

# A Senior-Focused Care Franchise Opportunity

Find the freedom and satisfaction of owning a company that makes a difference in people's lives.



## 4 Step Discovery Process

### STEP 1: QUALIFY

- Introduction Call
- Personal Review Form
- SpotOn! Profile Assessment

### STEP 2: EXPLORE

- Franchise Disclosure Document (FDD)
- FDD & Territory Overview Call
- Draft Territory

### STEP 3: VALIDATE

- Financial Validation
- Franchisee Validation
- Leadership Touchbase

### STEP 4: DISCOVERY DAY

- Come to Omaha and join the team for an Executive Dinner
- Launch-focused presentations, one-on-one interviews, tour of operating location
- Potential territory awarded at the end of the visit

## Why A Place At Home

- **Senior-Focused Care:** Multiple Service Lines Provide a Continuum of Care to Clients and Multiple Revenue Streams to Franchisees
- **Low Initial Investment:** Starting at \$84K, the Initial Investment Includes Franchise Fees, CARE Track Launch, and 3 Months Operating Expenses
- **CARE Track Launch:** Our Process, Including Virtual and In-Person Training and Weekly Calls, Can Launch a Territory in Under 60 Days
- **Incentive Based Royalties:** Our De-Escalating Structure Reduces Royalties as Franchisees Increase Annualized Revenue Checkpoints
- **Individualized Support:** Weekly Coaching Calls are Focused on Maximizing Sales and Streamlining Operations
- **Supportive Community:** Structured Franchisee Collaboration Creates Engagement and Encouragement to Grow the Brand
- **Discounts:** Qualified U.S. Military Veterans, First Responders, and/or Conversion of Existing Senior Care Business

**The CARE model, hands-on training, and support from franchisor to franchisee are unparalleled.”**

Natalie Watts / Owner of A Place At Home - Little Rock



## Investment

**Franchise Fee:**  
\$49,500

**Total Investment:**  
\$84,185-\$148,517

**Territory Size Ranges:**  
40K Seniors/Single Unit

**Candidate Requirements:**  
\$50K Liquid, \$250K Net Worth



**A Place  
At Home™**

PASSIONATE PROFESSIONALS • COMPASSIONATE CARE