

Why the home care industry?

The Aging of America

America's "silver tsunami" - 10,000 Americans per day will turn 65 over the next 20 years according to the U.S. Census Bureau.

- There are 70 million baby boomers.
- By 2030, 20% of the population will be over 65.
- Non-medical services have less liability in a highly profitable niche.
- The aging/mobile population will need homecare.
- Recession resistant due to demand.
- At home is preferred and cost less.
- Americans 65 and older are expected to more than double from 43 million in 2012 to 92 million in 2060.
- Over 85% of seniors would prefer care in their home according to AARP research and statistics analysis surveys.

70% of people turning 65 can expect to use some form of long-term care during their lives.

80% of those who receive long-term care assistance live at home or in a community setting.

Sources: U.S. Census Bureau, USA Today, July 2013.

Assisting Hands® Home Care history

Assisting Hands® Home Care grew out of a desire to provide seniors and others needing non-medical assistance at home, with the option that most people prefer – to remain independent, safe, and comfortable in their own homes. Assisting Hands® is a home care franchise company that emphasizes exceptional customer service and highly personalized in-home care to meet the needs of our clients.

One of the founders, Dr. Gail Silverstein, had the personal experience of trying to find assistance for her father at home that led her to realize there was a serious gap in services.



“The fastest growing segment of health care* in America today – Private Pay Non-Medical Home Care.”

*Stephen Tweed,
“Home Care Business Builder Workshop”

Could an Assisting Hands® Home Care Franchise be right for you?

Owning your own Assisting Hands® Home Care franchise can be a personally and financially rewarding opportunity, but it's not for everyone. That's why we have developed a multiple-step mutual evaluation process to help us determine the degree of match between you and an Assisting Hands® Home Care franchise. This process allows mutual exploration by both parties, to enable everyone to make a better informed decision.

Here are the steps to finding out if an Assisting Hands® Home Care franchise is right for you:

- Step 1:** Complete and return the Personal Profile form
- Step 2:** Receive our Franchise Disclosure Document (FDD)
- Step 3:** Speak to our Franchise Owners
- Step 4:** Attend Discovery Day
- Step 5:** Sign the Franchise Agreement

If you believe owning an Assisting Hands® Home Care franchise may be right for you, take the first step by contacting us today!



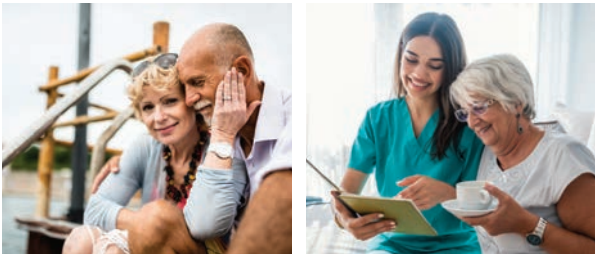
Assisting Hands® Home Care National Office
5700 E. Franklin Rd. #105 • Nampa, ID 83687
866.924.2442
AssistingHands.com/Franchise

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Welcome to your Assisting Hands® Franchise Opportunity



Quality Home Care You Can Trust®

Assisting Hands® Home Care **stands out** from the competition!



We offer:

- Non-medical
- Medical-skilled nursing
- Temporary staffing
- Care management
- Area Representatives that develop territories
- Scalable model & multiple revenue streams
- Proven business in a box
- Multi-unit availability
- Family-friendly culture

**Low Capital
Investment
with
BIG Business
Return**

Our competitive advantages

- “Value Added Services” that include: medical alert alarms, medical equipment, staffing services, and more.
- Advanced technology with Electronic Visit Verification (EVV) which provides peace of mind to the client and compliance from caregivers.
- Our virtual “Business-in-a-Box” includes a complete software package that smoothly handles all key business functions, saving hours of paperwork.
- Strong national management team with extensive industry experience.
- Comprehensive training and support, including a four-phase Training Program.
- Full-service marketing department that provides custom-designed advertising materials, PR and Social Media programs, ongoing one-on-one consultation/support, and assistance with event planning.
- Caregivers are comprehensively screened, insured, and bonded to provide families with peace of mind.
- Scalable business model with single unit, multiple unit, and Area Representative opportunities available.
- Excellent territory availability in most US markets.
- Affordable investment and low overhead.

Home care is a recession-resistant, high-growth industry

from our Franchise Owners



**Kim Kling,
Cincinnati, OH**

“It has been a life-long dream of ours to own our own business. After researching many Home Care franchises we decided to go with Assisting Hands®. It was the

best decision we have ever made! They provided an excellent new owner training along with easy access to all of the materials we needed to get started. The national support staff are available anytime to provide their expert advice when we need it. The other franchisees are very helpful and willing to share their experience with other owners to help each Assisting Hands® be the best home care company in their city. We could not do what we are doing in Cincinnati without the support of Assisting Hands®!”



**Robert Thomas,
Fort Myers, FL**

“I spoke to a few other home care companies before I made my decision to open an Assisting Hands® franchise in 2007. They are always available to consult

with and answer my questions very specifically from their own experience. We’re a growing company now, but the cooperation and sharing from the key people in the company, both management and other franchise owners, is incredible.”



Assisting Hands® Services Include:

PERSONAL CARE

- Personal Hygiene Assistance
- Grooming / Oral Care
- Meal Plan / Preparation
- Bathing and Grooming
- Medication Reminders
- Transferring Assistance
- Exercise / Walking Assist
- Toileting / Incontinence Care
- Home Safety / Fall Prevention

SUNRISE/SUNSET SERVICES

- (Assist with Morning Wake-Up)*
- Assist with Bathing and Grooming
 - Assist with Dressing
 - Prepare Breakfast / Snacks
 - Make the Bed
- (Assist with Evening Tuck-In)*
- Assist with Night Clothes
 - Grooming / Oral Care
 - Medication Reminder

PERSONAL ASSISTANCE SERVICES

- Grocery Shopping / Couponing
- Run Errands
- Coordinate Schedules
- Photo Albums / Scrapbooking
- Assist with Travel Arrangements
- Water Houseplants / Pet Care

HOUSEKEEPING SERVICES

- Empty Trash / Sanitize Container
- Change Linens / Make Beds
- Mopping / Vacuuming Floors
- Dusting / Polishing Furniture
- Clean Refrigerator Interior
- Washing and Drying Dishes
- Straightening Up Each Room
- Laundry / Folding and Ironing
- Dust Window Ledges

RESPITE SERVICES

- (2 Hours to 24 Hour Care Available)*
- A Needed Break for Family Caregiver

TOTAL CARE MANAGEMENT

- Transportation Services After Hospital Discharge
- Transportation To / From Medical Appointments
- Scheduling Of Medical Appointments

OTHER SERVICES

- Help+Alert™ Medical Alert Alarms & Equipment
- ENSUREConnect™ Virtual Visits With Your Caregiver