



Home Care Franchise Report

Become a Franchise Owner in Home Care & Senior Care

- **What Is Franchising & is it right for you?**
- **What is Home Care?**
- **How do I find the Best Home Care Franchise?**

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What is Franchising?

First, thanks for taking the time to learn a little bit about in-home care and franchising. I know your time is valuable.

In layman's terms, franchises offer independent business owners the ability to start their own business using a system developed by the company in exchange for franchise fees paid up front and royalty fees paid over time.

A franchise agreement will include rights to use of all proprietary marks, logos, systems, services and products. Ideally, they have proven over time that their system works in different locations by different types of people. This is not always the case though just because they are legally a franchise does not mean they are a good one. We'll get more into that later.

Why pay franchise fees and royalties when you could just do it yourself? This is a great question that I get often. The reality is most of us (myself included) have the motivation and ability to be successful business owners, but we lack the knowledge, product or service, and fearlessness to start it from scratch. That entrepreneur is truly a unique individual. They have a new idea or better mousetrap and they struggle to get it to market. 1 out of 10, maybe 1 out of 100, really have success. Most go out of business within a year. That particular truth is why most of us are afraid to, or maybe just aren't willing to, sacrifice our savings and our time without stronger odds of success.

Franchises help close that "fear" gap and certainly increase the odds of success. They provide us the product or service, so we don't need to invent one. The best franchises provide the systems to market and deliver the product or service. They help you find good locations and teach you how to hire the right help. The result is franchises mitigate many of the risks associated with starting a business.

How much is all that worth? Well, it better be worth significantly more than they are charging you in royalties and fees! Seriously the evaluation of the systems, training and on-going support versus what you are required to pay them must be a key part of your research. That is a major reason why you want to work with a professional franchise advisor to find the right franchise for you.

Is Franchising Right for You?

Now that you have a basic idea of what franchising is, how do you know if it is right for you?

Almost everyone I speak to starts the initial conversation with some version of “I always wanted to own my own business.” That is the fleeting thought that sticks with them through their first job and every job thereafter. It’s part of the American Dream, right? We all think about it. Who wouldn’t want to have total freedom to come and go as they please and be known as the owner or boss?

It is no surprise that most people want to get into franchising for freedom and control. For some it’s money but most are tired of reporting to someone else and being tethered to a job. The draw is the freedom, flexibility and control of their time. It certainly was for me.

The next question that usually comes up is “How do you know if you are going to be a successful franchise owner?” Ok...can you handle the truth? The truth is you don’t know and unfortunately, I cannot tell you. Many people will stop right here after reading that but if you are curious about how to improve your odds, keep reading.

Yes. There is risk involved. You will have to commit time, and more importantly to most people, commit money. What if you lose everything? That is a possibility and one that stops many people

from even considering a business. Let's talk about how to minimize that risk.

I believe that anyone who is motivated can be a successful franchise owner if they are placed into the right franchise for him or her. Problems arise when they join a poorly run franchise or even just a franchise that is not congruent with their individual needs and skills. The franchise discovery process should be just as much about you as it is about the franchise. You must find more than a great franchise. Finding the right franchise FOR YOU is your goal.

What is Home Care and/or Senior Care?

The home care industry (initially known more as "senior care") evolved simply because people want to age in place. They want to stay in their home, period. Many have gotten older and over time struggle to take care of themselves. Spouses, siblings or children responsible for their well-being don't have the time or ability to care for them properly. This is why the industry initially was known as senior care.

Over time, many home care brands have recognized that many customers who were needing services were disabled but younger. Or they had short term needs post maternity or surgery. They felt the term "senior" was limiting and broader labels "Home Care or Home Health Care" have evolved. For your purposes though, whichever of these labels a franchise uses, they essentially provide the same services.

Well then, "What are the differences in Home Care companies?" you ask. Great question.

First there are two major distinctions in services. A few companies provide skilled medical services and send nurses out to customers. However, the majority provide "non-medical"

services also referred to as compassion care. The skilled medical companies often require additional licensing, definitely are more complex and have a bigger cost structure. For that reason, we'll focus this report on the less complex, less costly, bigger opportunity with non-medical in-home care.

What is the opportunity? According to several studies the industry is almost 300 Billion Dollars. In May 2020, [Grandview Research](#) published an industry study that shows the global market to be \$281.8 Billion in 2019 and projects it would surpass \$300 Billion by end of 2020.

A [Business Insider industry research report](#) shows the United States total market for Home Health Care to be \$103 Billion in 2018 and expected to be \$173 Billion by 2026.

Ok so there is a huge market. What exactly do these companies do? Think of people who need help or supervision and the stages they may go through.

- Companion care is the most basic. It starts with friendship. The caregivers build a relationship with the clients and visits become an anticipated event. Other things the caregivers may do include meal prep, running errands, picking up medications, cleaning and even feeding the dog. But it's the socialization and companionship that is the essence of companion care.
- Enhanced care is a deeper level that becomes relevant when the loved one can no longer care for themselves. When clients need a little more help accomplish the daily tasks of life, the care level increases to cover wellness checks, bathing assistance, dressing assistance, changing bed sheets, medication reminders, personal hygiene assistance and observation reports.
- Advanced or specialty care require customized care plans when advanced health conditions require specialized care.

What's next? Before we talk about the differences in home health care franchises and how you identify the right one for you, let's review franchising itself.

How do I Find the Best Home Care Franchise?

There are a LOT of franchises in home care. I work directly with over 25 franchise companies providing in-home care. There are likely over 50 total companies in the space. How do you determine the best ones or specifically the best one for you?

The truth is despite all the glossy marketing pieces from each of them about they are different or how they are better, the success is largely due to the franchisee. You can find the best brand for YOU though by identifying the franchises that offer support and strengths where you need them.

- If you are not strong in sales for example, do they offer a great sales training program for your team?
- If you hate paperwork and HR, do they offer support there? Do they have the best technology platforms?
- How about company culture? Are they owned by a big corporation and operated that way or do they have more of a personal/family feeling toward their franchise owners?
- Most importantly do they have available territory in your city?

How do you discover all this and more about franchises in home care?

Sorry to be cliché' but you can do it the hard way or the easy way. You can go online and find tons of information about franchises and franchising. The key is not to just look for the most well-known franchises. You want to look for is the best franchise FOR YOU. That increases your odds of success significantly, but it also increases the complexity of your search.

The good news is there is a huge amount of information on the Internet for you to discover and sift through. The bad news is that massive amount of information is overwhelming and confusing. If you haven't guessed, even though it sounds easy, this is the hard way.

So right about now I am guessing you are asking, "Ok John, what is the easy way?"

I am glad you asked!

The answer is you find a trusted mentor experienced in home health care and who is an expert in franchising to guide you through the clutter and help you focus on the most relevant brands best suited to take advantage of your lifestyle needs and your skill sets.

You will be attracted to claims of great returns and financial rewards. But as the saying goes, the devil is in the details. The available information online is often inaccurate or outright misleading. The truth is there are a lot of very good franchise companies in home health care and senior care. You need a guide to help you find the right fit for you.

I am here to be that guide (And by the way my services are free to you. More on that later). These are just a few examples of how a great franchise may not be great for YOU...and that you will not see all the relevant information on the franchise website or in their marketing material. You will spend hours identifying them and researching them to find out later it is a bad fit.

How do you cut through the clutter? Let me help! Yes, I am applying for the job to be your mentor. I am thorough, patient, low pressure and most of all, fun. The process of determining if a future as a business owner is for you should not be stressful or painful.

If you really want to discover whether or not you are cut out to be a business owner, and if you really want to see if franchising in home health care is the right vehicle for you, please schedule a call with me. There is no cost or obligation. The worst thing that will happen is you'll learn a bit about franchising, and probably something about yourself. Call or Text message me directly at 918 962 0506

If you'd like to get started on your own, [take this short self-assessment](#) that creates a profile out of your values, skills and experience. You'll get a profile sent directly to your email and we can use it to get you franchise brand "matches". Thanks again for requesting (and reading) my report on the home care opportunity in franchising.