

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

# FranchiseConnect®

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JUL/AUG 2023

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**EXCLUSIVE INTERVIEW**  
**WITH ATC HEALTHCARE'S**  
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**ATC** Around the Clock  
Healthcare Services

**CareBuilders**  
at Home

**SPECIAL SECTION:**  
**SENIOR CARE AND**  
**HEALTH CARE**  
**FRANCHISES**

**HOW TO GUARANTEE YOUR**  
**SUCCESS IN A FRANCHISE**  
**BUSINESS**

**THE SILVER BOOM AND THE**  
**GOLDEN AGE OF SENIOR**  
**BUSINESS**

**FRANCHISE FUNDING:**  
**UNLOCKING OPPORTUNITIES**  
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**UNDERSTANDING ITEM 19**  
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**DOCUMENT**

**5 TOP REASONS TO START A SENIOR CARE FRANCHISE IN 2023**

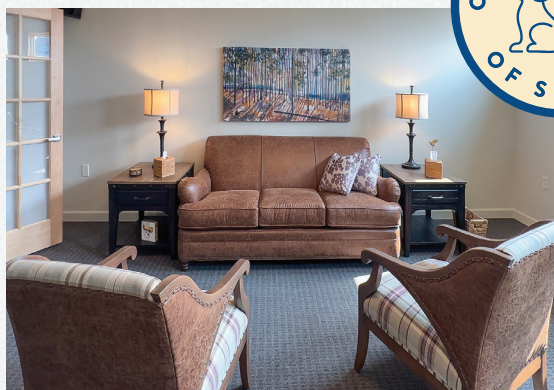




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**Soraya**  
lost 25 pounds  
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**Karen**  
lost 35 pounds  
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## EDITORIAL CALENDAR

"A MAN  
WHO STOPS  
ADVERTISING  
TO SAVE  
MONEY IS LIKE  
A MAN WHO  
STOPS A  
CLOCK TO  
SAVE TIME."

– Henry Ford



**JAN/FEB – WINTER 2024**

**Home Services**

- ▶ **TOP 100**
- ▶ **Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**MAR/APR – SPRING 2024**  
**Meow. Woof. Chirp. Peep. Squeak.**

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**AMERICA'S BEST BUSINESS  
OPPORTUNITY MAGAZINE**

**FranchiseConnect**

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## THRIVING SENIOR CARE FRANCHISES: A LUCRATIVE INVESTMENT OPPORTUNITY IN THE U.S.

With over 1,100 franchise brands in the United States, prospective franchisees have a plethora of options to choose from. Some opt for industries they are familiar with and brands they already know and love, while others base their decision on long-term growth and profitability. Among these choices, investing in a senior care franchise presents one of the most promising opportunities.

The demand for senior care service franchises is rising, given the aging Baby Boomer generation, with approximately 10,000 people turning 65 daily. According to the U.S. Census Bureau, the number of Americans aged 65 and older is projected to reach 88.5 million by 2050. Additionally, data from the Society of Actuaries reveals that a 65-year-old woman in the United States today has a life expectancy of 87.8 years, while a 65-year-old male can expect to live up to 85.8 years.

A survey conducted by AARP indicates that 86% of the 50-plus population in the United States prefers to age in place. This has led to a surge in in-home care service providers who assist seniors with daily

activities, including cooking, cleaning, running errands, and personal hygiene. Opting for in-home senior care enables the elderly to avoid the high financial costs, loss of dignity, diminished independence, and reduced quality of life often associated with long-term care facilities and nursing homes.

The roots of the senior care industry can be traced back to the 1960s and 1970s, when government support and an increase in the life expectancy of elderly Americans led to its growth. In 1965, Medicare began providing federal funds for home care for the elderly, becoming the largest revenue source for home health care services and the country's biggest payer of health care services, spending nearly \$650 billion in 2015, accounting for roughly 15% of total federal spending.

Other funding sources for home health care include private insurance, out-of-pocket payments by individuals, Medicaid, and local governments.

While some families attempt to care for their elderly members, the changing dynamics of modern families, with many having two incomes and smaller sizes than previous generations, have prompted many people to seek assistance from third-party in-home senior care providers. According to the Family Caregiver Alliance, the ratio of potential caregivers to family members in need of care was 11 to 1 in 1990, but this is expected to decline to 6 to 1 by 2030.

Considering this trend, the increasing number of people reaching age 65, and the relatively high cost of nursing homes, the demand for senior care services franchises is expected to soar.

To learn more about senior care and health care franchises, read the articles in this issue and go to page 40 for the TOP 100 senior care and health care franchise companies list. Get in touch with them for further information.

Wishing you safety and good health,



SITKI KAZANCI / Founder-Publisher

EMBRACE THE  
FUTURE OF  
FRANCHISING:  
SENIOR CARE  
SERVICES—  
MEETING THE  
GROWING NEEDS  
OF AN AGING  
AMERICA!







PHOTO BY KAMPUS PRODUCTION

# THE SILVER BOOM AND THE GOLDEN AGE OF SENIOR BUSINESS

*New ways of assisting seniors offer a variety of opportunities.*

By Christopher Conner

A quick drive through the suburbs of Atlanta reveals a permeating truth pertinent to the nationwide population—active adult communities and assisted living facilities are popping up everywhere. The 65+ market is rapidly growing thanks to several factors. Mission-like self care full of leafy greens, non-smoking, and daily exercise is now more common in the senior population than it once was. People are wise to the

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## EXPERT ADVICE

idea of aging in place, ditching the old-school retirement homes for luxurious senior homes, socially driven communities, or simply the comfort of their own homes. A population that is predicted to more than double to 100 million by 2060 is here to stay, resulting in a robust supply of consumers and ever increasing demand for senior-centric businesses.

Senior-focused businesses beg for mobility. Since the latter years of this population tend to stay put or require assistance with transportation, businesses that go to the customer are promising. Senior franchises that are mobile in nature offer a unique advantage that traditional brick-and-mortar businesses cannot match—the ability to reach seniors wherever they are. Flexible and adaptive, choosing a franchise such as Kentucky-based Mercy Works gives its owners a choice of several revenue streams, driving profit and growth simultaneously.

Here are some other senior service franchise brands we like a lot that fit a specific market need and create value for the senior population:

Performance Therapy Fitness provides specialized fitness routines for members age 55+ and has a fantastic financial model that offers a short-term potential return on investment for investors.

Oakley Home Mobility services offers a range of services to allow seniors to be able to stay in their home with equipment and home modification services.

Similarly, Premier RN Geriatric Care provides a mobile concept. This business boasts a unique take on care as it helps seniors and their families through a comprehensive roadmap to the complicated health care system by providing case management, in-person/virtual nurse visits, and clinically based health care consultation. The company also helps its franchisees connect with private aid, physical therapists, estate planning attorneys, financial planners, and other important services



PHOTO BY ANDREA PIACQUADIO

through its network, essentially becoming a complete end-to-end resource for its clients. As a franchise owner, you will build income through flat rates, hourly fees, and recurring monthly revenue.

While aging in place is desirable for some seniors and services like Mercy Works allow them to do so, others may need to transition to a different housing situation for various reasons.

Placement Helpers, an innovative senior franchise concept headquartered in California, specializes in helping its clientele find residential care homes, assisted living, independent living, nursing homes, dementia/Alzheimer's care, and in-home care providers. The beauty of this franchise lies in its non-medical nature, meaning franchisees don't require a medical background to operate it.

As the senior population continues to grow, the demand for senior-focused businesses that cater to their unique needs

and preferences is on the rise. Investing in senior franchises presents a win-win opportunity for investors seeking both financial success and the chance to make a positive impact on seniors' lives. These are feel-good businesses that also provide promising rewards. If you are interested in learning more about jumping into this burgeoning market, connect with my team at Franchise Marketing Systems through [www.fmsfranchise.com](http://www.fmsfranchise.com), giving us a call at 800.610.0292, or emailing us at [info@franchisingmarketingsystems.com](mailto:info@franchisingmarketingsystems.com). ▶



**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](http://www.FMSFranchise.com)



# HOW TO GUARANTEE YOUR SUCCESS IN A FRANCHISE BUSINESS

*A detailed plan is key.*







By Kimberley J. Daly

If you had never worked out before, but you want to lose weight and get in shape, what would you do? My guess is you would join a gym and hire a personal trainer. Why? Because you need someone who can show you how to safely and effectively work out, and put you on a program so that you can measure your progress and get results. If you went to the gym with no instruction and no knowledge of what to do or how often to do it to get results, how could you realistically expect to reach your fitness goals? This personalized fitness plan would be your guide to achieving your fitness goals one workout at a time.

When you own a business, you need a personalized activity plan. It's not enough to have a franchise with systems and tools. You need your own personal road map that breaks down your annual goals into 12 monthly goals, 4 weekly goals, and 5 daily goals. Otherwise, how do you know where you are in relation to your end goal? How do you know where to focus your time when you come to work each day? How do you know where you will end up? You don't.

A personalized activity plan is nothing more than an understanding of what to focus on and what type of results you need to make the kind of money you want to make. For example, if you have a sales/marketing company, you will need to know your closing ratios and average sales. Then, you need prospecting activity goals that you consistently execute to create activity that you can then close. If you have a business that operates out of a location, you need a marketing plan



that drives traffic to your location. Once the customers come in, you need a sales plan to convert them to paying customers, and you need to know what each customer is worth to you. Then it is up to you to execute on that marketing plan to create the activity that will then help you reach your goals.

Joining a gym isn't enough to get in shape, just like buying a franchise isn't enough to be successful in business. You have to own your goals and create an activity plan that you can consistently execute. If you are not sure how to create this plan, find a business personal trainer,

a business coach. A good coach may be expensive just like a good personal trainer will be, but that money will be the best money you spend to ensure your success. ▮



**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](mailto:kim@thedalycoach.com).





# NO MATTER WHAT TYPE OF CLIENTELE YOU SERVE, CUSTOMER SERVICE IS CRITICAL

*10 tips for polishing your customer service.*

By Nancy Friedman

**A**s we all know, high-end clients for luxury events take a bit more time. While all these tips can be used for every customer, they work especially well for the high-end clients. Not because they have more money, but because they value good service immensely! And immediately.

Pick out a few and practice them until you don't need to think about what you're saying or doing. It then becomes second nature.

**01** When someone is complaining, use sincere sympathy more than empathy.

**02** Say something nice to people you come in contact with. Everyone enjoys a compliment. No need to go overboard. A simple "I like the earrings you're wearing" or "That's a great looking watch" could go a long way!

**03** Don't ever argue with customers. You will lose every round! Don't even get in the ring with them. The old saying "the customer is always right" is not really true. It should read: "Customers always think they're right!"

**04** With every transaction, see if you can add some sort of nicety. "I enjoyed working with you," or "Thank you for staying with us." Something that makes them feel special. "Have a nice day" is a bit over used. Don't you think?

**05** Be the first one to say "Hello," and by the way, "Hi, how are you?" is not rapport


building. It's social noise. Try using "Nice to see you," "Thank you for coming by," "Thank you for staying with us," or "Good to see/talk with you." "Hi, how are you" is nothing and does nothing.

**06** Keep the fences low for everyone. Yes, making all sorts of rules is frustrating to everyone, especially high-end clients. Review your fences now. Are some of your rules unnecessary?

**07** If your attitude stinks, change it! No one else can do that for you. And no one wants to work with anyone with a bad attitude. It's your choice. And don't ever forget it!

**08** Respond rapidly. No one enjoys waiting. Especially if you're serving a high-end class of folks.

**09** Be prepared. Expect things to happen. Think in front of it. "Be prepared" is more than the Boy Scouts motto!

**10** Keep that smile on your face. No matter what! Remember the Telephone Doctor motto: A phony smile is better than a real frown! 



**Nancy Friedman**, founder and chairman of Telephone Doctor, is a popular speaker in the franchise and corporate world. Her Zoom programs have been very welcome and successful. Call her for your next meeting, retreat, or team group get together: (314) 276-1012. Nancy@Telephonedoctor.com; [www.nancyfriedman.com](http://www.nancyfriedman.com)

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**SPECIAL  
SECTION**

# SENIOR CARE AND HEALTH CARE FRANCHISES U.S. INDUSTRY REPORT 2023

**By Elizabeth Adams**

**E**xploring the senior care and health care franchise industry requires a keen eye that delves into the ever-evolving health care landscape. We can gain an unbiased understanding of the forthcoming developments in this crucial sector only through careful examination.

In 2020, the United States boasted a staggering 753,770 franchises, employing 7.49 million individuals. As these franchises significantly contribute to economic output, growth, and employment opportunities, they are undoubtedly an enticing investment option. Among them, health care franchises hold a particularly promising position.







# SENIOR CARE AND HEALTH CARE FRANCHISES U.S. INDUSTRY REPORT 2023

As a perennially high-demand industry, health care has managed to withstand the economic downturns that followed the pandemic, setting it apart from numerous other sectors. Health care franchises offer aspiring entrepreneurs an easier route to becoming licensed practitioners and successful business owners.

## Why Do Senior Care and Health Care Franchises Hold Paramount Importance?

Senior care and health care franchises play a pivotal role in catering to the needs of the American population, especially in an aging society where care requirements intensify.

Not only the elderly but also disabled individuals and their support systems and families tirelessly attending to their loved ones seek support from these franchises.

By entrusting medical issues to skilled professionals, senior care and health care franchises alleviate the burden carried by families, ensuring that their loved ones receive optimal care and attention.

## An Insight into the Future

As per projections from the U.S. Census Bureau, the number of adults above 65 will surpass that of children under 18, eventually constituting approximately 24% of

America's total population by 2060. This demographic shift highlights the pressing need for investors to seize opportunities within this thriving industry, especially in the domain of senior care franchises.

Beyond the financial gains, health care franchises play an equally—if not more—critical role. By fostering robust relationships between franchisors and franchisees, these ventures become incubators for exchanging ideas to enhance growth and seize new opportunities.

The ripple effect of such collaborations results in greater satisfaction and improved survival rates in the health care industry, setting higher standards for other health care professionals to follow.

## The Emergence of a New Era

The franchise industry has ushered in a revolutionary era in the U.S. health care sector. Numerous firms now join hands with franchises to harness their existing brand identities and sources of financing. This symbiotic relationship sparks healthy competition, rendering health care more affordable and accessible to all.

By embracing franchising, hospitals are becoming increasingly transparent about medical expenses and payment plans, ultimately empowering patients to make informed decisions regarding their treatment options.

Moreover, the rise of franchises has prompted hospitals to elevate the quality of their facilities and customer service, offering personalised care plans that cater to each patient's unique needs.

In conclusion, the senior care and health care franchise industry represents a flourishing avenue of investment and growth destined to shape the future of health care. By embracing this transformative landscape, investors and health care professionals alike can join forces to create a more compassionate, accessible, and sustainable health care system for generations to come.



PHOTO BY BY PROSTOCK STUDIO



## Discovering Fascinating Insights into the Home Care and Senior Care Industries

### 1. A Growing Demand for Health Care Workers

As the United States faces an aging population, the demand for health care workers is set to skyrocket. By 2025, an estimated 2.3 million new professionals will be needed to provide dedicated care to our seniors.

### 2. The Unstoppable Baby Boomer Wave

The Baby Boomer generation, born between 1946 and 1964, continues to make a significant impact. Each day until 2029, a remarkable 10,000 Baby Boomers will celebrate their 65th birthdays, leading to a surge in senior population figures.

### 3. Seniors Outnumbering Children

A demographic shift is under way, foretelling a future where the older population will surpass the number of children. According to the Census Bureau's projections, by 2035, seniors will outnumber the younger generation, presenting unique challenges and opportunities.

### 4. A Desire for Aging in Place

Most Americans over the age of 50 yearn to age gracefully in the comfort of their own homes. Approximately 76% of this demographic share the dream of staying in their cherished abodes throughout their golden years, seeking familiarity and independence.

### 5. Home Care Services Extending Beyond Seniors

While home care services are synonymous with assisting seniors, they cater to a wider demographic. Surprisingly, between 30% and 37% of those using home care services each year are not even seniors, revealing the versatile and inclusive nature of these vital care options.

## Why Choose Senior Care and Health Care Franchises for Investment?

Senior care and health care franchises stand head and shoulders above other options when making profitable investments. Here's why these ventures hold such promising potential:

### 1. The Aging Population Is on the Rise

With each passing year, the senior population steadily grows, projected to surpass the working age population by 2030. This demographic shift demands immediate attention, leading to a surge in senior care options.

### 2. Increasing Demand for Independent Living

Advancements in technology and the impact of the pandemic's social distancing

measures have fueled a desire for independence among the older generation. Rather than opting for nursing homes, seniors now prefer to age gracefully in the comfort of their own homes, seeking better living standards. Nursing facilities fall short due to their high costs and overcrowding.

### 3. Escalating Diseases and the Need for Preparedness

Certain diseases, such as Alzheimer's and Parkinson's, are on the rise, yet we still lack a cure for them. By 2030, approximately 1.2 million people are predicted to be diagnosed with these ailments, with Parkinson's affecting over 10 million people worldwide.



# SENIOR CARE AND HEALTH CARE FRANCHISES U.S. INDUSTRY REPORT 2023



## KEY POINTS TO CONSIDER

Investing in senior care and health care franchises is a wise and viable option, as evidenced by steady growth over the past few decades.

These franchises offer established brand recognition and more accessible financing options, making them attractive to investors.

Given the growing demand for senior care and health care services, investment in this industry is crucial, as existing health care facilities alone cannot meet the needs.

Such investments stimulate healthy competition, leading to lower costs, improved service quality, and upgraded facilities and treatment plans.

Ultimately, investing in senior care and health care franchises meets the existing demand, encourages independent living, and promises increased profitability and higher revenues for savvy investors.

However, responsible investing is key, and understanding the unique requirements of each franchise is essential before making your final decision. Choose wisely and watch your investment flourish in this thriving and crucial sector.

In addition, the recent pandemic highlighted our lack of preparedness in dealing with a sudden influx of patients. The country requires more facilities and resources to face future health crises effectively, making health care franchises essential.

### Profitability in a Growing Industry

The senior care and health care franchise industry is experiencing robust growth, making it a highly profitable investment. The elder care sector alone is estimated to be worth a staggering \$400 billion, with projections indicating continuous expansion in the coming decades. This

industry has demonstrated resilience and ongoing growth even during the economic recession.

Furthermore, as franchise-based health care gains traction over traditional methods, it has become a preferred choice among seniors and the working population. The streamlined payment systems offered by health care franchises contribute to higher revenue generation.

To further bolster their worth and profitability, traditional health care systems are increasingly partnering with health care franchises to enhance brand awareness and service offerings. ▶



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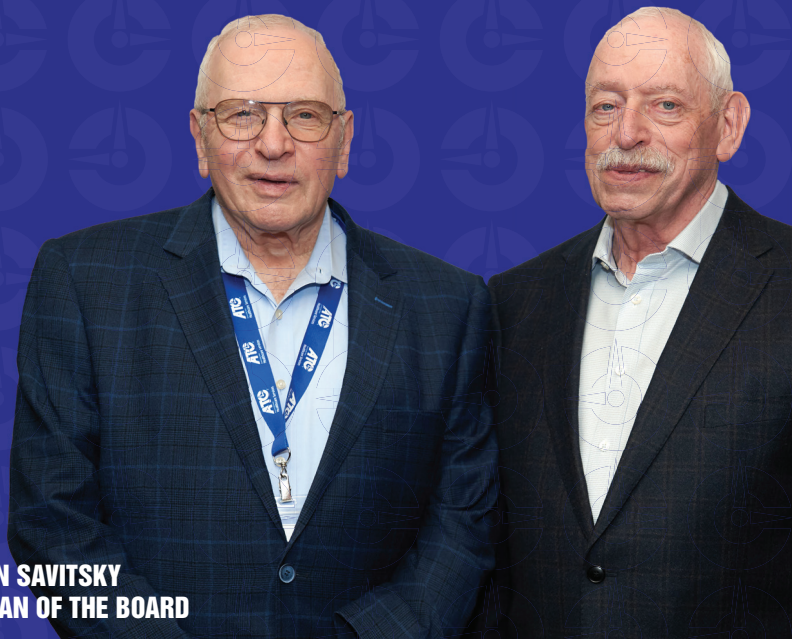
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## MEET THE PEOPLE BEHIND THE BRANDS



**STEPHEN SAVITSKY**  
CHAIRMAN OF THE BOARD



# Four Decades of Unparalleled Achievement

*ATC Healthcare Services: Leading the way as the Premier health care staffing franchise nationwide*

By Jennifer Wiedemann

**W**elcome to this exclusive interview with David Savitsky, the CEO of ATC Healthcare Services. Since its establishment in 1985 by David and his brother Stephen Savitsky, ATC Healthcare Services has evolved from a modest healthcare staffing company in Queens, New York, into an industry leader in both healthcare staffing and franchising. With a commitment to excellence, ATC Healthcare Services now operates in over 60 territories nationwide, connecting healthcare professionals and nurturing caring entrepreneurs

who aspire to make a difference in the health care industry. Today, we have the privilege of sitting down with David Savitsky to gain valuable insights into the remarkable journey of ATC Healthcare Services and his vision for its future. Let's dive right into the conversation.

### **Can you tell us about yourself and how you got started with ATC?**

For many years, Steve and I had always talked about and were interested in being in business together as partners. We were looking for an opportunity to go into a business that we thought would have tremendous opportunity and also longevity because of the nature of

the business itself. So, we looked around, and as it happened at that point, a great-aunt of my wife was looking for some home care and she was living in the Bronx. I took a look at companies that were doing it, and I couldn't find any companies, even though there were lots of companies doing home care. So I said to Steve, "You know, I think there's probably an opportunity here." A lot of the companies that were doing home care were also doing medical staffing facilities. We started a company, and it did both, medical staffing and home health care. We opened with one office in Queens, New York, on Main Street. From there, we were able to just grow that business out of that one office to two and four and then ten. Eventually, we bought other similar companies, and we became a national player in the home health care market, one of the largest in the United States. We also are a very large medical staffing company under the name of ATC Healthcare Services. We sold off the home care business many years ago and continued with ATC Healthcare Services and have not looked back, and we are really happy to be in it. Over the years, we've seen that health care has continued to be a very strong opportunity in the market for us, for the entire country. Health care is an important piece of the gross national product, one of the largest expenses that the United States has, and it's only going to grow because of the aging population. So, we're happy to be in it, and that's how we got started.







**DAVID SAVITSKY**  
CEO

**EXECUTIVE TEAM**

### **How many locations do you currently have?**

We have about 60 locations in the ATC network, and we also have another network of Care Builders at Home that has about 20 offices doing home care.

### **What's the typical investment to open an ATC franchise?**

An ATC franchise will cost between \$150,000 and \$200,000 to pay the franchise fee, to have a location, and to get set up initially with someone working in the office together with a franchisee who would be doing whatever the alternative work would be. There's two real possibilities here: You have to do marketing you have to do operations, you have to do recruiting, and you have to do placements. So, if the franchisee is going to be doing the marketing, then they will need someone who's going to be in the office. If the franchisee is going to be in the office, they need someone who's going to be doing the marketing. So that's about what the cost is; it's a pretty low cost opportunity. No buildout or anything. It's really just opening up an office at a location where you can do your business. It's pretty low cost, and the opportunity is pretty much without limits.

### **What are the company's franchisee selection criteria and do you offer training?**

We offer training in all aspects of the business. We offer training in marketing, recruitment, and the operations of the business itself as a staffing business. The training is extensive. There's remote training that's done before in-person training takes place at our corporate

headquarters, which takes place over the course of 4 days, in which you get both book learning and experiential learning so that you know how to operate the business, what to do, and what's expected. We offer opportunities for additional training for whatever you think are going to be some of your best opportunities to get started—what the low hanging fruit is in your particular area whether it's long-term care or hospitals or doctor's offices or schools. We will train you in everything, and we have extensive back-office support so that we continue to provide guidance and education throughout. Thus, we feel that anyone can really operate an ATC franchise. You don't have to be from the health care business. If you have the motivation, and desire, if you're willing to put in the work, anyone can be

successful in this business. We have people who are successful today who came out of staffing (not necessarily medical staffing), people who came out of medical staffing, people who were accountants and lawyers, people who came out of the IT space, people who operate retail locations. There's just about every and any kind of person can be our partner in this business, and there have been no impediments for any of them. As I say, the only thing that really holds a person back is themselves. If they are willing to put in the work and put in the effort, they're going to be successful. But, if they don't do that, then there's no guarantee that anything good is going to happen. You have to put in the work, you have to put in the effort and follow our program.





**What are the benefits of having ATC Healthcare Services manage the entire back office with operations.**

Well, it takes a tremendous burden off of our franchisees. They don't need to have extensive back-office operations for their own business, and also we can do it much more easily because of our scale and because we're doing it for the entire company. They don't have to be involved in financing their business. They don't have to get the insurances for the personnel that are going out to look for work. They've got human resource guidance, they've got contract guidance, they've got operational guidance, they've got licensing guidance. I mean, in every area, they've got extensive back-office services that can assist them and let them focus on the things that are most important locally, which is to recruit, to manage that recruit place them properly, and go out and market and find new opportunities and broaden the base of their business. So they don't have to spend a lot of time, and frankly they don't have to have the money that they would otherwise need to support their business because we provide it for them.

**What are the brand's further national growth plans and what are the brand's expansion plans in the future?**

We are always looking to expand our brand, and we've added a number of franchisees this year. The Covid period was somewhat slower for franchises. I think people were pretty much hunkering down in what they were doing and they weren't looking to start new businesses. However, now that Covid is fortunately and thankfully behind us, we expect to see tremendous expansion of our ATC brand. We have a wonderful director of franchising, who is working on this every single day and going to conferences all over the country. We're looking to fill lots of blank spaces that we have, which will afford great opportunity for our franchisees and help us expand the company.

**Who would make an outstanding ATC franchise partner?**

If I had a model of who would be the best partner for us. I'd like someone who has been in the medical staffing business, someone who has done this before. So, the training

that we're giving will be training that will teach that person about ATC and how we do things, but they'll have a background in how to do it themselves. But we do think that anyone who's trainable, someone who's motivated, someone who has an interest in being successful in business can be trained. I don't think there's anyone who is ruled out based on their background. We're not necessarily looking for a PhD. We're looking for someone who is intelligent, someone who is business savvy, someone who can make a good presentation, and someone who can be thoughtful. Those are the characteristics that really help someone to be successful.

**Is there anything else that you'd like to share with us about ATC?**

ATC is really a great company, and we're a very unique company. It's not just because it's run by Steve and me, brothers who've been in business for many years. We provide a lot of guidance to franchisees. There's a lot of mistakes that we've made in the past, and we're happy to share the solutions to those mistakes because we've made the mistakes and we've found the solutions. We're happy to do it, and that's why we created a franchise

program as a model. The way we've set it up, we think we've really created a wonderful opportunity for anyone who really wants to be in business. The corporate staff that we have, the people that prospective franchisees would meet, just proves the point. We have different individuals who are providing support and operations and clinical guidance, contracting and human resources, information technology. There is also our backing in terms of being a financial model that is very, very strong and can allow the franchisee to go after any kind of health care staffing-related business opportunity that they want without worrying how they're going to fund it. I think we're the perfect company for someone who wants to be in a business, a service business, that really straddles an opportunity to be successful with an opportunity to do good in life, to be working with wonderful people like our nurses and therapists and all the other medical personnel, the wonderful people who are providing services to families all over the United States, every single day, services that are desperately needed and are certainly most appreciated. So it gives us the opportunity to do good, to work with great people and for Steve and I, working



with our franchise network is a pleasure. We're really so thankful that we've had the opportunity to grow as we have, to develop a company, one of the largest in the medical staffing field, one of the largest in the nurse staffing field in per diem staffing and one of the largest franchise networks. We're really happy to welcome new franchisees to our company who want to join us in this wonderful endeavor.

#### **What is the company culture?**

The company's culture could be characterized as a welcoming, warm, friendly culture that has developed to be very supportive. We understand in our corporate back-office that we have really one main customer, our franchisee. We try to be supportive. We understand that they're looking to us to help them, that they're looking to us to do lots of things for them, and we're happy to do it. So, I think we're a very supportive culture. We like each other, and we work together well and we're always trying to improve.

#### **What is the franchise's earning potential?**

Look at our Item 19 in the franchise disclosure document (FDD). I think you'll see that our franchisees, on average, do very, very well. The information that's in there is accurate. It tells the story that the average franchisee can make revenue in the millions of dollars. When someone is participating in the due diligence process for Discovery Day, reviewing the FDD, validating with our franchise network, and asking ATC franchisees questions that corporate can't answer, the individual franchisee can talk about what they're doing and is willing to share that information. We see a lot of franchisees that are successful and have gone on to be great and make lots of money doing this. If you work hard, if you follow the program, if you do the things you're supposed to do, and are smart about your marketplace, we are sure that you'll do well in this business. ►

#### **For more information:**

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## **ATC HEALTHCARE SERVICES FRANCHISEE**

### **Judi Tompkins**

Judi Tompkins, an ATC Healthcare Services franchisee, owns five territories in Georgia and one in South Carolina. She joined the ATC franchise system in 2012, purchasing three existing territories in Atlanta that averaged \$20,000/week in sales. Today, her six territories combined generate \$500,000/week. Judi credits her success to her background, team support, corporate office, and community involvement.

With a CPA background and experience in contract negotiations from Deloitte, Judi found the temporary medical staffing industry a perfect fit for her skill set. She was attracted to franchising with ATC because the corporate office funded payroll costs, had partnerships with VMS/MSPs for finding medical professionals, and provided training and support. Her physician husband also aided her understanding of the industry. Despite a 4.5-hour weekly commute to her Thomasville branch, Judi's dedication paid off as she leveraged local connections, existing business, and the ATC franchise network to improve sales.

As the Atlanta branches grew, Judi seized the opportunity to purchase more territories, based on demand from medical facilities and professionals seeking flexibility. Sara McBride, a longtime friend, joined in 2018 and became a partner. Sara's contributions increased revenue from \$40k/week to \$120k. Judi acquired the Charleston branch in 2022 to expand her network further.

Judi prioritizes internal promotions and referrals when hiring, seeking self-starters with long-term career goals, a strong work ethic, and excellent customer service. She sets clear goals with Sara and communicates them to the team, emphasizing individual impacts. Weekly meetings track progress, foster collaboration, and offer support to one another. Judi and Sara provide refresher training periodically.

Covid-19 brought both challenges and



opportunities. While demand for healthcare professionals doubled, nurses demanded higher pay. Judi maintained relationships with existing clients and diversified staffing placements. As the pandemic subsided, the team focused on emergency rooms, operating rooms, and doctors' offices, as demand for nurses increased and fewer entered the workforce.

Judi's caring nature underlies her approach. Overcoming personal challenges, she prioritizes staff training and engages in community initiatives. Her Thomasville branch participates in Breast Cancer Awareness Month and donates to chemotherapy patients. The health care associates chose to donate \$5,500 to the Make a Wish Foundation instead of receiving a holiday gift. They celebrate Nurse's Week and contribute to local charities.

In summary, Judi Tompkins demonstrates how motivation, corporate support, and employee empowerment enhance revenue and benefit the community. Her goal is to leave a positive impact, relieve health care worker burnout, and recognize the human impact of every transaction. By creating happy work environments and fulfilling staffing needs, she believes patient recovery and outcomes improve.



## ATC HEALTHCARE SERVICES FRANCHISEE



### Interview with Wendy Taylor

#### What did you do before entering the health care staffing industry?

Well, actually I was a human resources director for about 20 to 22 years. So, I was really in the people business. I've worked in a lot of different industries. I started in the hospital, went to higher education, and ended my career as the HR director at the City of Mason.

#### All good things to prepare you for what you're doing now. What are some of your notable achievements from your professional career?

I would say probably the most notable was when I was HR director of Bay City. I did a lot of employee relations, a lot of contract negotiations. The city and the employees were at odds; they did not get along. And when I went in there, I worked really hard to bring that relationship back together. And so, when I left the city, all the employees and management had a really good working arrangement, and it was successful.

#### Is that what made you start to think about entering the health care staffing business?

Well, that was interesting actually. I was looking; I knew I was ready for something new. I didn't know what I wanted to do, and one day I got a phone call just out of the blue. Someone called me and said, "We think you'd be a good fit as a franchise owner." And I honestly felt very honored, because I'd never had somebody call me and think that that was the case. So that had me intrigued at that moment.

#### So, with you being intrigued and with other health care services out there, why ATC Healthcare?

Well, I felt very welcomed. I began to understand a little bit more about the franchise business, and came and visited. I really liked the Savitsky brothers; they were very kind to me and encouraged me. And so, it felt like a family to me and a good move. I was a single mother of four children when I opened my franchise.

#### So how does the training and back-office support from the corporate team help you and your team to be successful and meet your goals?

When I looked at the whole franchise idea, I know I might specialize in HR and I'm good at it, but I know I'm not good at risk management. I'm not good at legal payroll, that's not my specialty. And so, it was very helpful to be able to lean on the corporate office for those backend supports.

#### How did the corporate team support you during the Covid pandemic, and how are you growing even now?

Rita, the vice president of Risk Management, was fantastic and instrumental in guiding me to what was needed for the business. She helped me with Covid policies, which I needed to get into place very quickly. And she helped me stay on top of hanging

regulations. I mean, it changed daily and so I couldn't have done it without her. She was a huge help to me. And currently I utilize Cheryl, vice president of Contracts, all the time. We worked together a lot for government contracting and so I call Cheryl almost daily.

#### Do you have any plans to expand into other territories?

Well, that's a possibility. When I started, I had one territory, then in 2018 I picked up a home care franchise, and then in 2021 I started my Western Michigan franchise. So right now, I have three branches that I'm running, and I'm continuing to grow. So, I'll see what the next step is.

#### Your journey sounds extraordinary. Would you do it all over again?

I most definitely would.

#### Is there any other information that you'd like to share?

I would say one thing that is a very big help to me is some of the backend support with collections. You know, you don't always think about that. You don't want to think about that as a franchise owner. And so, to have someone else work with clients to make sure that payments are processed on time, it takes me out of the mix. And that's a really good thing because it helps with relationships. And I work really hard at building relationships with clients. If you don't have a good relationship, the opportunities don't come. I got a large state contract and work that relationship, and now they've given me two more state contracts as a result. So, I can't say enough how important the corporate back-office support is to help with great local relationships.

**This is wonderful. Thank you so much for sharing your experience, and we wish you all the best.**

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PHOTO BY SHUTTERSTOCK

# Franchise Ownership After 5 Years

*Whether single- or multi-unit, building a franchise business takes time.*

By Melissa Lewis

A person's journey through franchise ownership can take many different paths. In fact, freedom and flexibility are two of the primary perks of the franchise industry. Regardless, it is fair to say that most franchise owners get into franchising to build a business, not to buy a job. As such, it is common for franchisees to become multi-unit owners within their first 5 years as business owners.

More than half of all franchisees in the U.S. own more than one location. That's because most franchise owners want to build something they can work on, not in. This typically evolves to the point where franchise owners are able to step back and







## TAKEAWAY

have managers run the business, allowing them to make income without much time or energy invested.

### The First 5 Years of Franchise Ownership

#### YEAR 1 (INFANCY)

There is a lot happening during your first year of franchise ownership. You're learning the business, finding customers, building your team, and hiring employees. There will be turnover, and you will make mistakes. That's normal. It takes time to build.

#### YEAR 2 (ADOLESCENCE)

In your second year, you become more knowledgeable about the business. Your brand is building, you have a solid team of employees, and you have repeat business. This is the time when you refine business operations and processes. You have your feet under you now.

#### YEAR 3 (ADULTHOOD)

This is the time when most franchise owners start maturing. You understand the more nuanced aspects of the business like the financials, lifecycle, seasonality, and what personality types work well within your team.

You are also more financially stable now. It is around this time that many franchise owners begin to grow their businesses and open additional locations.

#### YEAR 4 (PARENTHOOD)

Here there is more focus on growing the business. Many people start with one franchise, then open second and third locations. In doing so, they create a formula for success that is easily replicated across business locations. We call this "rinse and repeat."

As you expand your business, many multi-franchise owners are able to share staff, managers, resources, etc. across locations. Growing your business also brings



PHOTO BY YURI ARCURI/PEOPLE IMAGES

increased stability and the ability to multiply your income through added locations.

#### YEAR 5 (SEMI-RETIREMENT)

By this point, many franchise owners begin to step back and start enjoying life. Some people travel more, some enter a form of semi-retirement. Some may choose to sell their business. Others continue to build their brand and even start a new franchise in a different industry. It depends on what your goals are, and the choice is entirely up to you.

To learn more about franchise evolution,

pick up a copy of *The Educated Franchisee* by Rick Bisio and Mike Kohler, which talks about the different stages of franchise ownership.

#### Multi-Unit Franchise Ownership

Over the past decade, multi-unit franchise ownership has significantly increased. Today, there are more than 43,000 multi-unit operators in the U.S., who control approximately 54% of all franchise locations in the country.

Some people open multiple locations within a single brand, while others branch





out to become multi-unit, multi-brand operators. This provides business owners with a diverse portfolio of franchised locations and a wider network of resources to draw from.

**There are considerable benefits to owning multiple franchise locations, such as:**

- **Improved efficiency:** You learn from previous experience. This accelerates growth and enables you to be more profitable more quickly.
- **Increased earnings potential:** Multi-unit franchise owners can take advantage of economies of scale, lowering costs, and increasing earnings.
- **Reduced risk:** You are less dependent on a single location or a single market. It also diversifies streams of income.

Multi-unit owners are also good for the franchisors. It costs significantly more money to identify, sign, train, and support individual

franchisees compared to supporting an established multi-unit owner.

Some people just buy one business, and that's perfectly fine! Single-unit owners are not going away. This is the core of franchising.

You can be a single-unit owner, a multi-unit owner, an owner-operator, an executive franchisee, or somewhere in between. There are many possible paths. It all depends on your lifestyle, your goals, and how involved you want to be in the day-to-day operations of the business.

**That's the beauty of franchising.**

Whatever your goals are, the franchisor will help you determine the steps and the key performance indicators to help you make your dream a reality.

Subscribe to my YouTube channel for insight directly from franchisees who have gone through the process and established themselves as successful business owners.

Whether you are a prospective franchise owner opening your first location, or an experienced franchisee seeking to expand your business, I am here to help! Reach out and we can discuss the opportunities that best suit your goals.

Start your journey today and make the first five years of franchise ownership an extraordinary chapter in your entrepreneurial story! 📌



**Melissa Lewis'** straightforward 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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# TOP SENIOR CARE FRANCHISE OPPORTUNITIES

*These senior care franchises hold promise for a booming demographic.*

By Brian LaCour

**D**iscover the top-rated senior care franchises that are revolutionizing the industry. With the growing need for elderly care services, now is the perfect time to explore these lucrative opportunities.

Home Instead, a renowned global leader in elder care services, is a standout choice for starting your franchise journey. Their initial investment ranges from \$130,000 to \$140,000, ensuring a solid foundation for success. Joining their ranks are esteemed franchises such as Caring Transitions, Go Telecare, Home Care Assistance, Home Helpers, Nurse Next Door, Senior Helpers, and Visiting Angels.

In the week of July 16, 2023, noteworthy senior care franchises like Blue Moon Estate Sales, Hallmark Homecare, Seniors Helping Seniors, Assisted Living Locators, and ComForcare Senior Services made

waves. They represent the pinnacle of excellence in the industry.

Looking for the best in-home senior care franchises of 2023? Right at Home, Interim HealthCare, Visiting Angels, Synergy HomeCare, BrightStar Care, and Senior Helpers should be on your radar. These trusted names provide exceptional service and unparalleled opportunities.

Consider Caring Senior Service and Comfort Keepers, offering non-medical home care and in-home senior care respectively. They prioritize the well-being and comfort of seniors, making a real difference in their lives.

Don't overlook other top senior care franchise businesses in the U.S., including Amada Senior Care, Touching Hearts at Home, and The Senior's Choice. These enterprises are changing the landscape of senior care with their innovative approaches.

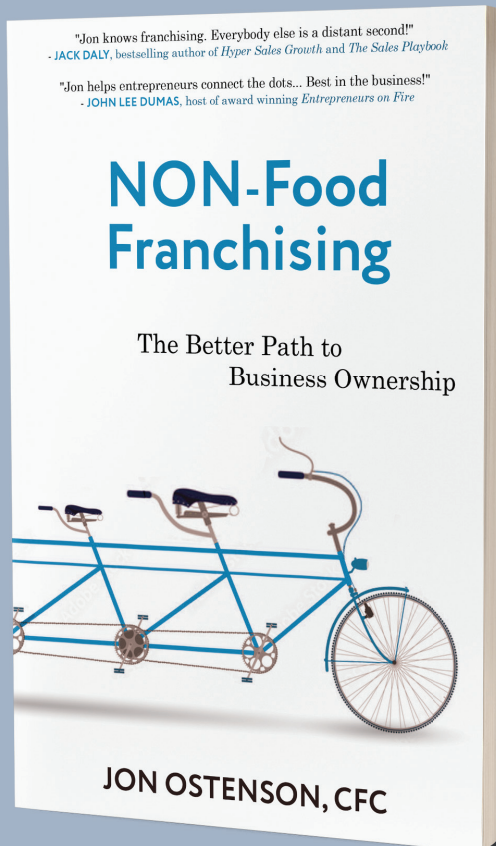
If affordability is a concern, ACTI-KARE

offers a home-based franchise model with a cash investment of \$30,000. Take advantage of this opportunity to make a meaningful impact on older adults in your community by exploring ComForCare's senior home care franchise.

In terms of profitability, the senior care industry is a goldmine. It's one of the fastest-growing industries in the United States, with Briggs Home Care Franchise boasting an average gross annual profit of \$611,431 in 2019. Start your journey toward financial success with a senior care franchise today. ▶



**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](mailto:blacour@internationalfranchisegroup.com).



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We connect entrepreneurs and executives with the **premier non-food franchise opportunities.**

**Jon Ostenson**

*Founder of FranBridge Consulting and Top 1% Consultant*





# WHY REGENERATIVE MEDICINE IS ON THE RISE

*This field benefits from a growing target population and the opportunity to provide cutting-edge treatments.*

By Michael A. Peterson

In today's world, everything is changing, evolving. Many of my previous articles have focused on the rapid shifts in the franchising marketplace, including the impact of the Covid-19 pandemic on markets as disparate as childcare and dog washing, the explosive growth of home-services franchising, or the importance of offering an "Instagram-able moment" in a brick and mortar franchise business.

Regenerative medicine is a fascinating industry; it sits at the crossroads of a truth that never changes and an industry that is changing faster than most people realize.

## THE UBIQUITY OF CHRONIC PAIN

Pain is a fact of life, sometimes a debilitating one. According to the CDC, over 20% of adults

have chronic pain, and ongoing pain is one of the most common reasons for seeking medical care. The CDC goes on to say that long-lasting physical discomfort is directly linked to restrictions in mobility and daily activities, dependence on opioids, anxiety and depression, and poor perceived health or reduced quality of life.

I know you didn't learn anything new from that paragraph! The experience of joint discomfort, tendon pain, and nerve diseases that cause physical pain and a loss of mobility are facts of life we have all been exposed to.

## PERSONALIZED, TARGETED CARE

Regenerative medicine emphasizes healing over masking symptoms. The treatments available involve repairing or replacing damaged cells, tissues, and nerve structure, with the potential to significantly improve patients'

quality of life. This field is moving fast; just this year Mount Sinai Medical launched its Institute for Regenerative Medicine with a stated mission of "leading research to foster novel discoveries and explore new treatments for a range of diseases from leukemia to Alzheimer's disease."

With 5 years of experience in regenerative medicine, Dr. Greg Picou, founder of NexGenEsis Healthcare Franchise, is anything but a newcomer to the space. Speaking with a group of prospective franchisees recently, he said, "NexGenEsis, both at our clinics and through our franchisees, focuses on non-invasive, non-surgical treatments that address the underlying causes of chronic pain, putting the body in the best position to heal itself." Increasingly, entrepreneurial health care professionals like Picou are helping would-be investors enter the medical space.



something that can be off-shored, outsourced, or automated.

Compounding the aging population mentioned above is an ever-lengthening life expectancy. Taking all of these separate inputs into consideration leads to the obvious conclusion that businesses that focus on quality of life for the 55+ market segment have significant pent-up demand and a pipeline of customers for years to come.

## ITS OWN CHALLENGES

As someone who is personally involved in the day-to-day operations of franchised businesses in five completely different industries, I have a unique lens on what to expect, and what not to expect, when you are considering investing in a franchise. Above all else, a potential franchisee should never expect an industry to not have challenges. If you are considering investing in the wellness or skilled health care space, you should expect to encounter challenges in two areas. First is staffing. Franchises in the health and wellness space require a variety of trained health care professionals; for some brands that may be a licensed massage therapist, and in others you may need a staff of MDs. There are staffing agencies that help specifically with recruiting medical professionals, and franchisors often have other ways to address this issue, but it is an issue you should be aware of. Second, the business laws around the practice of medicine, often referred to as corporate practice of medicine laws, vary state to state. Both issues should be discussed at length with the franchisor before you decide to pursue a franchise in this space.

## MAKE AN IMPACT AND SECURE YOUR FUTURE

As the landscape of health care continues to shift and evolve, so too does the opportunity for savvy investors and entrepreneurs. When I reached Picou to comment about the subject of this article, he had this to say, "Regenerative medicine is not just about a service, it's about a different approach to health, one that prioritizes



healing from within rather than simply treating symptoms. And it's this shift in perspective that's driving a surge in interest and demand. It's a field ripe with potential for those looking to make a difference."

Every business has challenges, and for some, the challenges of staffing and state-by-state variations in business laws may give them pause, and that's ok! For those willing to rise to the challenge, however, the rewards can be manifold. Not only does the industry offer promising financial prospects, but it also provides an opportunity to be at the forefront of an emerging field and to make a tangible difference in the lives of countless people right in your own community suffering from chronic pain. With the right guidance from your franchisor and a commitment to navigating these complexities, you can be at the forefront of shaping the future of health care. If that sounds like an exciting prospect, you owe it to yourself to consider an investment in regenerative medicine. ▶



Michael Peterson is the president of Franchise Beacon, a premier franchise consulting and outsource development firm. Michael is the author of the bestselling *How and Why to Franchise Your Business*, contributes widely to franchise publications, and speaks frequently on franchise sales and compliance.

## STAGGERING GROWTH

Franchises that offer services in the senior care space, as well as those that offer non-surgical medical, are seeing staggering growth numbers. What are the drivers? Though there are several stable and expanding growth multipliers for both industries, for regenerative medicine, the supply is being driven by the demand. Regenerative medicine is over a billion dollar industry in North America alone, with direct-to-patient regenerative therapy accounting for 33% of the market. The market forecast is 11% compound annual growth rate for the next 7 years in this space between now and 2030, and that's just the beginning. The fact is we are facing an ever-aging population. In 2030, there will be ~1.4 billion people over the age of sixty in the world; by 2050, that number is forecast to be ~2.1 billion.

## AN INVESTMENT MODEL FOR THE TIMES

Now more than ever, investors are looking for business models that are "Amazon-proof," and more recently, for models that don't face massive disruption from generative artificial intelligence (what a friend of mine calls 'AI-adaptive'). Because regenerative therapy involves direct patient interaction, it's not





# 5 TOP REASONS TO START A SENIOR CARE FRANCHISE IN 2023

*Investing in a senior care franchise is not just a business opportunity; it's a chance to positively impact the lives of the elderly and their families.*

By David N. Smith

**A**s the world's population ages, the demand for senior care services rises. As a result, the senior care industry has become one of the fastest-growing sectors in recent years. If you are an aspiring entrepreneur looking for a promising venture with a positive social impact, starting a senior care franchise in 2023 could be an excellent opportunity. This article will outline five compelling reasons why investing in a senior care franchise can be a rewarding and profitable business endeavour.

## 1. Growing Market Demand:

The aging population is a global phenomenon, and many countries are experiencing a significant demographic shift as the number of seniors increases. By 2023, the Baby Boomer generation will have reached retirement age or be approaching it. This demographic transition presents a tremendous business opportunity for senior care services. Seniors often require assistance

with daily activities, health care, and companionship, creating a steady demand for reliable and compassionate senior care franchises.

## 2. Credibility and Support of a Proven Brand:

Starting a senior care franchise allows you to leverage the credibility and support of an established brand in the industry. Reputable senior care franchises have invested significant time and resources to develop effective business models, operational procedures, and marketing strategies. Joining a well-known franchise allows you to tap into a successful and recognised name, which can significantly reduce the challenges of building a brand from scratch. Moreover, being part of a more extensive franchise network provides ongoing training, support, and access to a wealth of industry expertise.

## 3. Fulfilling Social Impact:

Running a senior care franchise is not just about making profits; it is about making a difference in the lives of the elderly and their

families. Many seniors prefer to age in the comfort of their homes rather than move into assisted living facilities. A senior care franchise enables you to offer personalised, compassionate, and high-quality care that allows seniors to maintain their independence and dignity. Providing invaluable assistance to the elderly and contributing to their well-being can be deeply rewarding.

## 4. Recession-Resilient Industry:

The senior care industry has proven to be relatively recession resistant. The aging population's care needs remain consistent regardless of economic conditions, making it a stable and secure business opportunity. Additionally, the health care aspect of senior care means that demand is likely to remain strong even during economic downturns, as health services are essential.

## 5. Government Support and Favorable Regulations:

Governments worldwide recognize the importance of senior care services and often provide support, subsidies, and favorable regulations for businesses operating in this sector. This can include tax incentives, grants, and partnerships with public health care systems. Starting a senior care franchise may be an opportunity to benefit from these supportive measures, making the business more financially viable and sustainable in the long run.

## Conclusion:

As the senior population grows, the demand for senior care services will only increase in the coming years. Investing in a senior care franchise in 2023 offers a unique chance to enter a thriving industry with a socially impactful mission. The combination of a growing market, the credibility of an established brand, the chance to make a positive difference, recession resilience, and government support makes starting a senior care franchise an attractive and compelling business proposition. However, as with any business venture, thorough research, careful planning, and a commitment to excellence will be the keys to success in the senior care franchise industry. ▮

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# 10 THING TO KNOW WHEN STARTING AND OPERATING A PROFITABLE MED SPA BUSINESS

*Planning and dedication make for a rewarding business.*

By Tom Scarda

**A**t one time, chiropractic adjusting was deemed nuevo or new age medicine. That is no longer the case. Some health insurance companies pay for the service now. Chiropractic is mainstream and universally accepted.

In recent years, the demand for non-invasive cosmetic procedures and wellness treatments, also once regarded as new age, has skyrocketed, paving the way for the rapid growth of the medical spa (med spa) industry.

In years past, massage therapy was reserved for athletes and the well-to-do. It took franchising to make it affordable

to the average American and roll it out to every town in America. Franchising is about to do that again with med spas.

As Americans increasingly seek to enhance their appearance and well-being through safe and effective treatments, starting and operating a med spa and wellness business has become attractive for entrepreneurs. However, like any business, success in the wellness industry requires careful planning, dedication, and a commitment to excellence. Of course, investing in a wellness or med spa franchise significantly lessens the learning curve when getting into this field. Nonetheless, this article will explore the essential steps to establish and run a thriving wellness business.

## 1. Market Research and Business Plan

The first step in launching a wellness business is conducting thorough market research. Understand the local market, identify potential competitors, analyze customer demographics, and evaluate their preferences. This information will help you create a solid business plan that outlines your unique selling proposition, target audience, pricing strategy, and marketing efforts.

## 2. Legal and Regulatory Compliance

The wellness and med spa industry operates under strict regulations to ensure patient safety and ethical practices. Familiarize yourself with the licensing and permitting requirements specific to your region. Hiring

## Unveiling the future of wellness: Empowering entrepreneurs through med spa franchising

legal counsel to navigate complex health and safety regulations, HIPAA compliance, medical oversight, and liability concerns is crucial.

### 3. Selecting the Right Location

Choosing the ideal location is pivotal to the success of your wellness business. Look for high-traffic areas with easy accessibility for clients. Proximity to complementary businesses such as beauty salons, fitness centers, or high-end shopping areas with boutique shops can boost visibility and foot traffic.

### 4. Services and Equipment

Determine the range of services your spa will offer, focusing on popular treatments like cryotherapy, hormone replacement, erectile dysfunction, infrared light sauna, laser hair removal, Botox injections, dermal fillers, chemical peels, and more. Invest in state-of-the-art equipment and technology, and ensure your staff receives comprehensive training to operate the machinery safely and efficiently.

### 5. Hiring Competent Staff

Hiring qualified and skilled professionals is crucial to building a reputable med spa or wellness business. Ensure that licensed medical practitioners, such as physicians, nurse practitioners, or physician assistants, oversee and administer medical treatments. Additionally, recruit licensed aestheticians and certified technicians to perform non-medical procedures.

### 6. Branding and Marketing

Create a strong brand identity that reflects the essence of your spa and resonates with your target audience. Invest in a professional website, develop a strong social media presence, and utilize digital marketing strategies to reach potential clients effectively. Collaborate with local influencers and health care professionals to expand your network and gain credibility.



### 7. Exceptional Customer Service

In the spa industry, providing exceptional customer service is paramount. Ensure that your staff is courteous, knowledgeable, and attentive to clients' needs. Personalized experiences and attention to detail will enhance customer satisfaction and foster loyalty.

### 8. Focus on Safety and Hygiene

Safety should always be your top priority. Adhere to strict sanitation and hygiene practices to prevent infections and ensure a safe environment for both staff and clients. Regularly train and provide ongoing training opportunities for your team on safety protocols and maintain impeccable cleanliness throughout the spa.

### 9. Pricing and Payment Options

Design transparent and competitive pricing packages for your services. Offer various payment options, including packages, memberships, or financing, to make your services more accessible and appealing to a broader audience.

### 10. Continuous Education and Innovation

Stay ahead of the competition by keeping up with the latest advancements and trends in the industry. Encourage your team to attend workshops, conferences, and training sessions to upgrade their skills and knowledge. Embrace innovation and offer cutting-edge treatments to attract tech-savvy clients.

Starting and operating a med spa business can be rewarding if done with proper planning and dedication. Success in the med spa industry hinges on understanding your target market, complying with regulations, offering quality services, and prioritizing safety and customer satisfaction. By focusing on these key aspects, you can build a profitable and reputable business that leaves a lasting impact on your clients' lives. Remember, it's not just about aesthetics; it's about fostering a sense of well-being and confidence in the people you serve.

A great advantage of a spa business is that much of the revenue can be repeated and built in. This happens with a membership model, which spas lend themselves to.

Additionally, you can implement all of the above actions by investing in a wellness spa franchise. A franchise is a business in a box. You are given the blueprint and execute it in your market. It's like having a business coach and a wellness team at your disposal. To learn more about the various wellness franchises available in your market, please contact me directly. Email [tom@TheFranchiseAcademy.com](mailto:tom@TheFranchiseAcademy.com), today. Also, visit [www.TomScarda.com](http://www.TomScarda.com). ▶



Tom Scarda is a franchise coach and advisor. He was the number one franchisee of the year with his first franchise concept and failed miserably in his second franchise. The lessons learned from failure are what make him such an expert. Tom is the author of the number one bestseller *Franchise Savvy* and hosts The Franchise Academy Podcast. [www.TheFranchiseAcademy.com](http://www.TheFranchiseAcademy.com)



# TOP 100 SENIOR CARE AND HEALTH CARE FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
★ ATC Healthcare Services	1985	1996	\$132,900 - \$214,200	Jennifer Wiedemann	(516) 750-1604	www.atchealthcare.com/franchising
★ CareBuilders at Home	2011	2011	\$115,000 - \$165,000	Robert Abele	(775) 742-1114	www.carebuildersathome.com/franchise
★ BeBalanced Hormone Weight Loss Cent.	2007	2015	\$155,650 - 208,450	David Cutillo	(717) 587-3395	www.BeBalancedCenters.com
100% Chiropractic	2004	2015	\$116,025 - \$629,500	Drs. Jason/Vanessa Helfrich	(719) 217-0895	www.100percentchiropractic.com
1Heart Caregiver Services Franchise	2004	2015	\$88,110 - \$127,160	Randolph Neil Clarito	(818) 579-2570	www.1HeartFranchise.com
24-7 Nursing Care	2013	2017	\$48,250 - \$63,300	Luis Mejer	(786) 518-3622	www.24-7nursingcare.com
A Right Place For Seniors International	2012	2015	\$85,000	Ma Gemma de la Cruz	(800) 804-3840	www.arightplacefranchise.com
Acasa Senior Care	2017	2018	\$39,500	Michele Fuhrman	(888) 924-2288	www.acasafanchise.com
Accessible Home Health Care	2001	2006	\$124,900 - \$168,200	Aarif Dahod	(954) 873-3412	www.accessiblefranchise.com
AFH Senior Care	2014	2021	\$375,000 - \$49,900	Dale Smith	(602) 329-1169	www.AFHseniorcare.com/franchising
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
Always Best Care Senior Services	1996	2006	\$49,900	Mark Lembo	(855) 430-2273	www.franchisewithalwaysbestcare.com
Amada Senior Care	2007	2012	\$85,010 - \$178,154	Tim Valencia	(949) 614-0166	www.amadaseniorcare.com
American Family Care	1982	2008	\$125,750 - \$1,254,500	Bruce Irwin	(833) 361-4643	www.afcurgentcare.com
Amramp	1970	2002	\$130,785 - \$211,345	Jim Norton	(800) 649-5215	www.franchise.amramp.com
ApexNetwork Physical Therapy	2000	2009	\$350,000	John Hettenhausen	(314) 312-0129	www.apexnetworkfranchise.com
Assisted Living Locators	2003	2006	\$68,450 - \$78,050	Angela Olea	(602) 413-9990	www.AssistedLivingLocators.com
Assisting Hands Home Care	2006	2006	\$48,000	Lane Kofoed	(208) 321-5510	www.assistinghands.com
At Home Eldercare LLC	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
BodyBrite USA	2011	2012	\$114,383 - \$177,500	Chris Hardy	(612) 888-9532	www.bodybriteusa.com
BrightStar Franchising, LLC	2002	2005	\$105,735 - \$170,457	Pete First	(877) 689-6898	www.brightstarfranchising.com/home-care
Caliber Care + Transport	2010	2013	\$124,915 - \$397,340	Klein Calvert	(800) 615-7398	www.caliberpatientcare.com
CareMinders Home Care	2004	2004	\$138,100 - \$199,000	Brian Schleicher	(770) 360-5554	www.careminders.com
CarePatrol	2009	2012	\$77,970 - \$99,870	Jennifer LoBianco	(248) 499-5190	www.carepatrol.com/franchising
Caring Senior Service	1991	2002	\$110,899 - \$170,116	Scott Suryan	(269) 377-1657	www.caring seniorservice.com
Caring Transitions	2006	2006	\$58,912 - \$82,712	Sherrie Henderson	(800) 647-0766	www.caringtransitionsfranchise.com
CellsNowMD	2006	2018	\$549,600 - \$864,400	Carlos Mercado	(407) 537-7367	www.eternamd.com
ComForCare	1996	2001	\$81,525 - \$153,375	Jennifer LoBianco	(248) 499-190	www.comforcare.com/franchising
Comfort Keepers	1998	1999	\$50,000	Tine Sterling	(937) 665-1320	www.comfortkeepersfranchise.com
Compassionate Beauty	2005	2013	\$177,899 - \$419,099	Saundra Shapiro	(403) 686-6936	www.compassionatebeauty.com
East West Familycare	2008	2017	\$139,800 - \$206,400	Dr. Trung Nguyen	(615) 361-6713	www.myewfc.com/Franchising
Elder-Well Adult Day Program	2019	2019	\$37,000 - \$42,500	Kenneth Harvey	(508) 658-0494	www.elderwelladulday.com
Executive Care	2004	2012	\$44,900	Todd Leonard	(855) 393-2372	www.executivehomecare.com
First Care Medical Clinic	1994	2017	\$567,600 - \$786,900	Ariel Green	(704) 257-8014	www.firstcarecanhelp.com
Firstlight Home Care	2009	2010	\$49,000	Jamie Davis	(407) 682-7758	www.griswoldhomearefranchise.com
Foot Solutions Mobile Concept	2000	2010	\$69,500 - \$83,000	Raymond Margiano	(866) 338-2597	www.footsolutionsfranchise.com
Fyzical Therapy & Balance Centers	2012	2013	\$148,750 - \$819,000	Brian Belmont	(941) 227-4122	www.fyzicalfranchise.com
Glacé Cryotherapy	2014	2016	\$124,700 - \$202,500	Skyler Scarlett	(650) 386-5345	www.glaceryotherapy.com
Golden Heart Senior Care	2009	2010	\$49,325 - \$80,650	Golden Kennedy	(704) 376-1060	www.goldenheartfranchise.com
Good Feet Worldwide LLC	1995	2003	\$123,770 - \$229,275	Matt Coleman	(760) 579-4068	www.goodfeet.com/franchise
GoTelecare	2012	2014	\$133,650 - \$170,000	Terrence Doeberl	(917) 565-8683	www.gotelecare.com
Griswold Home Care	1982	1984	\$108,181 to \$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
Hand and Stone Massage and Facial Spa	2004	2006	\$532,563 - \$618,327	Bob McQuillan	(215) 259-7540 x201	www.handandstonefranchise.com
Happier at Home	2007	2008	\$55,000	Deborah C. Marcello	(585) 662-9426	www.happierathome.com
HealthSource Chiropractic	2013	2016	\$230,900 - \$432,900	Christopher Tomshack	(888) 234-1258	www.hsfranchising.com
Heart To Home Meals	2009	2009	\$40,000	Nigel Richards	(905) 799-4022	www.hearttohomemeals.com
Heaven Heights Senior Care	2011	2013	\$44,000 - \$67,000	Jacqueline Hawk	(760) 772-2444	www.assistedlivingseniorcarepalmdesert.com
Home Care Assistance	2003	2004	\$86,000 - \$146,500	Lily Sarafan	(866) 454-8346	www.homecareassistance.com



# INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Home Care for the 21st Century	1996	2019	\$200,000	Judy Hall	(833) 432-2273	<a href="http://www.homecareforthe21stcenturyfranchise.com">www.homecareforthe21stcenturyfranchise.com</a>
Home Helpers Home Care	1997	1997	\$84,750 - \$136,900	Bobby Kelley	(513) 483-3283	<a href="http://www.HomeHelpersFranchise.com">www.HomeHelpersFranchise.com</a>
HomeJoy	2005	2019	\$60,000	Justin Lorencz	(877) 743-4434	<a href="http://www.homejoy.care">www.homejoy.care</a>
Homewatch CareGivers	1980	1996	\$92,310 - \$154,000	Jenna Spadaccino	(443) 836-5984	<a href="http://www.homewatchcaregivers.com">www.homewatchcaregivers.com</a>
HomeWell Franchising Inc	1993	2006	\$96,000 - \$225,000	Brandon Clifford	(817) 203-8313	<a href="http://www.homewellfranchising.com">www.homewellfranchising.com</a>
Interim Healthcare	1966	1966	\$125,500 - \$198,500	Michael Bohannon	(954) 858-2854	<a href="http://www.interimhealthcare.com">www.interimhealthcare.com</a>
Keepsake Companions	2009	2012	\$57,671 - \$116,521	Kris Simonich	(630) 416-8109	<a href="http://www.keepsakecompanions.com">www.keepsakecompanions.com</a>
Lifelogie Franchising	1999	2015	\$50,000 - \$150,000	Melanie Wells	(214) 357-4001	<a href="http://www.lifelogiefranchising.com">www.lifelogiefranchising.com</a>
Massage Heights	2004	2005	\$374,015 - \$484,356	Beth Stiller	(855) 311-7678	<a href="http://www.massageheights.com">www.massageheights.com</a>
Miracle Leaf Health Centers	2017	2018	\$78,250 - \$93,300	David Quinta	(786) 703-3350	<a href="http://www.miracleleafllc.com">www.miracleleafllc.com</a>
Miracle-Ear Inc.	1948	1983	\$119,000 - \$352,500	Marc Lundeborg	(877) 632-6320	<a href="http://www.miracle-ear.com">www.miracle-ear.com</a>
Modern Acupuncture	2016	2016	\$258,377 - \$663,772	Chad Everts	(480) 999-5505	<a href="http://www.modernacupuncture.com">www.modernacupuncture.com</a>
My Elder Advocate	2004	2014	\$71,250 - \$175,600	Claudine Halpern	(347) 581-7000	<a href="http://www.myelderadvocatefranchise.com">www.myelderadvocatefranchise.com</a>
My Eyelab	2006	2016	\$407,477 - \$585,543	Daniel Stanton	(561) 800-4868	<a href="http://www.myeyelab.com/franchise">www.myeyelab.com/franchise</a>
MyElder	2004	2014	\$85,150 - \$123,200	Jack Halpern	(212) 945-7550	<a href="http://www.myelder.com/author/elder_admin">www.myelder.com/author/elder_admin</a>
Nurse Next Door Homecare Services	2001	2007	\$105,100 - \$199,300	Jason Isley	(888) 439-0561	<a href="http://www.nursenextdoorfranchise.com">www.nursenextdoorfranchise.com</a>
Oasis Senior Advisors	2013	2014	\$59,290 - \$93,490	Sharon Cupach	(216) 235-9246	<a href="http://www.oasisseeniadvisors.com">www.oasisseeniadvisors.com</a>
Options For Senior America Corp.	1990	2005	\$57,700 - \$88,600	Ramzi Rihani	(301) 562-3100	<a href="http://www.optionscorp.com">www.optionscorp.com</a>
OrthoNOW	2010	2012	\$492,735 - \$996,485	Christine Dura	(602) 692-3872	<a href="http://www.OrthoNOWfranchise.com">www.OrthoNOWfranchise.com</a>
Owl Be There	2013	2020	\$87,400 - \$109,400	Stephanie Ryan	(218) OWL-CARE	<a href="http://www.OwlBeThere.com">www.OwlBeThere.com</a>
Paramount Urgent Care	2008	2016	\$223,300 - \$438,100	Michael Easterling	(352) 674-9218	<a href="http://www.paramounturgentcare.com">www.paramounturgentcare.com</a>
Preferred HealthStaff	2009	2014	\$53,000 - \$94,000	Donna Moyer	(717) 642-8500	<a href="http://www.preferredhealthstaff.com">www.preferredhealthstaff.com</a>
Profile by Sanford	2012	2014	\$445,000 - \$699,500	Nate Malloy	(888) 979-7151	<a href="http://www.profileplan.com/franchise">www.profileplan.com/franchise</a>
Project Walk	1999	2012	\$248,000 - \$473,000	Timothy Yates	(856) 439-6772	<a href="http://www.projectwalknj.com">www.projectwalknj.com</a>
Qualicare	2001	2011	\$97,000 - \$147,000	Nathan Weber	(416) 630-0202	<a href="http://www.qualicare.com">www.qualicare.com</a>
Relax The Back Corp.	1984	1989	\$219,700 - \$391,300	Andrew Cohen	(866) 933-4330	<a href="http://www.relaxthebackfranchise.com">www.relaxthebackfranchise.com</a>
Sapphire Senior Care	2020	2021	\$87,000 - \$130,000	Deanna Egan	(715) 874-2273	<a href="http://www.sapphireseniorcare.com">www.sapphireseniorcare.com</a>
Senior Care Authority	2009	2014	\$90,200	Laura Alexander	(888) 854-3910	<a href="http://www.seniorcareauthority.com">www.seniorcareauthority.com</a>
Senior Helpers	2002	2004	\$113,300 - \$152,300	Annie Long	(443) 948-6167	<a href="http://www.seniorhelpersfranchise.com">www.seniorhelpersfranchise.com</a>
Seniors Helping Seniors	1998	2006	\$86,785 - \$141,390	Philip Yocom	(610) 334-2364	<a href="http://www.seniorshelpingseniors.com">www.seniorshelpingseniors.com</a>
Serasana	2014	2014	\$150,000	Melanie Humphrey	(512) 433-0675	<a href="http://www.serasanafranchise.com">www.serasanafranchise.com</a>
Stay at Home	2007	2007	\$65,900 - \$88,900	John Batcheller	(865) 692-1101	<a href="http://www.stayhomeweb.com">www.stayhomeweb.com</a>
Structural Elements	2013	2016	\$45,000	Doug Bertram	(240) 341-2198	<a href="http://www.structuralelements.com">www.structuralelements.com</a>
Synergy Home Care	2001	2005	\$38,880 - \$159,805	Craig Sobel	(813) 425-2020	<a href="http://www.synergyhomecarefranchise.com">www.synergyhomecarefranchise.com</a>
Talem Home Care & Placement Services	2012	2015	\$44,500	Jake Rankin	(262) 226-2813	<a href="http://www.talemfranchising.com">www.talemfranchising.com</a>
Tan Republic	2005	2008	\$96,000 - \$388,500	Lance Donnelly	(503) 585-6290	<a href="http://www.tanrepublic.com">www.tanrepublic.com</a>
The Camp Transformation Center	2010	2016	\$167,000 - \$326,500	Samar Bakhtiar	(909) 325-6011	<a href="http://www.thecampcc.com">www.thecampcc.com</a>
The Joint Corp.	1999	2003	\$182,697 - \$368,497	Peter Holt	(480) 508-9206	<a href="http://www.thejoint.com">www.thejoint.com</a>
The Salt Suite	2011	2016	\$238,650 to \$483,100	Tiffany Dodson	(561) 865-6238	<a href="http://www.thesaltsuitefranchising.com">www.thesaltsuitefranchising.com</a>
The Senior's Choice Inc.	1994	2007	\$45,000 - \$65,000	Steven Everhart	(888) 725-3655	<a href="http://www.theseniorschoice.com">www.theseniorschoice.com</a>
Touching Hearts Inc.	1996	2007	\$55,000 - \$78,000	Scott Kummel	(952) 698-5422	<a href="http://touchingheartsfranchise.com">touchingheartsfranchise.com</a>
Vida-Flo: The Hydration Station	2012	2014	\$170,100 - \$320,250	Holly Glaze	(404) 500-1831	<a href="http://www.govidaflo.com">www.govidaflo.com</a>
Visiting Angels	1998	1998	\$100,000	Jerry Capaccio	(610) 572-1832	<a href="http://www.livingassistance.com">www.livingassistance.com</a>
Wisdom Senior Care/Franchisor	2006	2006	\$45,000	Charles Thurston	(919) 615-0020	<a href="http://www.wisdomseniorcare.com">www.wisdomseniorcare.com</a>
Zounds Hearing	2009	2011	\$144,200 - \$214,450	Kyle Kennedy	(480) 813-8400	<a href="http://www.zoundshearing.com">www.zoundshearing.com</a>
Home Instead	1994	1995	\$130,000 - \$140,000	Ian Clarkson	(402) 498-4466	<a href="http://www.HomeInstead.com">www.HomeInstead.com</a>
TruBlue Total House Care	2011	2011	\$65,000 - \$91,000	Sean Fitzgerald	(513) 563-1029	<a href="http://www.trubluefranchise.com">www.trubluefranchise.com</a>
Right at Home	1995	1995	\$87,000 - \$156,000	Margaret Haynes	(877) 697-7537	<a href="http://www.rightathome.net">www.rightathome.net</a>
SAFE Homecare	2014	2014	\$86,000 - \$132,000	Jeff Krueger	(855) 953-7233	<a href="http://www.SafeHomecare.com">www.SafeHomecare.com</a>

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# The Greatest Risk Is Not Changing

*Don't let opportunities pass you by because of fear.*

By Mark Schnurman

*"I hate my job, but I only have 12 more years to go before I can retire."*

*"My job will likely put me in an early grave, but I don't have the courage to make a change."*

*"I am meant to be miserable professionally."*

These are some of the statements people have shared over the last few weeks in response to the question "are you interested in exploring franchise business ownership?" To be clear, these are typical responses. Many people feel trapped in their careers, uncertain how or unable to act.

I want to share a couple of quick thoughts. First, these responses illustrate the significant role that inertia plays in human existence. Most people would rather accept a bad situation than "risk" finding a better one. It also supports the great clarity in Thoreau's words that "the mass of men {and women} lead lives of quiet desperation." What he failed to add, though, is that they choose those lives out of fear or absurd misapprehensions.

A favorite aphorism that fuels my decision making is that if a person does not make different choices, absolutely, positively nothing will change in their life. Similarly, the definition of insanity is doing the same thing over and over again expecting different results. You must do

different things to get different results!

As Eleanor Roosevelt famously said "No one can make you feel bad without your permission." The corollary is that no one is stuck in a bad situation without their permission.

After my Dad died, I swore on everything I believed that I would never again be in a situation, personal or professional, that did not make me wholly fulfilled, happy, and passionate. And my life has changed for the better.

I understand that change is difficult. I was certainly stuck for a time. The magnetism of the present situation and the repelling force of change conspire to keep people stuck in place. Change is scary, but ....

The greatest risk in our lives is being possessed with feelings of utter helplessness



*Empowering change: Embrace the risk of franchise ownership, unleash your true potential.*

and remaining miserable, unfulfilled, and sad. Nothing can be worse than this. There is a significantly greater risk to remain in a bad situation than there is to accept a different risk as you extricate yourself.

It takes courage to change and overcome inertia and fear. It takes courage to become more than you are, as much as you can be. The opposite of courage keeps us stuck. Fear is the greatest warrior against change. But do not confuse a lack of courage with a lack of choices. You always have a choice. You can always choose how you want to live and what to do with your career.

All of us get one chance at this thing called life, and we have to give it our best shot. We cannot accept mediocrity and misery when there are other options.

If you're not happy at work, not fulfilled at work, not satisfied at work, you owe it to yourself to explore business ownership. The real risk in life is not achieving what you're capable of because of fear.

When people tell me that they cannot change and choose to remain stuck, I remember that the difference between a rut and a grave is a matter of inches. Then I ask two questions.

***"What happens with your life if you don't change?"***

***"Are you willing to remain unhappy?"***

Unfortunately, for some people, the status quo is ok. They will choose to miss out on life.

If you are reading this, you are the type of person who will not allow yourself to be old and gray, living with an abiding sadness knowing your life was a mere shadow of what you were capable of. Happy franchising! ▶



**Mark Schnurman** is founder of The Perfect Franchise. He is one of the top franchise consultants in the United States. His book *The Perfect Franchise* can be found on Amazon <https://tinyurl.com/The-Perfect-Franchise>. Mark can be reached at [mark@theperfectfranchise.com](mailto:mark@theperfectfranchise.com) or (973) 452-4558.







# UNDERSTANDING ITEM 19 IN A FRANCHISE DISCLOSURE DOCUMENT

*Reviewing and understanding Item 19 is part of a comprehensive evaluation of a franchise opportunity.*

By Tiffany Dodson

**F**or a potential franchise buyer, Item 19 provides one component of many to consider. There are many things the prospect may learn from a detailed look at Item 19. For those less familiar, Item 19 is one of 23 items in the franchise

disclosure document (FDD). Item 19 offers the franchisor's financial representation of its concept's performance.

The franchisor will decide whether to include an Item 19. There are many factors that go into this decision. If an Item 19 is not present, then the franchise buyer will need

to interview franchisees in the system to ascertain financial information for unit level performance. Even if an Item 19 is included, the franchise buyer will still want to interview system franchisees about their experiences, including what is contained in Item 19. This process validates your understanding of the representation shared by the franchisor.

**When evaluating an Item 19, consider the following five tips:**

**01** **Experts:** If you hire an expert to help you, then hire a franchise expert. For example, if you were being charged with murder, would you hire an attorney that specializes in real-estate contracts to defend you? Of course not. And buying a franchise requires a significant investment of financial and time resources. So, if hiring an expert, make sure they know the franchise landscape. This way they have more insight into the industry and its innerworkings.



PHOTO BY YURI ARCURI PEOPLE IMAGES





PHOTO BY NATEE MEE

**02 Time Period:** Look at the time-period represented in the financial representations. Is it multiple years where fluctuations will smooth out? Is it only one year? Would you anticipate a fluctuation in this business based on something in the market? Would this business have a seasonal pattern?

**03 Location-Specific Data:** If the franchisor provides location-specific data, then you will be able to find markets/cities like yours and analyze that data relative to the total. This may help with other questions to ask during validation as well as of your franchise contact. Also note if the Item 19 covers

all locations or a subset of the locations. Is this a subset of those locations that are certain ages, company owned vs. franchised?

**04 Profitability and Expense:** Delve beneath top line revenue and look into the cost buckets associated with driving profit. Likely, you will want to understand labor, rent, royalties, advertising, and cost of goods sold.

**05 Earnings Potential:** Remember that for every average stated, there is someone performing above that number and someone performing below. An Item 19 is

not a guarantee that if you invest, you will earn the amount reported. A franchisee's success depends on many factors, including their skills, management, and dedication.

Potential buyers should not rely only on Item 19 when deciding about purchasing a franchise. It is one component of many that provides insight into what may happen. Additional research including the validation process offers additional insight into interpreting Item 19 as well as other factors important to the decision.

Item 19 of the FDD plays an important role in evaluating franchise opportunities. It offers potential buyers a glance at financial performance of the concept. Paired with additional analysis and due diligence, it gives a fuller picture of the opportunity. However, it is important to approach this information critically, considering various factors, and not solely rely on it to assess the viability of a franchise. Item 19 is not a promise of what will come if you sign on the line. ▀



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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](mailto:Tiffany@TheSaltSuite.com).





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## THE SENIOR CARE INDUSTRY

# HELPING OUR SENIORS AND GEN XERS ALIKE!

*To fulfill this growing need, thoroughly research all facets before committing.*

By Lynne D. Shelton

**O**pening a senior care franchise can be a rewarding and potentially lucrative business venture. Gen Xers find themselves at the point in their lives to be tasked with finding a safe and affordable home for their parents that will give them the medical support they need. Many appear to be combining this need with their desire to become an entrepreneur. The growth in the senior care industry is evidence of these facts. If life has you in this stage in your life and you are entertaining becoming a franchisee, you will want to evaluate this industry.

**Here are some reasons why you might consider opening a senior care franchise:**

### **GROWING MARKET**

The senior care industry is experiencing significant growth due to the aging population and increased life expectancy. As the Baby Boomer generation reaches retirement age, the demand for senior care services is expected to rise. This presents a substantial market opportunity for senior care franchises.

### **ESTABLISHED BRAND AND SUPPORT**

Joining a franchise gives you access to an established brand with a proven business

model. Franchisors typically provide comprehensive training, ongoing support, and a wealth of resources to help you succeed. This support can be invaluable, especially if you are new to the industry or entrepreneurship.

### **REDUCED RISK**

Starting a business from scratch involves considerable risk and uncertainty. By choosing a senior care franchise, you benefit from a proven concept and a track record of success. Franchisors often conduct thorough market research, assist with site selection, and provide operational guidelines, which can help minimize risks and increase your chances of success.



### INCREASED CREDIBILITY

Operating under a well-known franchise brand can enhance your credibility and reputation in the senior care industry. Potential clients and their families are more likely to trust a recognized brand, which can lead to increased referrals and business opportunities.

### SUPPORTIVE NETWORK

Joining a franchise allows you to tap into a network of fellow franchisees who can provide guidance, advice, and support. Franchise networks often facilitate collaboration, knowledge-sharing, and access to best practices, creating a community that can help you navigate challenges and achieve success.

### REWARDING WORK

Caring for seniors can be incredibly fulfilling and meaningful. As a senior care franchise owner, you have the opportunity to make a positive impact on the lives of elderly individuals and their families. Providing compassionate care and improving their quality of life can be deeply rewarding on a personal level.

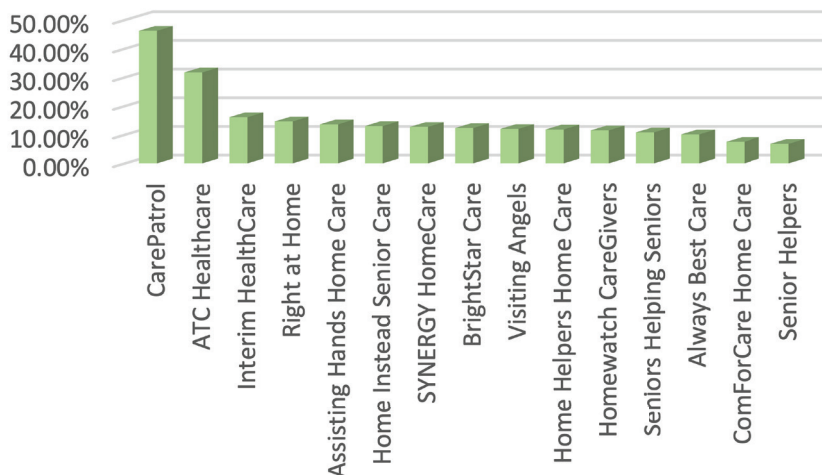
### FLEXIBILITY AND SCALABILITY

Senior care franchises offer various business models, allowing you to choose the one that aligns with your goals and preferences. Whether you opt for in-home care, assisted living, memory care, or a combination, you can tailor the business to suit your desired level of involvement and scalability. You can also choose between medical, non-medical, and referral type senior care franchises.

### MEDICAL VS. NON-MEDICAL

Determining the specific success rates for medical and non-medical senior care franchises can be challenging, as success rates can vary widely depending on numerous factors. However, it's important to understand the key differences between these two types of franchises in terms of their operations and regulations.

HEALTHCARE FRANCHISES 2022 SALES GROWTH %



Data from *Franchise Times* Top 500 Franchises Report

### MEDICAL SENIOR CARE FRANCHISES

Medical senior care franchises typically provide skilled medical services, such as nursing care, medication management, and therapy. These franchises often require specialized health care professionals, such as registered nurses or licensed practical nurses, to deliver medical care to seniors. As a result, they may involve more regulatory compliance and require additional licensing and certifications. The success rates of medical senior care franchises can be influenced by factors such as the availability of qualified health care professionals, compliance with health care regulations, and the demand for medical services in the local market.

### NON-MEDICAL SENIOR CARE FRANCHISES

Non-medical senior care franchises focus on providing non-medical support and assistance to seniors, such as companionship, personal care, meal preparation, and transportation. These services are typically provided by trained caregivers or personal care assistants who do not require medical licenses. Non-medical senior care franchises may involve fewer regulatory requirements compared to medical franchises, but they

still need to comply with local regulations governing home care services. Success rates for non-medical senior care franchises can be influenced by factors such as the demand for non-medical services in the local market, the availability of trained caregivers, and the reputation of the franchise brand.

### REFERRAL SENIOR CARE FRANCHISES

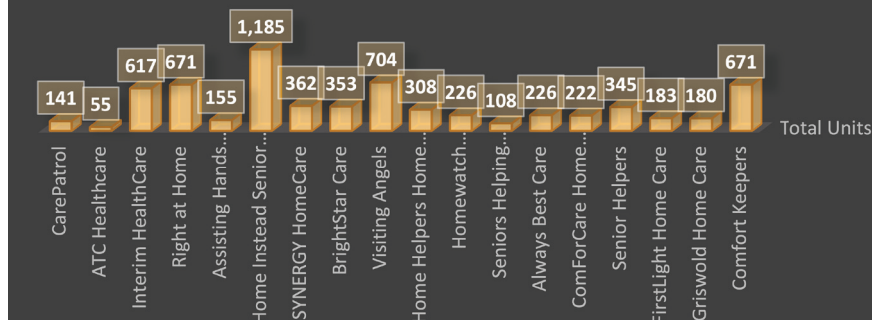
It's important to thoroughly research and evaluate different senior care franchise options, assess the financial considerations, and understand the specific requirements and expectations associated with owning a franchise. Conducting due diligence and seeking professional advice can help you make an informed decision and set yourself up for success in the senior care industry.

The growth rate of a senior care referral franchise can vary depending on several factors, including the specific franchise brand, the local market conditions, the owner's management skills, and the level of competition. It's important to note that success rates are not universally reported or tracked for all senior care referral franchises.

However, senior care referral franchises generally have the potential for success due to the growing demand for senior care



## HEALTHCARE FRANCHISES - 2022 TOTAL UNITS



Data from *Franchise Times* Top 500 Franchises Report

services. As the senior population continues to rise, the need for assistance in finding appropriate care options also rises. Referral services can play a vital role in connecting seniors and their families with suitable care providers.

To assess the potential success and risk of a senior care referral franchise, consider the following:

Research the franchise brand's history and track record. Look for established franchises with a proven business model, a strong reputation, and a track record of successful franchisees. This information can provide

insights into the franchise's potential for success.

Analyze the local market conditions, competition, and demographics. Determine the demand for senior care services in your target area and evaluate the competition. Understanding the market dynamics can help you assess the viability and growth potential of a senior care referral franchise.

Evaluate the level of support provided by the franchisor. A strong franchise system should offer comprehensive training, ongoing support, marketing assistance, and access to a network of resources. This support can

significantly impact your success by providing the necessary tools and guidance to operate the franchise effectively.

Your own skills, experience, and commitment to the business will play a crucial role in the success of a senior care referral franchise. As a franchise owner, you'll need to effectively market your services, build relationships with care providers, and provide exceptional customer service. Assess your abilities and determine if you have the necessary qualities to succeed in this industry.

While specific success rates may not be readily available, conducting thorough research, seeking feedback from current franchisees, and working closely with the franchisor during the due diligence process can help you make an informed decision about the potential success of a senior care referral franchise.

It's important to note that the growth of any senior care franchise, whether medical, non-medical, or referral based, relies on various factors including market demand, competition, local demographics, management capabilities, and the effectiveness of marketing and operational strategies. Therefore, thoroughly researching and assessing these factors, as well as understanding the specific requirements and support provided by the franchise, can help you make an informed decision and potentially increase your chances of growth and success in any type of senior care franchise. ▮



**Lynne D. Shelton** was the chief operating officer of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and CEO of an International nonprofit company specializing in teaching entrepreneurship to young adults.

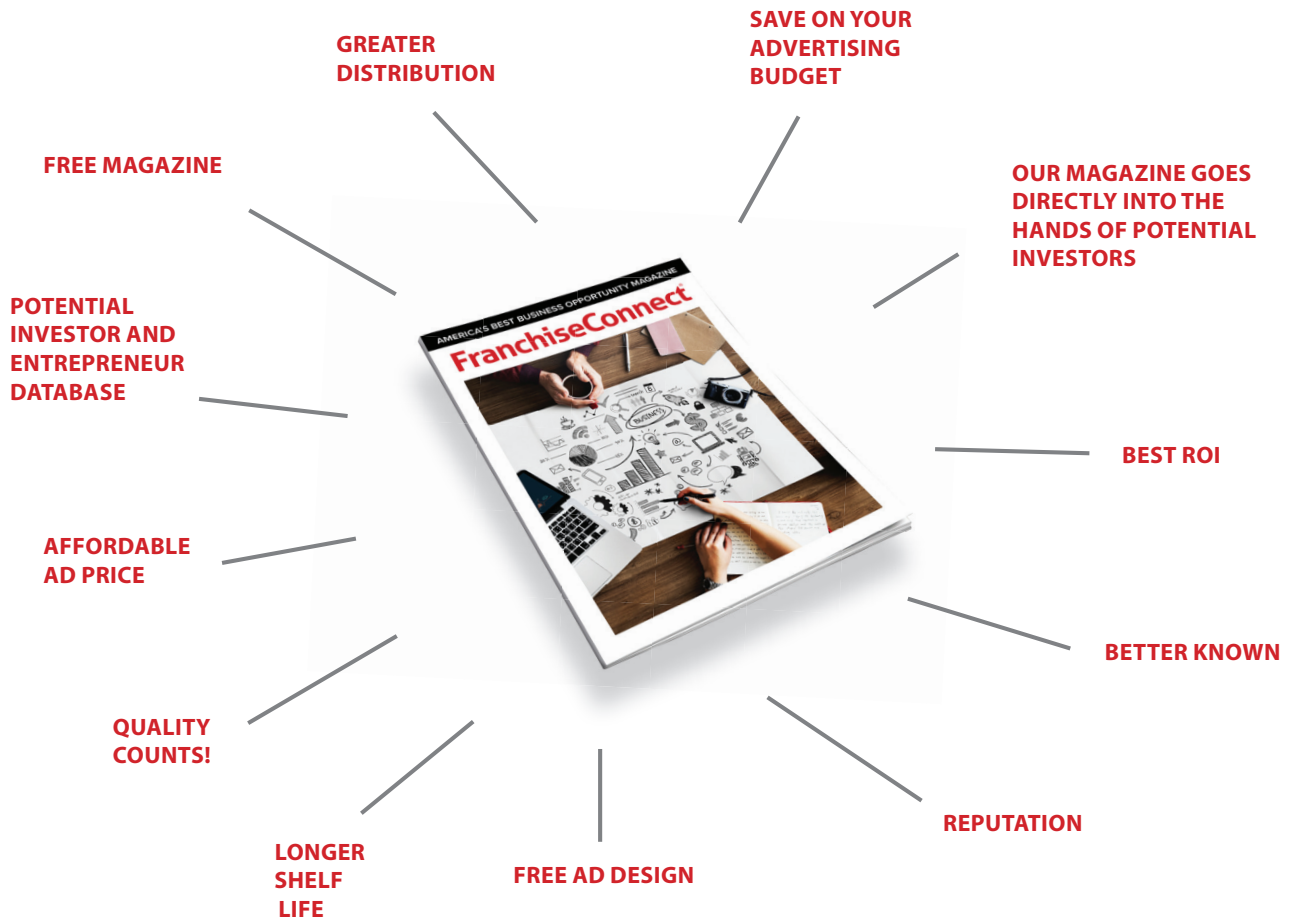
SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual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

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, site selection, 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**.

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## FRANCHISE FUNDING:

# UNLOCKING OPPORTUNITIES FOR BUSINESS OWNERSHIP

*Which option is best for you?*

By Diane Rosenkrantz

**F**ranchising has gained popularity as a business model for entrepreneurs seeking to establish their own ventures while leveraging an established brand and proven business systems. However, starting a franchise requires capital investment, making franchise funding crucial in turning the dream of owning a franchise into a reality. In this article, I will explore various options available for franchise funding and provide insights into how aspiring franchisees can navigate the financial landscape.

Franchise funding refers to the financial resources necessary to initiate and operate a franchise business, covering the initial investment, working capital, and ongoing expenses required to establish and sustain the franchise operation. The funding amount needed varies depending on factors such as the franchise brand, industry, location, ramp-up, and salary requirements.

### There are several good options for franchise funding:

**Personal or Other Assets:** Many aspiring franchisees use personal savings and assets to fund their franchise investment. This can involve liquidating personal savings or investments or utilizing equity in your home or other real estate assets. This approach can sometimes be quicker but does carry

the risk of putting more of your own assets into the business without leveraging the new venture. Some new business owners may have friends/relatives that provide capital too.

**Rollovers as Business Start-ups (ROBS):** ROBS funding enables the use of pretax retirement funds to open a business or buy







### *Unlocking the potential of franchise funding: Building bridges to entrepreneurial success*

**Unsecured Loans:** These loans provide funding based on the individual's current earnings, credit score, and credit history. The benefit is that no equity or collateral is required, and the funding timeline is much quicker than SBA options. However, the financing may not cover all the needs based on your personal credit situation, and the loan terms are generally not as long as other options (typically 5–7 years).

**Equipment Funding:** This option, done through leasing or financing, provides alternatives to traditional bank and unsecured loans. It may not require equity towards the equipment purchase price and can offer tax benefits. However, this funding option is limited to equipment expenses and does not cover other franchise costs.

As a leader in franchise and small business funding solutions, Tenet Financial

Group offers specialized services in 401(k) ROBS and small business funding. We review each client's circumstances individually and determine all possibilities. The goal is to offer you the option(s) and allow you to make the best choice tailored to your individual needs. ▶

Whether you have questions, or feedback, or need assistance with our vast funding services, I am happy to help. You can reach me at [Diane@tenetfinancialgroup.com](mailto:Diane@tenetfinancialgroup.com) or (413) 354-4662 to experience our commitment to excellence firsthand.



**Diane Rosenkrantz**, a senior consultant at Tenet Financial Group since 2009, offers expert guidance in franchising. With a client-centered approach, she creates customized funding plans, helping entrepreneurs achieve their business ownership dreams. Experience the simple steps to funding your franchise with Diane's assistance.

### FRANCHISING: TURNING DREAMS INTO REALITY WITH THE POWER OF FUNDING.

a franchise. Unlike some loans, ROBS doesn't limit how you can spend the money. Business owners can allocate funds toward equipment, real estate, operational overhead, and paying employees—including yourself. ROBS also has the benefit of fast funding. Loans can take several months to process and be approved, while ROBS can be completed in 4–5 weeks. Working with an experienced third-party administrator is crucial to ensure compliance with all necessary steps and IRS regulations. This option allows you to use any portion of your pretax funds and start the business debt free.

**SBA Loans:** Small Business Administration (SBA) loans are facilitated through banks we work with that specialize in start-up franchise funding. These loans carry a government guaranty or insurance policy. It offers more favorable loan terms compared to private or commercial loans, covering total project costs to get the business up and running, including working capital. While the inclusive nature of the SBA loan is beneficial, the process may take longer, and collateral may be required.





# Forever Friends Pet Funeral Home and Crematory

Forever Friends is truly a unique business in pet death care and would enhance any community where it is established.

In 2002, Bob Walczyk Jr opened Forever Friends Pet Cremation Services in Green Bay, opposite the family-owned Proko-Wall Funeral Home and Crematory, established in 1970 by Bob's father and Gerald Proko, who passed away in 1982. Bob, involved in the funeral home since age eight, continues to own and operate both establishments to this day. In spring 2022, Forever Friends became its own entity, no longer under Proko-Wall's wing. Now, as a franchise system, they offer business ownership opportunities.

Bob sensed a local need for pet funeral services and pursued Forever Friends after extensive market research. He believes the experience should be positive for children encountering death for the first time when their pets pass, finding comfort in the setting and facilitating the grieving process. Exclusive in northeast Wisconsin, Forever Friends serves pet families within a 90-mile radius, boasting a 2000-square-foot expansion with private arrangement offices, family viewing rooms, ADA approved restrooms, a display room, and a public pet wash. They also run an "on-site"

crematory and a spacious walk-in cooler, ensuring pets in their care are treated with respect.

The services extend to families, clinics, pet rescues, humane societies, and shelters. Discreetly labeled removal vans ensure sensitivity during pickups. Bob and his team developed print materials, TV spots, and community events to promote their services. The standard operating procedures, including business forms and specific documentation, have evolved over the 20+ years of operation. On-site training at the home office and franchisee locations is provided for eligible prospective franchisees.

Forever Friends fills a crucial gap in the Green Bay community, offering a place where beloved pets are treated like family members. It provides a serene environment for remembering the significance of these pets in people's lives. With a vision of nationwide impact, Forever Friends aims to bring its caring atmosphere to other communities through franchising.

For those interested in offering pet death care in their communities, Forever Friends Pet Funeral Home and Crematory can be reached on their website: <https://foreverfriendspets.com/> or by phone at: (920) 884-6060.

Note: The information about franchising in this press release is not an offer to sell a franchise or a solicitation to buy one. Specific states and provinces have regulations governing franchise and business opportunity offers and sales. Compliance with applicable presale registration and disclosure requirements is necessary before offering or selling a franchise in Alabama, California, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Nebraska, New Hampshire, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Texas, Utah, Virginia, Washington, Wisconsin, Alberta, Ontario, New Brunswick, and Prince Edward Island.



## FOREVER FRIENDS PET FUNERAL HOME AND CREMATORY

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In the decades that followed, ATC Healthcare Services grew to become a leader in healthcare staffing and healthcare franchising. ATC brings its high-quality staffing system to 60+ territories from coast to coast. Today, David and Stephen continue their mission to connect healthcare professionals throughout the field and turn caring entrepreneurs into healthcare franchise partners.

From the first day to today, through acquisitions and expansions, ATC has been focused entirely on ensuring that healthcare professionals have the highest-quality staffing solutions available. We're proud to share that mission with our franchise partners around the U.S. Today, thousands of U.S. partners look to ATC as the partner of choice to solve staffing problems on demand, from hospitals and residential care programs, to large public health departments, public school systems, medical groups and municipal governments.

ATC's franchisees have the ability to fulfill ANY medical staffing contract - whether it's per diem, permanent placement, or travel - and they have the ability to place administrative personnel, nurses, or allied professionals (non nursing/physician). It truly is a one-stop shop for flexible healthcare staffing needs. The corporate office has also partnered with the major vendor management systems (VMS) and managed service programs (MSP) that the largest hospitals use nationwide. Franchisees are given access to these systems to find local opportunities to place their healthcare associates.

Our long and successful history of working with public facilities and government offices allows franchisees to service substantially larger contracts they would not be able to attain on their own. These types of entities rely on past performance when awarding new contracts. ATC has an impressive proven track record with them and hands their franchisees the contracts.

ATC does all of the invoicing and collections as well as fund the franchisee's payroll for their healthcare workers 100% interest-free. There is no need for the franchisee to obtain a large line of credit to fund their healthcare professional pool's payroll. ATC makes sure the healthcare professional is paid every week and sometimes daily.



## ATC HEALTHCARE SERVICES

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# The Authority in The Senior Care Industry

## Who Is Senior Care Authority?

**T**his 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

## A Home Care Franchise Opportunity for Compassionate Entrepreneurs

We're a proud leader in the field of home care, matching the highest-quality caregivers with the people who need them most.

CareBuilders at Home is a home care franchise that provides personal care, companionship, and wellness services to seniors, people with disabilities, and others in need of assistance at home. Founded in 2011 by brothers David and Stephen Savitsky, CareBuilders at Home is a values-forward company with a mission to ensure client safety, promote independence, and improve quality of life. With over 150 years of home care experience and 30 years of franchise experience, the company provides franchise partners with a full suite of administrative support services, including billing and collections, caregiver payroll funding, human resources support, caregiver benefits management, workers' compensation and general liability insurance, sales, marketing, and public relations

support, and technology to manage daily operations.

As a leading senior care franchise, CareBuilders at Home offers innovative service extensions to differentiate from its competitors and drive profitability for franchise partners. These include a Virtual Caregiver Platform that uses cutting-edge technology to provide clients with an instant connection to friends, family, and their care team; a Brain Health and Fitness Program to promote cognitive development and independence; and Personal Assistant Services for task-specific needs such as personal care, housekeeping, and transportation. With the senior care industry projected to reach \$1.7 trillion by 2028, CareBuilders at Home is an established brand that is well-positioned to meet the growing needs of the aging population.



### CareBuilders at Home

1983 Marcus Ave. North New Hyde Park, NY 11042  
(516) 750-1609 / [Lyount@carebuildersathome.com](mailto:Lyount@carebuildersathome.com)  
[www.carebuildersfranchise.com](http://www.carebuildersfranchise.com)



# BrightStar Care

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

**W**ith 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.

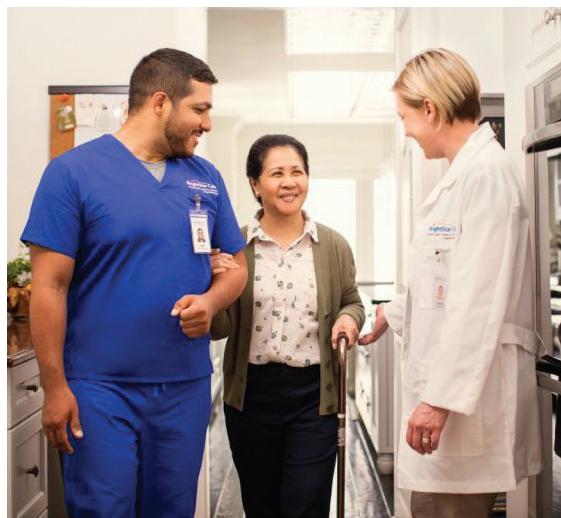
"This is a very rewarding industry to be a part of, as we're making a difference in people's lives each and every day," said Pete First, Senior Vice President of Franchise Development. "BrightStar Care sets itself apart from other home care agencies by offering services in all three segments – personal, 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](http://www.brightstarfranchising.com/home-care)**



**BrightStar Care®**  
HOME CARE | MEDICAL STAFFING  
*A Higher Standard*

### BrightStar Care

Corporate Office  
1125 Tri State Pkwy #700  
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(877) 689-6898  
[franchise@brightstarcare.com](mailto:franchise@brightstarcare.com)  
[www.brightstarcare.com](http://www.brightstarcare.com)

# Your Passion. Your Patients. Your Profits.

Why ApexNetwork Franchise is the best choice in the industry.

**A**pexNetwork 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

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Highland, Illinois 62249  
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jhettenhausen@apexnetworkpt.com



## BY THE NUMBERS



SENIOR CARE  
INDUSTRY  
CURRENTLY SERVES  
**15 MILLION**  
CLIENTS.



APPROXIMATELY **70%**  
OF SENIORS UTILIZE  
HOME CARE SERVICES.

THE SENIOR POPULATION WILL BE  
AROUND **72 MILLION** BY 2030.

AT LEAST  
**80% OF SENIORS**  
OVER 60 YEARS OLD  
CHOOSE TO LIVE  
INDEPENDENTLY.

THE WALL STREET  
JOURNAL SAYS THAT  
THE AVERAGE HOME  
CARE FRANCHISE COSTS  
ONLY **\$115,000**  
TO PURCHASE AND  
PRODUCES **\$118,000**  
IN YEARLY PRETAX  
INCOME.

**5.1%** IN-HOME SENIOR  
CARE FRANCHISES IN  
THE U.S. ANNUALIZED  
BUSINESS GROWTH IN  
2018–2023.

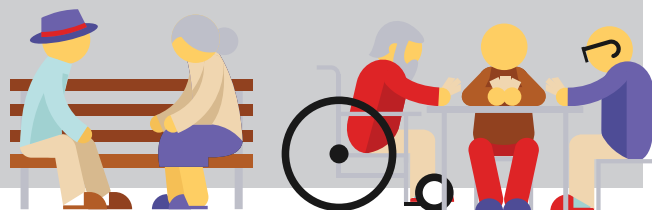
THERE ARE **8,710**  
IN-HOME SENIOR CARE  
FRANCHISES BUSINESSES  
IN THE U.S. IN 2023.



The number of Americans  
ages 65 and older will more  
than double over the next  
40 years, reaching  
**80 million** in 2040.  
Meanwhile, the number of  
adults ages 85 and older,  
the group most often  
needing help with basic  
personal care, will nearly  
quadruple between 2000  
and 2040.

**66%** OF HOSPITALS ARE ALREADY  
EXPERIENCING SHORTAGES IN NURSING STAFF.

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



SENIOR CARE  
SERVICES  
FRANCHISEES EARN  
AN AVERAGE PRE-TAX  
INCOME OF **\$136,000**

SOURCE: FRANCHISE BUSINESS  
REVIEW

HOME CARE SERVICES  
ARE DELIVERED TO  
MORE THAN  
**7.5 MILLION**

PEOPLE EVERY YEAR,  
AND OF THOSE  
RECEIVING CARE,  
MORE THAN 68% ARE  
OVER AGE 65.

**87%** OF AMERICANS  
AGES 65+ WANT  
TO STAY IN THEIR  
PRESENT HOMES AS  
THEY AGE.

SOURCE: CAREGIVER.ORG

HALF OF NON-DRIVERS  
OVER AGE 65 DO  
NOT LEAVE HOME  
MOST DAYS, PARTLY  
BECAUSE OF A LACK  
OF TRANSPORTATION  
OPTIONS.

SOURCE: CAREGIVER.ORG

**5.8 TO 7 MILLION**  
PEOPLE (FAMILY,  
FRIENDS, AND  
NEIGHBORS) PROVIDE  
CARE TO A PERSON  
(65+) WHO NEEDS  
ASSISTANCE WITH  
EVERYDAY ACTIVITIES.

SOURCE: CAREGIVER.ORG



THE GLOBAL IN-HOME SENIOR CARE FRANCHISES MARKET IS PROJECTED  
TO REACH **755.62 BILLION** BY 2032.

**Looking to  
franchise your  
business?**

**Looking to buy  
a franchise?**

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<sup>1</sup> Insurance products are offered by M&T Insurance Agency, Inc., not by M&T Bank; are Not FDIC insured; not a deposit in, obligation of, nor insured by any federal government agency; not guaranteed or underwritten by the bank; not a condition to the provisions or terms of any banking service or activity.

All loans and lines of credit are subject to receipt of a complete M&T application, credit approval and other conditions. Other terms, conditions, fees and restrictions may apply.

Unless otherwise specified, all advertised offers and terms and conditions of accounts and services are subject to change at any time without notice. After an account is opened or service begins, it is subject to its features, conditions, and terms, which are subject to change at any time in accordance with applicable laws and agreements. Please contact an M&T representative for full details.

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