



Franchise Sales Opportunity

Executive Summary



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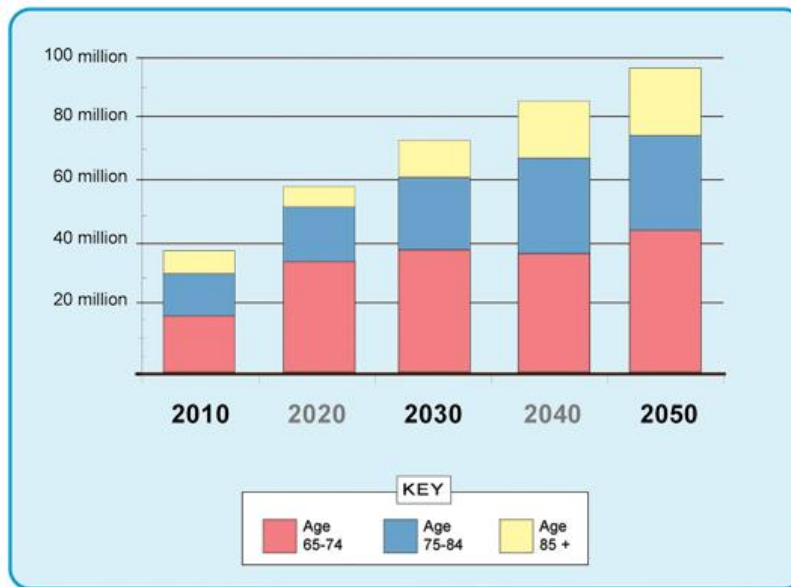
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Own a Recession-Resistant Business in a Booming Market

The prospect for future growth in the number of potential home care clients is truly amazing!

The majority of your ComForcare clients will be the largest and fastest growing segment of the population - seniors. People are living longer and life expectancy continues to grow annually, making care for older adults a true growth business.

The U.S. Census bureau projects that the number of people age 65 and older will grow to 88.5 million by 2050.



According to the U.S. Census Bureau, in 2030, the number of U.S. residents age 65 and older will be more than 72 million, and this population is projected to increase to 88.5 million by 2050.

Older adults often have to depend on others for assistance in the activities of daily living. This fact, along with the growing number of people living with one or more chronic illnesses such as arthritis, diabetes, or Alzheimer's will greatly increase the need for home care providers.



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The need for assistance to our aging population is putting intense strain on the "Sandwich Generation," a label placed on the millions of Americans who juggle their aging parents' and children's competing needs. They will need quality home care service businesses to turn to as their parents' needs for assistance increase.

As a ComForcare Senior Services business owner, you will provide the caregivers necessary to assist these families while owning a business that:

- Enjoys a high-growth potential – The facts are that the number of older Americans is increasing as is the need for in home care services.
- Makes a difference in their community – Providing care for others is a noble profession. Our owners feel good about what they do.

ComForcare is a Premier Provider of Home Care Services

Burdened by today's busy lifestyles or living at a great distance often deprives family members of the time necessary to provide companionship and assistance to their elderly parents and grandparents. Our franchise owners provide compassionate caregivers to the elderly or infirm to satisfy their home care needs.

We serve two clients:

- The first is the person with home care needs.
- The second is their family who is concerned about them and often pays for or subsidizes our services.

We train our caregivers to make both happy.



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Our Services

Every ComForcare employee is meticulously screened with our rigorous 10-Step Hiring Process* and is fully licensed, bonded and insured. Caregivers visit clients in their residences, providing a wide range of non-medical services, including:

Bathing, Grooming & Hygiene

ComForcare caregivers provide respectful assistance with bathing, dressing, hair styling, toileting and other general hygiene needs.

Meal Preparation

Individual preferences, dietary restrictions and the importance of nutrition are always considered.

Medication Reminders & Safety Supervision

Caregivers work with client-specific medication profiles to ensure that all medication is taken promptly and in accordance with the physician's orders. Caregivers also provide general supervision and ambulatory assistance to ensure client safety and well-being.

Transportation/Errands

ComForcare caregivers help clients travel to medical appointments and assist with shopping and other local errands.

Companionship

Freedom from loneliness is crucial to mental health, particularly for seniors. ComForcare caregivers are more than employees – they are friends to their clients and provide conversation, entertainment and emotional support.

Chore Services & Light Housekeeping

ComForcare caregivers can perform basic household chores.

Family Respite

ComForcare makes it possible for family caregivers to take time off worry-free. We take care of everything so our clients' families can attend to their own needs, enjoy periodic breaks or take a much-needed vacation.

** where allowed by law*



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The Advantages of the ComForcare Opportunity

- A “feel good” business – make money while making a difference.
- Recession-resistant business – there is growing demand for home care services.
- Low investment with high income potential.
- Eight additional revenue streams:
 1. Exclusive, on-site services contracts with retirement communities
 2. Staffing solutions
 3. Geriatric assessments
 4. Personal response systems
 5. State funded programs
 6. New mom services
 7. Skilled nursing services
 8. Virtual care – Family Portal Service
- High equity and wealth building potential.
- Large territories - plenty of growth and expansion possibilities.
- Proprietary software manages all aspects of the business - saves time and eliminates paperwork so you can focus on growing your business.
- A “Quick Launch” program designed to open your business and begin generating revenue as soon as possible.
- Manage a professional staff - not the typical unskilled, unmotivated, part-time employees.
- No inventory to purchase - keep your money working for you.



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- Four-phase training program including a comprehensive 10-day training course held at our corporate headquarters. We make sure you know what you need to know to get started.
- On-going support and training provided by our experienced franchise development and support team to ensure you get off to a quick start.
- Low initial franchise fee and a royalty structure that declines as you grow.

What ComForcare Offers Franchisees

Large Territories

ComForcare offers large territories which include, on average, between 25,000 and 32,000 individuals age 65 and older.

Low Royalty Fees

Growth is rewarded at ComForcare by decreasing the royalty percentage as your revenue increases. Royalty fees start at 5% and descend as low as 3%.

High Revenue Potential

Our unique service model means a higher revenue potential. When you review our Franchise Disclosure Document (FDD), you will see that our revenue numbers are substantially higher than many other service businesses.

Extensive Ongoing Support

- Availability of daily e-mail and telephone consultation
- Regular web-based conferences



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- Annual national franchise conference and regional meetings so franchise owners can meet and share ideas and information
- A website for each franchise location, maintained by the ComForcare franchise support team
- Access to a public relations agency that specializes in promoting franchise businesses
- Weekly and monthly communications providing news, operational updates and counsel

Proprietary Operational Software

Our time-saving software manages all aspects of the ComForcare business including: caregiver and client scheduling, billing, payroll and much more.

National Strategic Alliances

ComForcare develops and maintains a long list of national strategic alliances that can create instant networking and referral possibilities for all our franchisees, offering the potential of increased revenue.

Outstanding Marketing Materials

We ease your sales process by providing a variety of print and electronic materials for use in your marketing plan.



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About Us

ComForcare Senior Services began in Bloomfield Hills, Michigan in 1996 as a company dedicated to establishing a new standard in the quality of non-medical home care.

After perfecting the winning formula, ComForcare began franchising and has taken off. We are one of the fastest growing franchises in the country with more than 135 franchise owners who operate 150 territories throughout the United States and in Canada and the U.K.

ComForcare has been ranked in the Entrepreneur Franchise 500 for the past six years, and in 2012, we received the FranSurvey World Class Franchise Designation by the Franchise Research Institute for the fourth year in a row.

About You

- Do you want to make a difference in the lives of others?
- Are you looking to join a winning team?
- Do you have compassion for the elderly and others in need of care and support?
- Do you aim to live by the motto “make money while making a difference?”
- If you answered “yes” to all the above, you are ready for business success!

We invite you to explore the ComForcare business opportunity outlined in this site. Once you have, we hope you accomplish four things:

1. You learn what we do and what it takes to win as a franchisee.
2. You grasp who we are and how we help our franchisees succeed.
3. You determine whether or not ComForcare fits your idea of a good opportunity.
4. You tell us about you and set up a telephone conversation.

No health care experience? No problem! We will train you if you are willing to learn. Some of our most successful owners have these common backgrounds:

Sales & Marketing
Operations

Management
Other entrepreneurial ventures



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Meet the Team

Phil LeBlanc, Vice President of Franchise Development

Phil joined ComForcare in November of 2011 and leads the development team in expanding ComForcare's franchise system both domestically and internationally. Phil has more than 20 years of experience in franchise development having enjoyed success with companies such as Carlson-Wagonlit Travel, Cruise One, and the Allegra Network. Phil provides a keen understanding of the franchise development process and what it takes to help prospective business owners get started in a new venture.

Lynn Hendrickson, Finance Director

Lynn Hendrickson has been with ComForcare since 1998. As Controller, she oversees financial reporting, payroll, billing, accounting, and the implementation of new operational software. Franchisees need a healthy and profitable franchisor to support healthy and profitable franchisees.

Rebecca Bouchard, Director of Programs and Services

Rebecca Bouchard joined ComForcare in 2000. Rebecca's expertise includes recruitment, employee relations, employment law and corporate compliance programs. Rebecca will help you on the staffing side of your business and help you operate according to your state's guidelines.

Stephanie Tercha, Director of Business Development

Stephanie Tercha has been with ComForcare since 2004. She is responsible for maintaining vendor alliances, franchise support and training. Stephanie will work side-by-side with you during your critical start up years.

Branden Worback, Senior Franchise Consultant

Branden Worback has been employed with ComForcare since 2007. With his sales experience with skilled and private duty home care as well as with a visiting physicians group, Branden can teach you how to build a successful referral source network and generate client leads.



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Meet the Team

Stephen D. Greenwald, General Counsel & Director of Compliance

Stephen D. Greenwald joined ComForcare in 2008. He is responsible for ensuring that new and existing offices comply with all state and federal licensing and compliance requirements. In addition, Stephen will start you on the road to success by assisting you with your “Door Opening” responsibilities.

Adam Stork, Accounting Support Supervisor

Adam Stork has been with ComForcare since 2006. Adam will be your key contact in the areas of payroll and client billing, including training you in how to use our proprietary software to easily manage your business’ finances.

Jodi Resseguie, National Alliance Specialist

Jodi Resseguie joined ComForcare in 2011. She develops and maintains relationships with national referral source companies, which provide client leads to our franchise locations. She also works with vendors to secure discounted pricing for services and products you may need.

Tiffany Robinson, Training and Support Specialist

Tiffany Robinson joined ComForcare in 2005. She will help you and your staff with recruitment, training, intake management and HealthManager support.



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Are You Ready to be a ComForcare Home Care Business Owner?

To become a ComForcare business owner, you need to be prepared to make two investments. The first is financial. The second is attitude and skill.

1 Financial

The initial investment to open a ComForcare franchise is \$105,000 – 155,000. This includes the \$39,500 initial franchise fee and start up costs related to marketing, insurance, real estate and other business expenses.

2 Attitude & Skill

If You Have...

An entrepreneurial spirit

Good customer service skills

A desire to help others

Good management skills

The desire to be your own boss

If You Are...

Self-motivated

Optimistic and success focused

A team player

Multi-task oriented

Willing to follow a proven system

If you fit the description above, we should talk.



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Frequently Asked Questions

How much is the total start up cost needed to open a franchise?

Total start up cost to open a ComForcare Senior Services business will range between \$105,000 and \$155,000. This includes the \$39,500 initial franchise fee and some working capital.

Does ComForcare help with financing?

Yes, we have a number of different sources we can refer you to when the time comes.

What is the term of the franchise agreement?

The initial term is for ten years, renewable for additional successive ten-year periods.

What is the charge for ongoing royalty fees?

The royalty fee is on a descending scale, ranging from 5% to 3%, depending on your level of gross sales.

Are there meetings with fellow business owners?

We require all franchise business owners to attend our national conference and regional meetings. These venues provide opportunities to learn from one another.

If I decide to move forward, how long will it take to open?

It depends, but our “Quick Launch” Program is designed to get you open as soon as possible.

We know you may have more questions about the ComForcare franchise system.

Please call us at 800.886.4044. We would be happy to answer your questions and provide you with more information about the ComForcare franchise opportunity.



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ComForcare's "Quick Launch" Program

Extensive Pre-Training Program
Comprehensive New Franchise Training
Post-Launch Fast Track Marketing Blueprint
On-Site Support Visit Instantly After Training

Our four-phase training program begins as soon as you sign and includes extensive pre-training tasks as well as our comprehensive 10-day training course held at our corporate headquarters.

Your Steps to Launch Include:

- Receive an extensive Pre-training Task List
 - Office Location & Set-Up Assistance
 - Licensing Assistance (if necessary)
 - Pre-Training Marketing Efforts
 - Pre-Training Recruitment Efforts
 - Vendor Registration
- Complete a 10-day new franchise training program which covers all aspects of the ComForcare business.
- Order and receive a package of marketing materials and business forms.
- Build a market-specific 30-day marketing blueprint.
- Potential to participate in the ComForcare National Alliance Program that can lead to immediate revenue opportunities.



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The Steps to Become a ComForcare Franchise Owner

Step 1: Review Our Available Territories and Request More Information

If you think the ComForcare Franchise opportunity is right for you, call us at 800.886.4044.

Step 2: Submit a Qualification Form

Submit a form detailing your background, qualifications and interests. This information will help us determine how closely you match the profile of a successful ComForcare franchisee.

Step 3: Discuss the ComForcare Opportunity with Our Team

We will discuss the ComForcare franchisor/franchisee relationship and details on becoming a ComForcare franchise owner.

Step 4: Talk to ComForcare Franchisees

We will provide you with contact information so you can get in touch with our franchisees to ask them questions that will help you determine if the ComForcare opportunity is right for you.

Step 5: Attend a Discovery Day Visit to Our Corporate Office

If it makes sense for all, we invite you to visit our corporate office near Detroit, Michigan for a Discovery Day. This is our chance to meet face-to-face, ask each other questions and determine whether or not there is a fit.

Step 6: It's Decision Time – Yes or No?

Do we both believe it makes sense to enter into business together? If so, we begin our relationship.

Step 7: Begin Training

Upon signing, immediately begin our four-phase training program including our 10-day training course held at our corporate headquarters.

Step 8: You are Open For Business

The rewarding life and career you are designing for you and your family has begun!