



Last Update November 25, 2009

Contact:

Name: **Ray Moore**
Address: 1790 Nations Drive, Suite 105, Gurnee, IL 60031
Phone: 847-693-2010
Fax: 847.693.2048
Website: www.brightstarhealthcare.com
E-mail Address: BusinessAlliance@brightstarhealthcare.com

Canadian / International Contact:

Name: **Anne Rockingham / Director International Operations**
Phone: 847-693-2003
Mobile: 289-407-2701
Fax: 866-726-4657
E-mail Address: anne.rockingham@brightstarcare.com

Referrals & Lead Process:

ALL territory checks and registrations should be directed to: Vesna@Brightstarhealthcare.com
ALL BAI Referrals / Leads must submit the '[Abbreviated Confidential Questionnaire](#)' in order to have your candidate registered / Effective: July 28, 2009

Additional Information:

[BrightStar Healthcare 'October 13, 2009 – Webinar Slide presentation'](#) (Effective: October 13, 2009 / click on the link to view / download the slides)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes, Area Development

Description of Franchise:

Help people, Make Money
The inspiration for BrightStar Healthcare came from our own family experience. When our late Grandma Pat was suffering from cancer, we were surprised by how difficult it was to find quality professionals to help. BrightStar was created to provide families the highest level of care, dignity, and personnel attention that our Grandma Pat deserved. BrightStar is looking for people that want to help others and make a great living. Our owners hail from a variety of backgrounds. They were tired of the corporate politics, lack of opportunity, and lack of control and decided to do something about it.

The Market

BrightStar serves the rapidly growing \$1.8 trillion healthcare industry. Seniors represent the largest, wealthiest, and fastest growing market segment in the U.S. By 2012, there will be over 40 million people over the age of 65. Today, over 1.4 million Americans are receiving some form of homecare. By the age of 85, nearly 50% need some support with everyday activities. Changes in fertility, women's labor force participation, and increases in the divorce rate have reduced families' ability to personally take care of older family members.

Why BrightStar?

BrightStar offers a proven business model. We have 3 company locations in addition to over 70 franchise locations across the US. See our Item 19.
We offer the most verticals. BrightStar franchisees reach more clients as we offer the full continuum of care within the home (non-medical, personal, and medical homecare) PLUS healthcare staffing to businesses. Healthcare staffing is three times more profitable than homecare. Our national accounts program is rapidly growing. 85% of our owners have business as soon as they open! Our technology is unmatched. Our web-based management system is powerful and easy to use. BrightStar franchisees to focus on sales and not the paperwork!

Background:

Year Established: 2002
Year First Franchised: 2006
Franchised Units: 115
Company Owned Units: 3
Projected New Units (12 months): 42
States/Countries Registered In: All States/Canada Q1 of '09
Availability in Canada: Masters / Area Developer: Yes

Financial/Terms:

Cash Investment: \$100K
Total Investment: \$108K - \$180K
Minimum Net Worth: \$500K (\$400K if working spouse)
Franchise Fee: \$45,000
Discounts: VetFran, Women, Minorities? Discount for VetFran
VetFran Program Participant: Yes
Royalty: 5%
Ad: \$500-\$1000
Average # of Employees: initially 1.5 Full time employees – field staff as needed
Passive Ownership Allowed: Yes, after 2 full years of involvement
Earnings Claims: Yes

International Expansion:

International Opportunities: Yes
Countries, outside of United States, where the concept is currently available or plans to expand: Canada
Single Unit Availability: No
Multiple Unit Availability: No
Area Development or Master Availability: Yes
Cash Investment: TBD
Total Investment: TBD

Support & Training Provided:

Financial Assistance Provided: No
Site Selection Assistance: No
Lease Negotiation Assistance: Yes
Co-operative Advertising: No

Training:

- 4-day New Owner
- 9-day Opening
- 2 day Site Visit, Intranet
- Bi-Weekly Conference Calls
- Quarterly Conference Call
- Annual Conference

[Back to Franchisor Listings](#)