



**Last Update November 30, 2009**

**Contact: (ALL Territory Checks / Referral & Leads from BAI Affiliates)**

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**All Business Alliance Referrals MUST register using the [BAI 'Abbreviated 'Pre-Qualification Questionnaire'](#)**  
(Effective: October 2008)

**Contact: (East of the Mississippi)**

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**Contact:**

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## **ADDITIONAL INFORMATION:**

[Comfort Keepers 'March 31, 2009 – Webinar presentation slides'](#) (Effective: March 31, 2009 / click on the link to view / download the slides)

[Comfort Keepers 'March 31, 2009 – Webinar' / recorded presentation](#) (Click on link to listen)

[Comfort Keepers 'Item 19 Disclosure'](#) (Effective: April 2009)

## **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: No

## **Description of Franchise:**

It's not everyday you find business opportunities that are rewarding financially as well as emotionally. That's one of the many special things about Comfort Keepers®, one of the leading providers of in-home care for seniors and other adults requiring additional care. Comfort Keepers provides care services like meal preparation, incidental transportation, and companionship which enables thousands of aging adults the ability to remain in their own homes.

## **Background:**

Year Established: 1998

Year First Franchised: 1999

Franchised Units: 563

Company Owned Units: 0

Projected New Units: 34

States/Countries Registered In: Open to sell in all US states

Availability in Canada: Masters / Area Developer Canada is handled by Master Franchise agreements already in place

## **Financial/Terms:**

Cash Investment: \$32.5K (single unit)

Total Investment: \$49,750 to \$73,780 (single unit)

Minimum Net Worth: \$200K

Franchise Fee: \$32.5K (Included in initial fee is 1st year software license fees for scheduling, telephonic time clock and online caregiver training) (2<sup>nd</sup> franchise \$27,625, 3<sup>rd</sup> franchise \$26K, 4<sup>th</sup> and above \$24,375)

Discounts: FranVet, Women, Minorities: Yes

VetFran Program Participant: Yes, \$1000 discount off the Franchise fee.

Royalty: Descending from 5% to as low as 3% as business grows

Ad: No national advertising fee

Average # of Employees: 2 Full time initial employees & Initial part-time caregivers on call as needed.

Passive Ownership Allowed: No, not allowed

Earnings Claim: Yes, Item 19 ([Comfort Keepers 'Item 19 Disclosure'](#) (Effective: August 2009))

## **Support & Training Provided:**

Financial Assistance Provided: Comfort Keepers is on the SBA Registry. SBA is primarily utilized for Resales.

Site Selection Assistance: No, Business can be operated out of home for 1<sup>st</sup> 6 months if franchisee lives within their territory. Clients do not visit the offices. High profile office space is not needed. Small office located in secondary business location is adequate.

Lease Negotiation Assistance: No

Co-operative Advertising: Numerous markets across the country are organizing cooperative advertising groups.

## **Training:**

Intensive eight-day training course, which will provide in-depth classroom training

New business Coach assigned to each new Franchisee

Field based Franchise Business Consultants (7 regions)

Continuous, on-going corporate operational support including marketing, operations, IT, financial, and HR.

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