



**Last Update October 15, 2009**

### **Contact:**

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### **Referral / Lead Process:**

[ComForcare Senior Services "Referral Process"](#) (Effective: October 15, 2009 / ALL BAI Affiliates must follow the 'Lead Submission' process in order to receive credit for your lead)

### **Additional Information:**

[ComForcare Senior Services 'February 2, 2009 – Conference Call Presentation for BAI Affiliates -ONLY'](#)  
(Effective: February 2, 2009 / Click on link to view / download)  
[ComForcare Senior Services '2 Minute Drill'](#) (Effective: November 2008)

### **Franchise Sales:**

Single Unit: Yes  
Multiple Units: Yes  
Area/Master Developer: Yes, Quebec Only

### **Description of Franchise:**

ComForcare Senior Services is a non-medical home care provider assisting primarily seniors over the age 65 with assistance in the activities of daily living including both companion care and hands-on personal care services. Two thirds of home care recipients are over the age of 65. The US Census Bureau shows that this is the fastest growing segment of the population today. In the year 2000, over 600 million people were over age 60. By the year 2025, there will be 1.2 billion in that age range and over 2 billion by 2050. ComForcare offers a scalable business model serving the booming aging industry. With a small office location outside the home, large initial protected territory, six profit centers and extensive training & support from the franchisor, franchise owners invest in a turn-key operations system allowing the opportunity to build a big business. Operations software is included in the franchise fee. This time-saving system handles all aspects of the business: scheduling, billing, payroll, employee management, marketing and much

more. Because this package is owned and supported by ComForcare, all software support is free and there is no annual service fees. Training at ComForcare lasts five days and is conducted by professionals with substantial experience in all aspects of home care business operations. Each day of training is dedicated to different aspects of the business including sales and marketing, daily operations and scheduling, operational software, administration and accounting.

Ongoing support and guidance from the experts who built the original franchise begins as soon as owners leave training and get their doors open. The support program includes:

- Online training
- Field visits by corporate staff
- Regional meetings
- System-wide annual meetings
- Mentoring programs
- Monthly tips and tools newsletters
- Toll-free calling and email consultation
- National alliances creating immediate revenue possibilities
- Comprehensive vendor programs drive overhead down

As an owner/operator model, the typical day in the life of a franchisee is constantly changing as the business grows. Because of this, owner qualifications include the need to be multi-task oriented and self motivated. Initially, the franchise owner finds themselves spending the majority of their day marketing to referral sources, striving to build relationships and develop lead flow into their location. During this same time, franchise owners recruit caregivers and build a pool of staff members necessary to fulfill client needs. As more and more business is driven into the franchise, the owners responsibilities shift and they are then pushed to spend more time recruiting, hiring and managing caregivers to fulfill the needs. Eventually, the franchise owner will surround themselves with administrative staff members to assist them in both the marketing and caregiver recruitment so that the owner themselves can focus on the big picture and growing the business. Although the ComForcare model is an owner/operator model initially, franchise owners find that they very quickly need to build a team of administrative employees to supplement their efforts and continue to grow the business. Because of this, we have found that our most successful business owners are those that have a background in general business operations or management. Those with a marketing background tend to show great success as well.

No health care experience is necessary to run this franchise, but those with a health care background are welcome! If your prospect is a team player, optimistic and success focused, well capitalized and has the ability to follow a proven system, they would be a great fit for ComForcare! ComForcare grants exclusive, protected territories based on three demographic criteria: total population, population over the age of 65 (our primary customer group) and income levels. On average, territories are 250,000 – 400,000 in total population with anywhere from 27,000 – 40,000 individuals over age 65. We have many major metropolitan markets still open today! However, currently, it is very difficult to do business in NY, FL and NC due to licensing issues.

Competition is increasing every day, but the aging demographics prove the ability to support all players in the industry. It is the extensive caregiver hiring process and service implementation structure that distinguishes ComForcare from the rest in the market. Don't be fooled, there is not a shortage of caregivers for these services either! With a creative approach to recruitment, ComForcare is able to exceed expectations in hiring quality care staff. ComForcare has recently expanded its franchise offerings into Canada, and expect to grow beyond North America internationally within the next year.

## **Background:**

Year Established: 1996

Year First Franchised: 2001

Franchised Units: 105

Company Owned Units: 1

Projected New Units (12 months): 25

States/Countries Registered In: All US and Canada

Availability in Canada: Masters / Area Developer Masters in Quebec, Single units in British Columbia, Alberta and Ontario

States, from which Broker Referrals are not being accepted: NC, Delaware, NY

### **Financial/Terms:**

#### **ALL SINGLE UNIT FEES**

Cash Investment: \$69,500 - \$89,500

Total Investment: \$69,500 - \$89,500

Minimum Net Worth: \$125K

Franchise Fee: \$35K

Discounts: VetFran 10% off initial franchise fee

VetFran Program Participant: Yes

Royalty: 5%-4%-3% as revenue increases

Ad: Local 2% or min \$500 per month

Average # of Employees: Admin – Owner Operator Model – employees added as biz increases. Caregivers – varies – unlimited as business increases

Passive Ownership Allowed: Possibly

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: Yes

Multiple Unit Availability: Yes

Area Development or Master Availability: Yes, Quebec Only

Cash Investment: contact Brigitte Betser

Total Investment: contact Brigitte Betser

### **Support & Training Provided:**

Financial Assistance Provided: resources available

Site Selection Assistance: not necessary – small office only

Lease Negotiation Assistance: Yes

Co-operative Advertising: None

#### **Training:**

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