

## Own A Business With A Mission That Matters

Premier nationwide In-Home Care leader  
providing care for seniors and others who wish  
to remain independent wherever they call home.

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Text Us **513.446.3577** • Call Us **1.800.413.4899**

[homehelpersfranchise.com](http://homehelpersfranchise.com)







# Be B.O.L.D.

**B**ring your passion everyday

**O**wn your results

**L**ove what you do

**D**riven by excellence

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A NOTE FROM EMMA, CEO & PRESIDENT

# Be B.O.L.D. and Own Your Own Home Helpers® Home Care Franchise



I was blessed to join the Home Helpers Home Care family in 2007. I brought with me extensive franchise management and leadership experience from national companies like Blockbuster and Sylvan Learning Center. There I learned how to manage and grow very large and successful franchise systems. But long before that, I came from a family of small-business owners and was one myself. That experience gives me deep respect and admiration for our franchise owners, and I strive every day to help them fulfill their entrepreneurial dreams. It's that unique combination, big franchise experience along with my small-business roots, that keeps me balanced, grounded and allows me to be an effective and B.O.L.D. leader of Home Helpers Home Care.

I am passionate about our service mission and the tens of thousands of clients we serve each year. Because of the dedication of our franchise owners and our support staff, and because we listen to our clients and their loved ones, Home Helpers Home Care has become one of the premier franchises in the senior-care industry—recognized as a National Provider of Choice by Home Care Pulse. As we celebrate our 25th year, we have evolved to better serve our clients and their growing needs. We now operate in over 1,000 communities across North America and have greatly expanded our service offerings and our Caregiving network.

I have personally experienced the stress and emotional toll of serving as a family Caregiver. Both of my parents passed away while I was in my 20's from long term illnesses. These difficult events in my life greatly influenced my decision to join the Home Helpers Home Care family. I wanted to be a part of this innovative company that did so much for its tens of thousands of clients. Home Helpers Home Care was the obvious choice for me... I am living my dream by making a real difference in people's lives, and I am proud to be leading one of the most trusted companies in Home Care.

So if, like me, you want B.O.L.D. change and success, then make a B.O.L.D. choice and join our growing franchise community. I hope you decide to become a Home Helpers Home Care franchisee with us and begin building wealth for your family while helping others in your community. If you bring your passion, we will provide you with a business model that includes more than 25 years of experience — proven to succeed! Be B.O.L.D.!

A handwritten signature in black ink that reads "Emma".

**Emma R. Dickison, CEO & President**  
C.F.E. and C.S.A.





# Why In-Home Care?

For over 25 years Home Helpers® Home Care has seen record-breaking growth every year – and as the nation’s population continues to age, the need for home care services is expected to continue to grow for years to come.

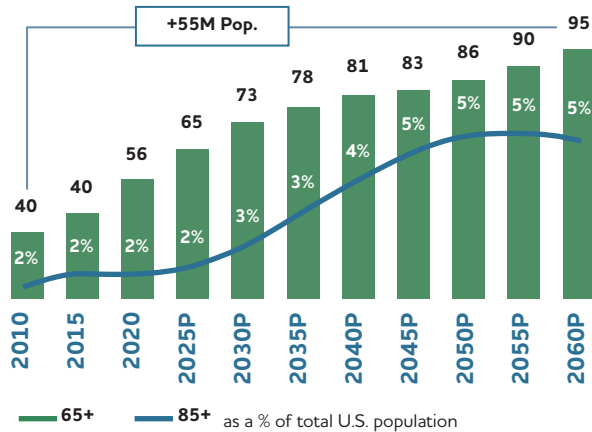


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Having been a Certified Nursing Assistant in long term care as well as at our local hospice agency years ago, it was natural that upon choosing to open a business, I called upon the past career experience that I loved the most. We already owned another business and as I watched my husband go through various struggles opening and operating on his own, I felt that franchising was best for me. I researched and found that Home Helpers was the best fit for my desire to employ others and serve others in my community. Upon speaking with the Franchise Development and Leadership Team at Home Helpers, it became apparent to me that Home Helpers was the absolutely best brand for my local community. Now, as I am in my fifth year of ownership, I’m so thankful to have found Home Helpers and bring this wonderful service to my community.

**LISA FAUSEY,**  
Home Helpers® Home Care  
Martinsburg, WV

## SIGNIFICANT GROWTH IN AGING POPULATION



## HOME CARE IS A COST-EFFECTIVE SOLUTION

**60%**

Fewer Hospitalizations

**60%**

Fewer Emergency Room Visits

**\$25**

Billion in Hospital Costs Saved by Utilization of In-Home Care Services

**35%**

of surveyed seniors who were previously interested in Senior Living facilities are no longer interested due to COVID-19

**94%**

of surveyed adults prefer to remain in their current residence for as long as possible

# Celebrating 25 Years of Strong Year-Over-Year Growth



25 consecutive years of system growth!



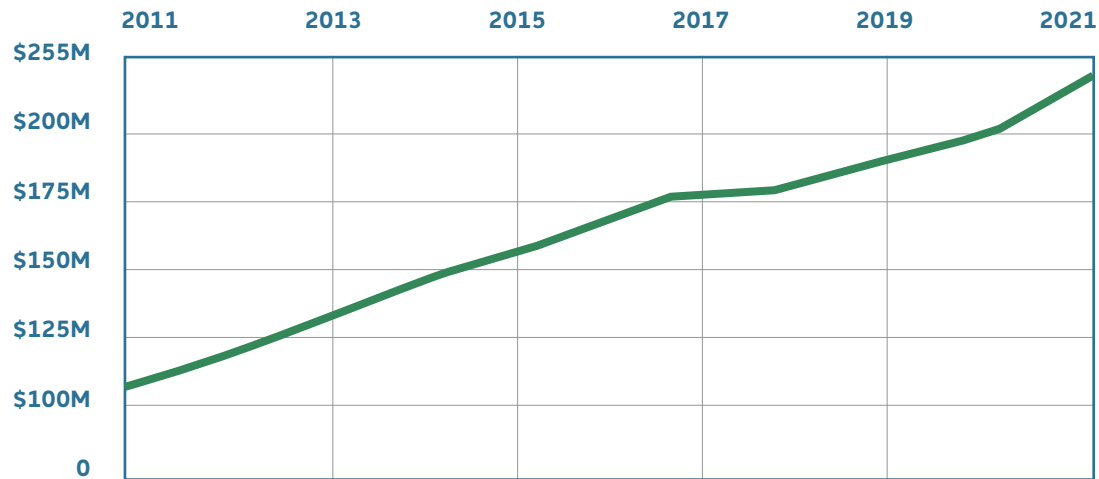
The Average Gross Revenues of our top 50 locations in 2021 was **\$2,986,250\***



Compound annual growth rate of 10.3% over the last 10 years



The Average Gross Revenues of all locations in 2021 was **\$1,294,431\*\***



\*The average reported gross revenue of our top 50 highest-grossing franchised Home Helpers® Home Care locations for the twelve-month period ending on December 31, 2020 was \$2,684,651. 15 of 163 locations (30% of our top 50 highest-grossing locations, 9% of all locations) attained or surpassed that figure. The average reported gross revenue of all franchised Home Helpers® Home Care locations for the same twelve-month period was \$1,177,191. 52 of 163 locations (32% of all locations) attained or surpassed that figure. As of December 31, 2020, there were 310 Home Helpers franchises (each franchise consists of a single franchise territory) in operation, which were owned by 191 franchisees (or locations). Of those, 163 locations had an effective date before January 1, 2019 and reported Gross Revenues between January 1 and December 31, 2020.

\*\*The average reported gross revenue of all franchised Home Helpers® Home Care locations for the twelve-month period ending on December 31, 2019 was \$1,124,349. 50 of 160 locations (31% of all locations) attained or surpassed that figure. As of December 31, 2019, there were 310 Home Helpers franchises (each franchise consists of a single franchise territory) in operation, which were owned by 204 franchisees (or locations). Of those, 160 locations had an effective date before January 1, 2018 and reported Gross Revenues between January 1 and December 31, 2019.

Some locations have earned these amounts. Your individual results may differ. There is no assurance that you'll earn as much. A new franchisee's individual financial results may differ from these figures. Please refer to Item 19 of our April 26, 2021 Franchise Disclosure Document for important assumptions and qualifiers relating to these figures.



# Continuous Innovation and Investment to Ensure Franchisee Success



Home Helpers® Home Care's primary care plan, Cared-4™ provides every client with 24-hour care by bundling four key service solutions: Companion and Personal Care, 24-hour Direct Link® Monitoring, Wellness Calls, and Meals and Nutrition Planning. Cared-4 is Home Helpers Home Care's holistic approach to meet the primary areas of need helping loved ones stay safe and healthy, even when a Caregiver isn't in the home and provides peace of mind 24 hours a day, every day.

## BENEFITS TO HOME HELPERS® HOME CARE FRANCHISEES

- Differentiates Brand Within Home Care Industry
- Grow Revenue with Strong Margins
- Attractive Marketing Proposition to Individual Clients and Referral Partners

### PERSONAL CARE AND COMPANIONSHIP

Customized care from helpful, compassionate Caregivers

### SAFETY AND 24-HOUR MONITORING

Ensuring safety around the clock with 24/7 response

### WELLNESS CALLS

Scheduled check-ins throughout the day and week

### NUTRITION AND WELL-BEING

Balanced meals, physical health and mental engagement

Home Helpers® Home Care has partnered with one of the top employment law firms in the country to provide the resources needed for our franchisees to streamline compliance with employment and labor laws – enabling them to focus on their business and providing Exceptional Care to their clients. All Home Helpers Home Care franchisees receive access to the resources as part of the business model. No fine print. No hidden fees. Simply easy access to reliable legal documents and guidance from labor and employment attorneys who specialize in Home Care.

## EMPLOYMENT TOOLKIT

- Library of resources to support Human Resources functions of business
- Continually updated to meet state regulations
- Includes template forms, FAQs, and other legal documents that, if purchased independently, would cost more than our franchise fee

# Why Home Helpers® Home Care?

## LOW INITIAL INVESTMENT & RECESSION-RESILIENT

- Service-based which means little to no inventory to manage
- Payroll expenses commensurate with services provided
- Through the 2007-2009 recession and the 2020-2021 COVID-19 pandemic, Home Helpers® Home Care offerings continue to be in high demand across the country

## A BUSINESS YOU CAN FEEL GOOD ABOUT

- Truly make a difference in your community
- Provide independence for seniors and others – safely, wherever they call home provide meaningful employment opportunities

## SUPPORT FOR ALL PHASES OF GROWTH

- 24 Months of dedicated on-boarding support
- Continued coaching and on-going development throughout franchise ownership
- Growth groups to address franchisee needs at specific business stages

## NATIONALLY RECOGNIZED BRAND AND REFERRAL SOURCES FOR CLIENT GROWTH

- Relationships with numerous referral sources on behalf of franchisees
- Rigorous sales training to attract local referral sources

## OPERATIONAL BEST PRACTICES

- Extensive, proprietary training resources library
- Ongoing coaching and performance benchmarking to identify growth opportunities
- Client & caregiver satisfaction surveys to grow your business and retain clients





More than 300 nationwide and 1,000+ local accolades awarded over the years, and growing.





# Support Throughout the Franchise Journey

## ON-BOARDING AND ONGOING SUPPORT

- Unique two-year on-boarding program
- Hands-on coaching providing individualized engagement
- On-site field visit

## TARGETED MARKETING SUPPORT

- Abundant digital marketing resources
- Franchise-level local website
- Extensive marketing library continuously updated with new content

## NETWORKING

- Community of 300+ franchises across the country
- Performance groups comprised of franchisees of similar size and goals
- Home helpers® annual national conference

## LICENSING AND COMPLIANCE GUIDANCE

- Guidance through state licensing requirements
- Home care tool kit to streamline adherence with employment and labor laws

## ROUTINE TOUCHPOINTS

- Regular “Community Conversations”
- Weekly marketing touchpoints and new content sharing
- Monthly regional performance town halls
- Regional meetings





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We looked at several different franchises. When we met the team we knew this was the one. The support and opportunity to give back aligned with our values and vision as business owners. Providing a coach that works with us as new business owners throughout the first 2 years was the key to helping us make our final decision. This showed how invested the National Support Center is in our success.

**PHIL & MICHELLE NUNN,**  
Home Helpers® Home Care  
Carmel, IN



# The Home Helpers® Home Care Mission & Vision

## OUR MISSION

Be the most trusted and respected provider of comprehensive Home Care services and support for individuals who choose to remain independent wherever they call home.

## OUR VISION

At Home Helpers® Home Care, we are the extended family when the family can't be there. Our goal is to make life easier by delivering the same exceptional care we would expect for ourselves and our families. We will provide services to support any individual wherever they call home.



“

The National Support Center always impressed me with their commitment to our business as we planned our Grand Opening and through the initial startup. As someone with a sales background but no experience running a business this was one of the main reasons I chose to become a franchise owner with Home Helpers. Little did we know then, that one year later we would experience the worst pandemic in 100 years. The NSC led and guided us through this tumultuous time and with that support allowed us to grow during a difficult time. Being a part of a winning team has proven to be the wisest choice I could have ever made!

**CHARLIE CRAIG**, Home Helpers® Home Care|Huntington, NY



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**HomeHelpersFranchise.com**

Text Us:  
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*Home Helpers*®  
Making Life Easier®

10101 Alliance Road, Suite 300  
Blue Ash, Ohio 45242

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