



Senior Living and Care Solutions

Two-Minute Drill

Contact Information:

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Overview

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| Total Investment Range: \$52,500 and \$82,400 for single unit \$95,650 and \$216,150 for multi-unit | Net Worth: \$150,000 Cash Investment: \$50,000 | Single Unit: Y \$52,500 | Multi-Unit: Y 2 Units: \$95,000 3 Units: \$115,500 5 Units: \$165,500 7 Units: \$215,500 |
| Broker Commission: \$24K (Single) \$8K (each additional) | Year Founded: 2009 | Franchising Since: 2014 | |
| Territory Size: Based on <u>Minimum</u> of 1,500 Assisted Living Beds per unit | Corporate Locations: 1 Franchisee Locations: 72 | Veteran Discount: Yes (No Royalty Fee Year 1) SBA Registry: Yes | |
| Royalty: Greater of 8% or \$300/month 6-12, \$400/month Year 2, \$500/month Year 3 and beyond | Home-Based: Yes Passive Ownership: With proper infrastructure in place | Avg. # Employees: 1-2 Item 19 Claim: Yes | |
| Technology/Marketing: \$675/month | States not in: Nevada States not registered in: N.Dakota, S.Dakota, Hawaii, Alaska | | |

Key Points to Emphasize

- Assisting seniors and their loved ones (adult children or spouse) locate the best options to live while receiving proper care.
- Not managing many employees like in-home care model.
- Two revenue streams:
 1. Placement commissions from assisted living locations.
 2. Exclusive Eldercare Consulting program (i.e. – Skilled nursing facility placement, In Home Care company vetting/matchmaking, Family Coaching, Peace of Mind Program, Medical Advocacy, Long Distance Caregiving, etc).
- “Feel good business” – helping to relieve stress of family members by guiding them throughout the decision-making process.
- Regular referrals from sources in the industry (B2B) and no charge online referrals generated by Senior Care Authority.
- National supplier agreements with Assisted Living companies.

- National agreements with vendors for client referrals.

Description of the Business

Senior Care Authority has a unique franchised organization that has a national network of professionals helping families locate the best long-term living options and proper care for their loved ones. We create credibility, consistency and the confidence from our clients by meeting them personally and guiding them through often difficult decisions in the placement process. Senior Care Authority has become a leading brand by creating, establishing and maintaining an untarnished reputation in each community we operate in, provide dependable, reliable marketing and referrals to generate new customers and leverage technology, systems and processes that have been proven to produce consistent and profitable results.

Customer Profile

Though our primary goal is to assist the lives of senior (averaging 75 years of age), the main customer we work with are the adult children in their 50's, 60's and even into their 70's. Since most seniors, we work with have a higher level of care needs (Dementia, Parkinson's, Stroke), the decisions are usually made by the adult children or a spouse of the senior.

Key Business Features

- **Initial Online Training** – The initial training program is over 50 hours of online information, enabling franchisees to work at their own pace and able to review sessions on an ongoing basis as needed. Our trainers have extensive experience in the senior care industry including nursing, geriatric care, assisted living, in-home care, dementia consultants, elder law, financial planning, hospital administration and more. These professionals are providing instruction on the specific areas they themselves work in each day.
- **Coaching follows Training** – Upon completion of the online training program, one-on-one coaching begins with executives of the company. These sessions supplement the training program and are specific to the franchisees individual markets. The coaching sessions are set up weekly for a period of 3 months.
- **On-site Visitation of Founder** – After completing a portion of the coaching session, Frank Samson, founder of Senior Care Authority, will accompany franchisee to go out on calls together. These calls will be in the franchisee's territory and include visiting and contracting assisted living and memory care locations, assisting franchisee with further developing their Business Plan and Financial Projections.
- **National Supplier Agreements** – The assisted living industry is made up of national, regional and local facilities, with the majority being locally owned and operated locations. To get franchisees off to a faster start, Senior Care Authority has agreements already in place with many of the larger, national and regional suppliers.
- **Customer Relationship Management (CRM) System** – Senior Care Authority has worked together with Salesforce, the pioneer of cloud-based CRM software. All client, referral and supplier accounts are easily managed and all assisted living, nursing and hospitals are pre-loaded with the needed information to get the franchisees business off and running.
- **Marketing Initiatives** – From founder's Frank Samson own personal experience, Senior Care Authority has incorporated various marketing initiatives in the franchise including a full-blown website with the franchisee's own URL, Email Marketing Programs, Social Media Platform, National Podcast and online lead generation.
- **Support System** – Whether assistance is needed in marketing, technology, supplier assistance or individual cases with families, a team of Senior Care Authority experts are there to assist and advise.
- **Communication with Franchisees** – Frank Samson has built a culture of regular communications among franchisees and support staff as well as franchisees with other franchisees.

Background of Frank Samson, founder

Frank M. Samson is the founder of Senior Care Authority and The Aging Boomers Radio and Podcast Show. Before founding his own company, he worked in franchise consulting and the travel industry for over three decades, franchising a company with over 200 franchises prior to selling the company in 1999 and currently operates successfully today.

Frank has had a passion for senior care comes from personally experiencing the challenges that face families today. After several years of researching the health care industry, he began Senior Care Authority to provide elder care consulting and senior placement. Senior Care Authority (SeniorCareAuthority.com) began by servicing and assisting families initially in

Northern California. The company began franchising its program in late 2014 and now assists families around the country through its network of local, professional placement agencies and eldercare advisors.

His expertise in senior care has given Frank the opportunity to write a regular blog and host a radio show podcast called The Boomers Today <https://www.seniorcareauthority.com/podcasts.html> which also appears on iTunes, iHeart Radio, local radio stations, and is available as a free app on iPhone and Android phones. He also authored a book also call [The Aging Boomers: Answers to Critical Questions for You, Your Parents and Loved Ones.](#)

Frank founded the Coalition of Responsible Senior Placement Agencies (CRSPA) and is a member of the Section on Aging Chapters and Senior Roundtable groups in Northern California. He is a Certified Senior Advisor, a member of the Society of Certified Senior Advisors, and an Honorary Faculty Member at Michigan State University.

Ideal Candidate

Our ideal candidate will have a driver personality.

- Self-starter
- Strong networker
- Passion to help the elderly and work with their adult children
- Wanting to be part of the “silver tsunami” at a lower investment than other senior care models (i.e. – in-home non-medical care)

Key Responsibilities of Franchisee

- Visiting with and setting up Agreements with Assisted Living Locations and other Residential Care Homes. Part of this process initially will include a site visit by a member of the Senior Care Authority management team.
- Networking with health care professionals and others in the senior care industry (B2B).
- Work with families (primarily adult children) to determine the best options for their parents or other loved ones to live and receive the proper care and supervision.

Why this industry?

- Longer life spans and aging baby boomers will double the population over 65 during the next 25 years to about 72 million. **Source:** [U.S. Department of Health and Human Services](#)
- From 2010-2030, everyday 10,000 baby boomers will reach age 65 and by 2030 will account for roughly 20% of the population. **Source:** [U.S. Department of Health and Human Services](#)
- More than 1/4 of all Americans and two out of every three older Americans have multiple chronic conditions. **Source:** [U.S. Department of Health and Human Services](#)
- About 70 percent of individuals over age 65 will require at least some type of long-term care services during their lifetime. **Source:** [U.S. Department of Health and Human Services](#)

Why Senior Care Authority?

1. Proven system with extremely satisfied franchisees.
2. Two revenue streams – Placement AND ElderCare Consulting.
3. Senior Care Authority only franchise in placement category offering additional revenue stream with separate training, coaching and mentoring program.
4. Flexible, self-paced Training Program and one-on-one coaching.
5. On site visitations to help franchisee during the star-up phase and ongoing process.
6. Sophisticated but easy to use, cloud-based technology.
7. Proven strategies to help franchisee build their referral base with numerous industry resources.
8. Proven tools and systems to help franchisee grow business online and in their respective territories.
9. National and Regional Agreements with suppliers for franchisees to utilize.