While not sexy, I chose a franchise that matched my desired life vs. a passion point. Those seeking a franchise will want to consider the franchise model, not the lure of the industry. Consider these three keys when looking at a franchise:

1. Does the model leave room for what I love in life?
2. Will I enjoy the people that I will encounter?
3. Will I find joy in many of the daily tasks?

Does the Model Leave Room for What I Love in Life?

There's an old story in franchising. A pharmaceutical representative loves playing golf. He takes clients to the golf course often. Yet he dreams of owning a business. So, he buys a golf store. Now he spends his time filling in for hourly employees stocking golf balls in a retail store that runs 7 days a week, and he rarely plays golf. He bought a passion point without examining what his daily routine would entail. And worse yet, it sounds like he bought a job. Expect to work



WHAT COLUMBO CAN TEACH YOU ABOUT LIVING WITH UNCERTAINTY



Role models can come in unusual packages.

By Patrick Laforet

The most recent Stress in America Survey by the American Psychological Association found high levels of anxiety. More than 75% of Americans said uncertainty about health issues was a source of stress. One-third also reported feeling stressed by financial uncertainty. **At times like these, you might want a role model who knows how to deal with the unpredictable.**

Columbo was TV series starring a somewhat bumbling, blue-collar detective who wore a wrinkled raincoat and drove an old car. The show was on the air from 1980 to early 2004 with reruns airing until the present day. However, besides being endearing, he always figured out who was the killer! He appeared sloppy and inept, but was just the opposite, and took the twists and turns of the story in stride with great patience.

Maybe a TV detective like Lieutenant Columbo can give you some tips! No matter how complicated the mystery, Columbo kept smiling while he solved the case. Take a look at his example and find your own path to becoming more resilient.

LESSONS FROM COLUMBO ON DEALING WITH UNCERTAINTY:

- 1. Be authentic.** Imagine Columbo without his raincoat and 1959 Peugeot. When major changes disrupt your routines, you can remain true to yourself. Make choices that align with your values.
- 2. Ask questions.** Try to replace doubts and fears with curiosity. Researchers have found that children ask more than 70 questions a day, but inquisitiveness tends to peak at around the age of 4. Sharpening your investigative skills will help you to gather information and make sounder decisions.
- 3. Keep going.** Columbo was famous for coming back for one more thing. To reach your goals, it's important to persevere through obstacles.
- 4. Practice self-care.** Even with a killer on the loose, Columbo would stop to eat a bowl of



PHOTO CREDIT BY NBC

chili or admire a scenic view. Stay strong by eating a balanced diet, exercising regularly, and managing stress.

- 5. Slow down.** You'll enjoy life more if you stop rushing around. Living mindfully enables you to accomplish more with less effort. Take a deep breath and shorten your to-do list.

OTHER LESSONS ON DEALING WITH UNCERTAINTY:

- 1. Shift your focus.** Devote your time and energy to changing the things that are within your control. Let go of the rest. Go do something constructive when you catch yourself ruminating about the global economy or the public health system.
- 2. Reach out.** Talk about your thoughts and feelings. Let others know how they can help you. Give generously and practice random acts of kindness.
- 3. Resist comparisons.** Each of us deals with uncertainty in our own way. Find strategies that work for you instead of judging yourself for being different from your friends or coworkers.
- 4. Express gratitude.** Make a list of things that you're thankful for. You'll feel more connected to others and more hopeful about the future.
- 5. Remember your achievements.** Build your confidence. Think about your accomplishments and the challenges you've overcome in the past. Show yourself that you're capable of dealing with your current situation. Experiment with applying your skills and

strengths to what's happening now.

- 6. Limit news consumption.** How many hours a day are you spending watching CNN? If politics is making you feel sad and angry, reduce your viewing time.

- 7. Keep learning.** At the same time, it's important to stay informed and educated. Monitor current events once or twice a day to discover developments that are relevant for you. Sign up for online courses that will add to your skills and knowledge.

- 8. Think positive.** Look at the glass as half full. Studies show that optimism can enhance your mental and physical wellbeing.
- 9. Seek counseling.** Talking with a counselor may be helpful if you've stopped enjoying the things you usually like to do or you're withdrawing from family and friends. A brief course of therapy may help you sort out your feelings and find effective ways to cope.

If you're feeling overwhelmed by uncertainty lately, think about what Columbo would do. Thinking positive and sharing support with others will help you to handle ambiguity. ▶



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients. Pat is also the owner of www.911forjobhunters.com, where he delivers online training and coaching. He wrote *Job Search*

Secrets 2020: Email Pat at plaforet@stoakley.com, or visit his site for more free resources.



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MEDICAL AND HEALTH CARE FRANCHISING: A Growing Window to Opportunity

Opportunities in the health care field are diverse and ripe for franchising.

By Adam Goeken and Christina McAmis

The popularity of health care services has continually increased within the United States over the last decade. This increase in popularity was dramatically accelerated in the past few years due to Covid-19 and will likely continue to increase, as Covid-19 demonstrates its resilience in the wake of its elusive containment. However, the substantial increase in the popularity of health care services within the U.S. is paralleled by an increase in business opportunity. Specifically, an increase in the number and quality of medical and health care franchises available to individuals in 2022, and even looking to 2023.

According to the Administration for Community Living (ACL), a subdivision of the U.S. Department of Health and Human Services, individuals aged 65 and older represented only 16% of the population in 2019. However, that number is expected to increase by more than a third, totaling 21.6% of the U.S. population by 2040. Furthermore, the ACL projects that by 2060, the total number of individuals in the U.S. over the age of 65 is expected

to be some 94.7 million and counting. This massive increase in the number of Americans classified as senior citizens is the result of the aging of America's formerly largest generation, commonly known as Baby Boomers (individuals aged 57 to 75).

As the number of elderly Americans continues to increase, so will the need for the health care and social assistance services provided to the elderly. In fact, the health care and social assistance industry sector accounts for 5 of the 20 fastest-growing industries from 2019



PHOTO BY PROSTOCK-STUDIO

As the number of elderly Americans continues to increase, so will the need for the health care and social assistance services provided to the elderly.

to 2029 according to U.S. Bureau of Labor Statistics projections. More specifically, both the Individual and Family Services industry as well as Home Health Care Services industry are projected to increase at an annual rate of 3.4% and 2.6% respectively.

But what exactly do the Individual and Family Services industry or the Home Health Care industry look like in the world of medical and health care franchising? The answer is just about any medical service you can think of. Medical and health care franchise opportunities include:

- regenerative medicine
- senior living facilities
- medication delivery and transport
- urgent care centers
- physical therapy (both in-home and clinic based)
- medical transport
- chiropractic practices
- medical billing and practice management
- senior care concierge services

The world of medical and health care franchising is vast, inclusive, and accessible to individuals with all different levels of investing capability.

Not only is franchise model health care accessible to anyone looking to invest in a rapidly growing business sector, but it is also quickly nudging out the traditional medical industry. Medical and health care franchising presents a unique opportunity to establish new and stable revenue channels in the already profitable health care industry. As more traditional medical providers continue to seek partnerships with other private medical service providers, the number of health care franchise opportunities will continue to grow. In relation to urgent care centers alone, an increasingly common health care franchise which carries a current value of \$30 billion annually, the market revenue is expected to grow to \$40.3 billion by the end of 2022. This



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continued growth, in just one of the many health care franchise opportunities, shows no signs of slowing down, growing roughly 4.6% consistently year over year for the past 8 years.

If any of this information excites you, reach out to a franchise consultant or broker to start exploring your path to franchise ownership today. Owning a franchise can be a daunting task, but thankfully you're not alone.

Numerous experts including franchise attorneys, certified franchise executives, certified personal accountants, and business strategists are eagerly waiting to assist you. Many of these experts have decades of experience, demonstrating adept and refined expertise, knowledge, and skills in assisting those with franchise aspirations in becoming franchise owners. ▀

Adam Goerken is a juris doctorate candidate at University of the Pacific, McGeorge School of Law. He is proud to be a part of the Shelton Law & Associates (SLA) Trademark Team and enjoys playing tennis in his free time. As part of the SLA team, he works with clients in the realm of trademarks, helping facilitate their franchise goals.

Christina McAmis is a franchise attorney and CFE candidate. She is proud to be part of the SLA franchise team. As part of the team, she works alongside clients offering guidance and support as they achieve their franchise goals.

SLA attorneys have 50+ years of business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.



THE BENEFITS OF EFFECTIVE TIME MANAGEMENT SKILLS

To make your life more productive and gratifying, adopt strong time management skills.

By Sara Jensen

Effective time management abilities imply that you can utilize your time and complete a list of tasks within a set time frame. When you can complete all of the chores on a list in the time allotted, you know you have good time management abilities. You can see the issues that would

arise if time management skills were poor or absent entirely. Because things are completed on time, or time is not accounted for, the day can be wasted, and your job may suffer as a result. When we have a sense of failure and that we have squandered a day that could have been spent doing something different, we experience emotional consequences.

Keeping a planner can make planning your daily activities much easier. Before you begin preparing a day planner, you must review and eliminate the activities that squander your time. After that, you can go to the next step: When planning your day, follow some fundamental rules and good old common sense. You should not schedule more than 168 hours per week. Remember to include sleeping and eating, as well as any other important actions. Another important rule is to set realistic goals. If you know a project will take 20 minutes, don't write down 15 minutes.

Employers prefer candidates with strong time management skills. Profits may be lost if an employee does not exercise strong time

management skills, and the boss is unlikely to be pleased. People who lack good time management abilities are often considered sluggish and unproductive. With those qualities on your résumé, it will be difficult to find work.

If you want to make your life more productive and gratifying, you should consider

learning strong time management skills. To successfully gain these talents, you must stick to the daily objectives and goals you create for yourself. It is not difficult to build effective time management abilities, but it takes time. Discipline will be required to transform old negative habits into new beneficial ones.

When you manage your time properly, you will experience less stress and have more time to enjoy your life and work in the long run. ▀

KEEPING A PLANNER CAN MAKE PLANNING YOUR DAILY ACTIVITIES MUCH EASIER.



ARE YOU READY FOR A BIG CHANGE?

Are you at the **beginning of your franchise exploration journey**, and looking for honest answers to **frequently asked questions**, common **mistakes to avoid**, and **valuable insight** from some of the most successful franchisors and franchisees?

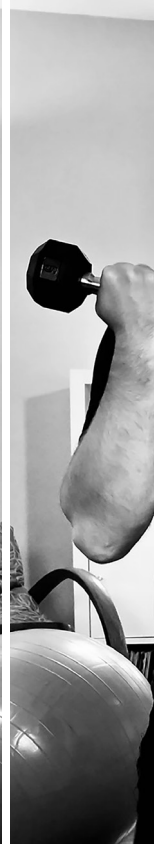


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MEET THE COMPANY CHANGING THE \$85 BILLION FITNESS INDUSTRY

ELITE HOME FITNESS

The Future of Fitness

Elite Home Fitness is shaking up the fitness industry and making it easier than ever to get in shape.



By Luis Mendonca

For years, the gym has been the go-to location for those looking to get in shape. As no other options were readily accessible, people found themselves driven to accept the exhausted traditional gym model as their only choice for working out. *This old model is in need of some innovation.* For starters, it requires you to get up and get ready, which can be a hassle in and of itself. Then you have to deal with the commute, which can be even more of a pain. By the time you finally walk through the doors, you may find that the equipment is outdated or that the atmosphere is not conducive to working out—high pressure, confusing layout, unsanitary conditions, or heavy judgment. As a result, gyms can often be a source of frustration rather than motivation.

Today, there are so many more options for working out that don't require you to get up, get ready, and drive through a stress-ridden commute just to start your day.

You can workout at home, in your office, or any place of choice. Several gyms are starting to close down as a result of their lack of value. People are waking up to this reality: the old model of the gym is just not sustainable in the modern world for it puts too many hassles, pressures, and challenges in the client's way if they're not a gym rat. There is an innate lack of discipline and accountability on the trainers in the outdated model.

Elite Home Fitness, a new franchise, is shaking up the fitness industry and making it easier than ever to get in shape. Our company is on a mission to promote health and fitness in a fun and convenient way. Our innovative approach to fitness combines the best of both worlds: the convenience of a gym and the personal attention of a trainer. Our approach is simple: we come straight to you! Elite Home Fitness brings



SUCCESS STORY



the equipment, the expertise, and the motivation; all each client needs to do is show up and work out. Every workout at Elite Home Fitness is designed to be challenging and effective, and our trainers are passionate about helping clients reach their fitness goals. There is incredible value built into our model as clients never have to worry about getting up early to make the commute or dealing with traffic again.

Elite Home Fitness is on a mission to motivate and re-educate people about the importance of exercising and health through exercise. Our goal is to make working out easy and convenient for everyone. Plus, who doesn't love working out in their pjs? This ensures accountability, results, and a more positive experience. As an in-home workout concept, our brand has sewn convenience into every workout, eliminating the stress fury that comes from fighting traffic or finding time to get to the gym. All trainers at Elite Home Fitness are carefully screened and trained on best practices for customer service, professionalism, and safety. Hard to ensure a personalized, custom framed workout for their clients-no guesswork on "what should I do next" or "how do I work on this area of my body?" Our company strives to create the best personal training experience around, touting hundreds of positive reviews and several longtime customers. Whether you have never worked out before or are a longtime veteran of the gym, our team can get you started on, or continue on,

a road to success.

Elite Home Fitness is currently offering an exciting franchise opportunity. Ongoing operational support, marketing guidance, initial training, one-on-one business coaching, and more are all included in our low start-up cost model. Franchise owners gain a flexible business model that allows for a positive, healthy work-life balance and a network of other owners to cheer them on throughout their journey. To learn more about launching your own Elite Home Fitness franchise, visit our franchise website at www.elitehomefitnessfranchise.com.



Luis Mendonca is the CEO of Elite Home Fitness, with over 15 years experience in the industry. Luis started his Fitness career with L.A. fitness and within three months was in a leadership position as director. He has a passion for entrepreneurship and loves working out and fitness; this led him to start Elite Home Fitness, which provides an easier way for people to get fit in the comfort of their own homes. After six successful years, Luis has decided to franchise Elite Home Fitness so that more great entrepreneurs can share in its success.



BrightStar Care

Leading In-Home Care Franchise Provides A Higher Standard of Care

With the baby boomer generation reaching their late 60s and 70s, and nearly 47 million seniors in the United States, we are experiencing a surge in in-home care – a sector of healthcare that provides medical and non-medical care from the comfort of one's home.

BrightStar Care, the leading national franchise specializing in providing A Higher Standard of care, was created in 2002 in an effort to provide a full range of services to clients who wish to remain at home during a particular recovery.

The concept grew organically from a first-hand experience from the founder, Shelly Sun. After caring for a loved one, Shelly saw a need for a company that could provide A Higher Standard of care for clients around the clock, serviced in the place clients feel their most comfortable and at ease – the home.

"This is a very rewarding industry to be a part of, as we're making a difference in people's lives each and every day," said Pete First, Senior Vice President of Franchise Development. "BrightStar Care sets itself apart from other home care agencies by offering services in all three segments – personal, companion, and skilled. Each of our independently owned and operated locations can offer personalized and tailored care plans, which are all overseen by a Director of Nursing and professional care team. This allows our franchisee's to keep their clients in their homes longer while providing peace of mind and assurance to the client and their families."

Even more, the services are offered to everyone – from those recovering from an athletic injury, to those who want or need to age in place. Each BrightStar Care location employs RNs, therapists, LPNs, CNAs, and HHAs as part of its care staff. In search for qualified applicants for its continued expansion, BrightStar Care is looking for educated individuals who are self-motivated and have a

high level of business acumen. Prospective franchisees must have the ability to manage and lead a team but are not required to have a healthcare background. It is important to note that qualified prospects must have liquid assets of \$150,000 or more.

With over 330 locations throughout the U.S., BrightStar Care has received The Joint Commission's Enterprise Champion for Quality award every year since the award's inception – the only national home care franchise to accomplish this. It has been named No. 1 in the low-investment category for Forbes 2019 America's Best Franchises, and was ranked No. 75 on Entrepreneur Magazine's Franchise 500 list. Most recently, the franchise was inducted into the Franchise Business Review's Hall of Fame, a distinction given to franchises that have been named a top franchise by the publication ten times.

For more information about franchising opportunities, please visit www.brightstarfranchising.com/home-care



Your Passion. Your Patients. Your Profits.

Why ApexNetwork Franchise is the best choice in the industry.

ApexNetwork Physical Therapy specializes in outpatient physical therapy and industrial rehabilitation. With more than 20 years of experience and 90+ locations in 13 states, they are one of the leading sources for owning and operating therapy clinics. Their growing brand strength and recognition are synonymous with exceptional rehabilitation services.

At ApexNetwork, the operations team guides you in site selection, lease consultation, strategic operational efficiencies, patient compliance, and ongoing practical review of KPIs and data analytics. Billing and collection services will be handled by experienced professionals to maximize reimbursement and improve collections. Other billing services include insurance credentialing, guidance with Medicare and HIPAA compliance, and insurance regulation updates.

ApexNetwork provides state and federal compliance policies, as well as procedure manuals, web-based human resource support and management systems. Their marketing team provides training in effective marketing techniques and work with you to develop a customized and strategic marketing plan enabling you to grow your referral base and patient volume. They provide website maintenance, social media and SEO management, and patient review tracking. In the ever-changing media world, the ApexNetwork advertising and design team stays on top of trends assisting with development of distinctive branded materials.

ApexNetwork Physical Therapy offers unique business models that are designed to maximize profitability by providing you with the tools and resources to optimize your practice as a Franchisee. Models include 100% Ownership, Partnerships, and Conversions. So, whether you own your practice, or would like to open up your own, we invite you to explore teaming up with ApexNetwork Physical Therapy.



"The franchise route was the best route because I didn't have to make expensive mistakes. Apex's support with billing, credentialing, human resources, marketing and advertising allows me to build a network in my region as big or as small as the region can sustain. It is completely scalable. Once I was committed to the process, everything unfolded as expected, as it should. ApexNetwork allows me to the opportunity to bring high quality services to an underserved region with a system and a model with a demonstrated track record. It then becomes my choice how far I want to take it." – Tim C.



APEXNETWORK PHYSICAL THERAPY

15 Apex Drive
Highland, Illinois 62249
apexnetworkfranchise.com

(314) 312-0129
franchise@apexnetworkpt.com
jhettenhausen@apexnetworkpt.com

Adaptive & Inclusive Fitness

Mental, physical and cognitive challenges



By the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of Per-

sonal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.



SPECIAL STRONG

3420 Eldorado Pkwy
Ste 4
McKinney, TX 75070

833-LIFE-GYM (543-3496)
info@specialstrong.com
www.specialstrong.com

Low Investment & High Profit Franchise Opportunity that Saves Lives

Run a swim school business part-time or full-time without any aquatics experience.

According to the CDC, there are 12,000 drownings in the U.S. each year with 4,000 of them being fatal. Drowning is the leading cause of accidental fatalities for ages 5 and under. While approximately 50% of children learn to swim, as many as 85% plan to spend time around water in the summer. At the core of Hudson Valley Swim is the fact that **SWIM LESSONS SAVE LIVES!**

The Hudson Valley Swim program has 4 main components that are key to the success of our business and have been fine-tuned since we started in 2003. Small class sizes, hiring expert teachers of swimming, a unique and fun lesson plan and outstanding/measurable customer service. Why consider Hudson Valley Swim?

LOW COST: Our franchise fees, initial expenses and royalties are the lowest in our field. This makes this business an affordable option for anyone wanting to start a business with limited cash on hand.

LOW OPERATIONAL COST: Unlike most swim school franchises; pools are rented rather than built. This keeps the initial costs low but also reduces time-to-market and eliminates the cost of pool operations.

LARGE DEMAND: Swim lessons is a \$17B industry with 50M children age 12 and under participating each year. Growing a swim school to capacity does not take very long using our marketing plan.

GREAT PROFIT POTENTIAL: The enormous demand for lessons, combined with minimal expenses (mostly payroll, rent, marketing & royalties) makes this a very profitable business even if you only run it part-time.

NO AQUATICS EXPERIENCE NEEDED: Franchise owners are not expected to have a swim background. They will be focused on the front- and back-office operations and will hire the experts. The head instructor will be trained at one of the corporate locations.

IMMEDIATE CASH FLOW: Customers pay up-front for each session providing bank deposits weekly. This allows business owners to make payroll and pay other expenses without further dipping into their own pockets.

WIDE OPEN TERRITORIES: Hudson Valley Swim is an emerging brand. Our model has been replicated at each of our corporate regional locations. Our recent franchise expansion means that almost all territories are available.

ONGOING SUPPORT: We want our franchisees to succeed. Not only do we provide extensive business and aquatics training, but we also provide ongoing support in all areas of the business.



HUDSON VALLEY SWIM

827 State Route 82
Ste. 10-199
Hopewell Junction, NY 12533

888-4HVSWM
franchise@hvswim.com
www.hvswim.com

The Authority in The Senior Care Industry

Who Is Senior Care Authority?

This is a "feel good" business in the high demand senior industry that gives you the opportunity to build a business that is both financially and personally rewarding! With a Senior Care Authority franchise, you will receive the support of a nationally recognized brand, unparalleled training and marketing support and multiple revenue streams. This is a home-based, low cost, low overhead, high margin business with multiple revenue streams.

Senior Placement Services

Senior Care Authority provides all the necessary services to identify the proper assisted living community

or residential care home for seniors. These locations can range from larger assisted living communities to smaller residential care homes to locations that specialize in memory care. This unique service simplifies the otherwise daunting process of looking for assisted living and other care services, saving families time and money while helping to eliminate the stresses associated with this transition.

Since we have commission-based agreements with these locations, we are able offer a no-cost consultation service to help find the appropriate senior housing when a senior can no longer be cared for at home. Our personalized service will help relieve the stress

and challenges associated with this major transition, and our expertise and compassion help lighten the load for families.

Eldercare Consulting

Sometimes our families just need more help with the challenging transitions and decision-making. This may include Vital Conversations and Facilitation with Family Members, Home Care Agency, Skilled Nursing or Caregiver selection, Agitation and Depression, Alzheimer's Disease and Connections to Valuable Resources such as Medicaid and Estate Planning. Whatever the need, we customize the program for each client.



Senior Living and Care Solutions

SENIOR CARE AUTHORITY

755 Baywood Drive
Suite 200
Petaluma, CA 94954

(888) 809-1231, x2
Franchisesales@seniorcareauthority.com
www.seniorcareauthority.com

ASSISTED LIVING FRANCHISES (AFH)

After 20 years of Assisted Living Facility (AFH) operations we are now franchising all across America- Don't delay-Contact us today!! NOW!

AFH Senior Care is now qualifying prospective franchisees to become Area Representatives (AR). Prime areas won't last long! Control and develop your own protected territory while earning income for you and your family from EVERY AFH franchise in your very own geographical territory.

The senior care industry is among the fastest growing segments of all markets. These exclusive high value franchise opportunities are available to qualified candidates NOW! Don't delay. Call today!

Why Become an AFH Area Representative (AR)?

- Own the rights to a protected territory
- Offer individual & multiple AFH franchises within your territory
- Earn huge upfront Franchise Fee commissions
- Earn reoccurring Royalty Fee Commissions
- Build tremendous financial equity in your Area Representative Franchise
- Complete support from AFH in building your AR business
- Operate from your home office-Low, low overhead leaves more \$ to you
- One employee if needed to support the AFH franchisees in your territory
- Be in business for yourself but not by yourself

Qualifications For Area Representative (AR) Contracts

- Net Worth \$1,000,000 or more
- US national credit scores over 599
- Available cash of at least \$500,000
- No felonies on your national criminal background report

- A commitment to grow an incredible franchised business
- Be in business for yourself but never by yourself

No medical experience necessary but entrepreneurship, business management experience, and an interest in growing a great franchise opportunity and a real estate investment interest will be a great advantage.

- Exclusive undeveloped Regions start at ONLY \$375,000
- 3rd party financing available for qualified prospects
- Call us today for answers to your questions

Contact: Dale Smith
Dale@afhseniorcare.com
afhseniorcare.com/franchising
or by phone: (602) 329-1169

Don't delay-Contact us today!



ASSISTED LIVING FRANCHISES (AFH)

Contact Dale@afhseniorcare.com
afhseniorcare.com/franchising
or by phone: (602) 329-1169

BY THE NUMBERS

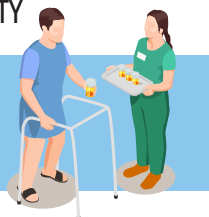
THE U.S. IS EXPECTED TO NEED **2.3 MILLION** NEW HEALTH CARE WORKERS TO CARE FOR THE AGING POPULATION BY 2025.



MORE THAN 300 COMPANIES BEGIN FRANCHISING OPERATIONS EACH YEAR.

FRANKART GLOBAL

6.6% IN-HOME SENIOR CARE FRANCHISES IN THE U.S. ANNUALIZED MARKET SIZE GROWTH 2017–2022.



THE U.S. HEALTHCARE STAFFING INDUSTRY IS A **\$14 BILLION** SECTOR AND IS EXPECTED TO RISE AT A COMPOUND ANNUAL GROWTH OF OVER 13% BY 2021.

STATISTA



HOME HEALTH IS PART OF THE SENIOR CARE INDUSTRY – A HEALTHY, COMPETITIVE MARKET GENERATING **\$300 BILLION/YEAR**

7.49 MILLION U.S. EMPLOYEES WORK IN FRANCHISE BUSINESSES.



THE NATIONAL SERVICE PROJECT REPORTS THAT AN ESTIMATED **24.1 MILLION** PEOPLE LIVE WITH A SEVERE DISABILITY AND OVER **34 MILLION** LIVE WITH A FUNCTIONAL LIMITATION.



AT LEAST **10,000 BABY BOOMERS** (THOSE BORN BETWEEN 1946 AND 1964) WILL TURN 65 EVERY DAY UNTIL 2029.



THE UNITED STATES CENSUS REPORTS THAT ONE IN EVERY **FIVE** AMERICANS LIVES WITH A DISABILITY

THE OLDER POPULATION IS ON TRACK TO OUTNUMBER CHILDREN BY 2035, ACCORDING TO THE CENSUS BUREAU.

PER AARP, ABOUT **76%** OF AMERICANS OVER 50 SAY THEY WANT TO GROW OLD IN THEIR OWN HOMES.



IT'S BEEN ESTIMATED THAT BETWEEN **30% AND 37%** OF THOSE WHO USE HOME CARE SERVICES IN A YEAR AREN'T SENIORS.

\$16.1BN IN-HOME SENIOR CARE FRANCHISES IN THE U.S. MARKET SIZE IN 2022.

3.5% IN-HOME SENIOR CARE FRANCHISES IN THE U.S. MARKET GROWTH IN 2022.



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