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## **Contact:**

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**\*\*Send leads and territory checks to David Hines at: [leads@seniorhelpers.com](mailto:leads@seniorhelpers.com)**

## **Additional Information:**

For additional information on Senior Helpers go to [www.r7fdc.com](http://www.r7fdc.com) Scroll your cursor over the consultant/broker login in the upper right hand corner and click on your company, Business Alliance, in the drop down list. When prompted type in Username: **r7bark** / Password: **r7bark**

## **Franchise Sales:**

Single Unit: Yes  
Multiple Units: Yes  
Area/Master Developer: No  
Resales: No

## **Description of Franchise:**

More than a companion care company, Senior Helpers provides full in home personal and companion care to seniors, including help with daily tasks such as light housework, meal preparation, errands, transportation, medicine reminders, meal planning, and Alzheimer's care. Offering a continuum of care (beyond basic companionship) puts Senior Helpers at the forefront of the industry and gives us a strategic advantage in the marketplace.

Business Quantifiers: Currently, nearly 20% of seniors have significant long-term care needs. Studies also indicate that by 2020, the number of senior households is expected to grow by nearly 53%, with more than 80% of seniors expected to still be homeowners. Their in-home needs will grow, as well, with the number of seniors with disabilities expected to continually increase. A US government commission recently concluded that "the need for Home- and Community-Based Services will grow substantially owing to the desire for seniors to age in place."

## **Background:**

Year Established: 2001  
Year First Franchised: 2005  
Franchised Units: 300+  
Company Owned Units: 1  
Projected New Units (12 months): 40  
States/Countries Registered In: All states except DE, ND, SD, RI, HI, LA, MN and AK. (Filed in all other Registration States – please call for availability). Available in Canada (except Quebec, Yukon, Nunavut, and Northwest territories).  
Availability in Canada: Masters / Area Developer: N/A  
States, from which Broker Referrals **are not** accepted: All states except HI, ND, and SD (Not registered)

## **Financial/Terms:**

Cash Investment: \$90k  
Total Investment: \$69,800 - \$96,300  
Minimum Net Worth: \$250k  
Franchise Fee: \$39.5k – single; \$65k – two; \$90k – three; \$110K – four; \$125k - five  
Discounts: VetFran, Women, Minorities: VetFran  
VetFran Program Participant: Yes - \$1,000 off franchise fee

Royalty: 5%

Ad: ½%

Average # of Employees: 1

Passive Ownership Allowed: No

Earnings Claims: Yes

### **International Expansion:**

International Opportunities: Yes – available in Canada

Countries, outside of United States, where the concept is currently available or plans to expand: Available in Canada

Single Unit Availability: Yes

Multiple Unit Availability: Yes

Area Development or Master Availability: N/A

Cash Investment: \$90k

Total Investment: \$69,800 - \$96,300

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

Financial Assistance Provided: Senior Helpers will introduce 3rd Party lenders that have provided financing to our Franchisees.

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

#### **Training:**

Senior Helpers provides all of our franchise partners a comprehensive training program at our corporate office. This is followed up with in market training to ramp up the new office. There is ongoing support for operations and marketing.

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