



## Why Senior Care?

Today some 50 million Americans are being cared for at home by family members, who often need help, but cannot find reliable resources. Many others, particularly seniors, would prefer to stay at home as they become less able to care for themselves, but lack family close by or able to help them on a daily basis (7 million seniors live more than 100 miles from family).

These numbers are expected to increase rapidly over the next twenty years or so as the Baby Boom generation ages. 10,000 people a day are turning 65!

To meet this burgeoning need, a home care industry – medical and non-medical – is rapidly developing.

## Why At Home Eldercare?

Because we bring 18 years of home care agency ownership to the table, in addition to a staff that has over 45 years of home care experience! Another great reason is that we have assisted in the startup of 88 home care agencies across the country, of which 87 are still in business to this day! That is a 98.8% success rate! We make home care agency owners a success! But what really makes us unique? Our:

- Wealth of Knowledge/Experience
- Territory Availability – Wide Open!!!
- Scientifically Selected Name and Color Scheme
- CNA Training Program
- Competitive Analysis

## Financial Investment

To Qualify for an At Home Eldercare Franchise

Franchise Fee: \$45,000

Liquid Assets: \$100,000

Average Investment: \$66,850 - \$110,650

Royalty Fee: 5% of net sales

Advertising Royalty: 1%

15% Discount on Franchise Fee for Veterans