



# WHY OWN A MOBILITY CITY FRANCHISE?



Mobility City is the premier and one-of-a kind mobile repair and cleaning service for wheelchairs, power chairs, mobility scooters, lift-out chairs, home-based hospital beds, and other mobility products.

Our passion for developing the Mobility City franchise program came from the realization that there was no organization dedicated to the repairing, cleaning, and maintenance of mobility equipment which helps seniors, disabled and, injured persons, young and old.

In reality mobility equipment acts as an extension of the senior citizen, disabled or injured person. We also realize that they are unable and do not know how to maintain their equipment which over time progressively gets worse. It's a fact that most users are in their mobility equipment an average of 16 hours a day.

Persons using a wheelchair or scooter always collect dust and dirt on their equipment in their normal travels. Also, it is a medical fact that unclean areas, especially those within stagnant environments are very susceptible to fostering infection. Persons with fragile, thin skin, ulcerations and predisposition to skin breakdown should have their mobility equipment cleaned frequently.

Doctors and healthcare professionals know it is important to maintain mobility equipment in clean and top-notch working condition for the benefit of the patient. We have become the “go to” company for cleaning and repairs for healthcare professionals and facilities.

Our 33 combined years of experience in mobility cleaning, repairs and sales along with our proven model will you to be successful and minimize risk as you look to enter a solid industry that will always be in high demand.

A Mobility City franchise offers you:

- To be your own boss.
- To realize financial independence.
- To achieve great satisfaction with helping others.
- To incorporate Mobi™, state-of-the-art technology to conduct and grow your business.
- To utilize a specially-designed, easy-to-learn franchise training program.
- To integrate a franchise operations and continued product training support program.
- Most of all no prior experience required, just an entrepreneurial spirit!



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QUALITY REPAIRS AND PRODUCTS TO GET YOU GOING AGAIN!



# Mobility City Opportunity



We all know someone---mom, dad, a relative, friend, neighbor or colleague---living with a disability that affects their ability to walk or move independently. The following statistics underscore the Mobility City opportunity.

## Opportunity Trends:

- 2013, there were 44.5 million elderly persons in the US which was approximately 14.1% of the population.
- 2020, there will be approximately 98 million elderly persons in the US which will be approximately 33% of the population.
- \$6.8 billion in sales is the expected upcoming market for mobility devices.
- 16.7 million live outside of institutions use a mobility device.
- There are over 2 million NEW wheelchair/scooters users every year.
- About 4.8 million veterans are in mobility equipment.
- Families don't want their loved ones "stuck" in a chair, couch or bed.

The above statistics do not reflect mobility devices from sports arenas and special event venues, stadiums, theaters, race tracks, NASCAR, amusement centers, shopping centers, big-box retailers, schools, airports, train stations, hi-rise residential complexes, local pharmacies, disabled Olympics, etc.

## Sources:

U.S. Census Department

U.S. Center for Disease Control and Prevention

National Institutes of Health, Journal of Aging Research

Royal Medical Solutions, Inc.



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# The Mobility City Business



By joining Mobility City as a franchise owner and becoming an integral member of our network family you will be providing our signature business model to individuals in your community which, is presently not being provided by any other company in the mobility and health care service field.

Mobility City is a premier and one-of-a-kind mobile repair and cleaning service for wheelchairs, power chairs, scooters, rollating walkers, lift-out chairs, home-based hospital beds and other mobility items. More specifically, scooter users spend more than half of their day in their scooters and rely on professionally trained technicians to resolve the difficult mechanical problems because of the complexity of the equipment. The Mobility City professional technicians play an important role in helping the senior citizen, disabled or injured person maintain their quality of life by being readily available to fix the problems.

The Mobility City home office has contributed to growing, strengthening, and developing our franchise system. This is achieved by providing our franchise owners with a “mission focused” training program featuring the latest operating system, Mobi™ state-of-the-art technology system, comprehensive marketing program (ie: social and digital, etc.), product sourcing relationships, initial and ongoing training and education, and the experience of understanding the healthcare industry all with the ultimate goal of taking care of our customers.



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# Cost and Fees



## **Investment range: \$107,100 - \$174,500**

Our mobile based business model requires you to have a Mobility City branded van. The lower-end estimate assumes that you will finance a van and higher end that you purchase a van in full. Also, the higher end is based on a territory of 1.5 million people.

## **Franchise fee (single): \$47,500**

The base franchise fee is \$47,500, assuming you purchase a standard territory of approximately 500,000 people usually by a county or multiple counties. If you purchase a territory with a larger population, the fee for each additional 100,000 (or fraction thereof) is \$5,000. Your fee includes one free iPad Pro loaded with our required software and training of one additional person at our home office.

**We offer a 10% discount off the initial franchise fee for qualified U.S. Veterans through the VetFran program.**

## **Liquid capital: \$100,000**

## **Financing available: YES!**

Third party financing available to qualified individuals via the U.S. Small Business Administration (SBA) or other small business underwriters. For Veterans the SBA has waived their guarantee fee.

## **Training & Support: YES!**

Initial and ongoing training program and unmatched support from the home office and other strategic partners.

## **Territory:**

Your franchise agreement will specify a protected territory, which will have a population of over 500,000. We will usually specify the boundaries of your territory by county(s) with zip codes. If your territory has more than 500,000 people, you will pay an additional fee for each additional 100,000 people (or a fraction thereof).



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# Mobi™



## Our iPad Pro Business Program

We provide an iPad Pro Tablet with all information to operate your business in the palm of your hand.



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