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## **CONTACT:**

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## **DESCRIPTION:**

As the “live-in specialists,” Home Care Assistance targets consumers who need 24 hour, 7 days-a-week home care. Our services enable clients to maintain a well-deserved, quality lifestyle, comfortably in their own homes. Home Care Assistance’s strategic business model has several key advantages, making it the premier home care company in the world. Live-in services generate greater revenues per client and hence a dramatic compression in time to profitability. In addition, our services are non-referral dependent; the majority of our referrals come from existing clients, ultimately leading to higher profit margins for our franchises. Finally, Home Care Assistance is one of North America’s most successfully search-engine optimized franchises and consistently one of the top five organically-ranked search engine listings on Google.com.

Home Care Assistance offers several superior services, including a “We Will Be There Guarantee” and 24-hour assistance for all franchises. We provide the highest quality, carefully-screened caregivers in the industry, help in establishing a strong retail location and coordinated advertising and marketing programs customized for each individual franchise. Our franchise owners, as well as every member of our corporate office, have access to an interactive web-based intranet, promoting cohesiveness unparalleled within other home care companies. Currently, Home Care Assistance has 40 locations throughout North America and Canada. Typically, we offer the largest territories available in the home care franchise industry, concentrating on individuals in metropolitan areas. However, in order to meet the growing demand for senior home care, we have recently expanded our locations to include smaller, more rural regions. Visit [www.hcafranchise.com](http://www.hcafranchise.com) today for more information about exciting opportunities in your area

## **BACKGROUND:**

Established: 2002  
First Franchised: 2004  
Franchised Units: 40  
Company Owned Units: 3  
Projected New Units (12 Months): 12  
Registered: Currently accepting referrals from all states except **NY, HI, FL, NC, SC** / See locations page of [www.homecareassistance.com](http://www.homecareassistance.com) for which territories have been awarded)

## **FINANCIAL/TERMS**

Cash Investment: \$25K - \$55K  
Total Investment: \$55K - \$135K

Minimum Net Worth: \$250K

Franchise Fee: \$24,950

Royalty: 1% for first 3 months, 5% thereafter

Ad: .0075 (not yet in effect)

Average Number of Employees: 50 - 100

Passive Ownership: No

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

### **Training:**

One week at company headquarters/ Continuing on-line support via instant message and phone / Follow-up visits /

Regular support for all marketing

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