

OUR CLIENTS ALWAYS COME FIRST

A BETTER SOLUTION IN HOME CARE



ABOUT ABS

A Better Solution In Home Care has been in the business of home care since 2000. Our franchise leadership team has over 135 years of combined experience in healthcare and senior services. Founder Lia Smith is a working owner who knows firsthand the challenges inherent in operating a home care agency and she has created solutions to help ensure your success. Lia began her career as a caregiver and later became a staffing coordinator prior to launching her own business. Out of her deep commitment to seniors, Lia established A Better Solution In Home Care in San Diego, CA, and has grown it into a multi-million dollar operation.



It's no secret that the home care industry is growing rapidly. Approximately 49 million people are over the age of 65, approximately 20% of the US population. Adults age 65+ represent the fastest-growing segment of the US population.

ABS'S MISSION, VISION & CORE VALUES

What Defines Us In Home Care

Our Mission

To provide the highest quality of professional caregiving services to individuals and families in need of assistance in the environment of their choice.

Our Vision

To be the premier provider of professional caregiving services within the areas we serve. To set the standard for professional home care services and be the recognized leader in best practices, innovation, advocacy and service delivery.

Our Core Values

Integrity

We do what we say we are going to do, when we say we are going to do it. We hold ourselves personally accountable for delivering the best possible services to clients, families, and community professionals.

Honesty

Our word is our promise. We are true to our purpose and goals.

Respect

We treat others as we expect to be treated. We take ownership for how we interact with our clients, fellow staff and the general public.

Service

Serving others is our business. We take pride in our work and treat each and every client as if they were our only client.

Commitment

We are committed to our work, our clients and to our organization.

Communication

We follow through. We 'close the loop'. We are committed to clear, direct, and prompt communication. Our core values are reflected in our words.

Compassion

We genuinely care about our clients. We show compassion in regard to clients' needs, wishes, desires, values and circumstances.

Dedication

We believe in what we do for our clients and the community. We believe in the value our services bring to those we serve.



It is through focusing on our mission statement that we can build trusted quality care. Through our hands-on training and continuous support, ABS prepares you to live up to our mission and core values in order to provide excellent service.

FRANCHISE SERVICES MISSION STATEMENT

Providing home care through ABS

Our Franchise Services Mission Statement is our driving force to ensure that we are creating businesses that are recognized as community partners and leaders in the areas in which they locally operate. Remember, home care is community care and as such requires an active community presence in order to effectively market your referral sources.

This is why ABS focuses on creating relationships and developing wraparound care management that creates a win-win situation. Each location must locally gain the respect of the community in which they operate by serving clients with respect and dignity. Becoming a preferred partner doesn't happen overnight but it's one journey worth the effort.

Empowering Franchise Owners to build a profitable Home Care Business that creates a legacy that positively affects the clients they serve and the community they are located in.

FRANCHISE VISION STATEMENT

Your success is the key to our success

Franchise owners have a choice and we are so happy you have made us that choice. ABS is dedicated to your success and you can feel confident knowing we will do everything we can within our power to ensure your success.

ABS's has been open since 2000, but our team's knowledge goes back further than that. What we teach you and your team is based on experience and years of trial and error. It's not theory but it's knowledge based on years of experience. You can feel confident knowing that we are training you based on having done what we preach and by continuing to actively be involved as an operating home care company within our corporate office in San Diego.

Our vision is to take away the uncertainty of starting a new business by providing all of our partners the support necessary to individually make every franchise owner a story of success. Building a legacy takes time but with our cutting edge of best practices and support, our owners remain industry leaders and are well on their way to becoming successful home care business owners.

Establishing A Better Solution as the Home Care Franchise of choice by providing unparalleled support, innovation and best practices that allow owners to service their community with confidence and pride.

FRANCHISE RESOURCES

Common Franchise Terms



- **Business Format Franchise**- This type of franchise includes not only a product, service, and trademark, but also the complete method to conduct the business itself, such as the marketing plan and operations manuals
- **FDD**- the Franchise Disclosure Document, FDD, is the format for the disclosure document which provides information about the franchisor and franchise system to the franchisee
- **Franchise**- a license that describes the relationship between the franchisor and franchisee including use of trademarks, fees, support, and control
- **Franchise Agreement** - the legal, written contract between the franchisor and franchisee which tells each party what each is supposed to do
- **Franchisee**- the person or company that gets the right from the franchisor to do business under the franchisor's trademark or trade name
- **Franchising**- a method of business expansion characterized by a trademark license, payment of fees, and significant assistance and/or control
- **Franchisor**- the person or company that grants the franchisee the right to do business under their trademark or trade name
- **Royalty**- the regular payment made by the franchisee to the franchisor, usually based on a percentage of the franchisee's gross sales
- **Trademark**- the marks, brand name, and logo that identify a franchisor which is licensed to the franchisee

WHAT IS HOME CARE

Home care refers to services performed in a client's home or residential care environment that:

- Offer assistance with activities of daily living and personal care
- Allow people to receive personalized care aligned with their present needs
- Enhance independence and quality of life

SERVICES THE ABS BRAND OFFERS

With the A Better Solution In Home Care brand, you are able to offer your community a true continuum of care and diversity of services including:

- Home Care
- Care Management
- Placement Services
- Facility Supplemental Staffing
- Services
- Skilled Nursing Services (Home Health Services - if you obtain a Home Health license in your state after franchisor experience requirements are met)

THE ABS DIFFERENCE

- Proven methods of operation
- Comprehensive training program
- Expert guidance as you set up your business
- Hands-on assistance with insurance acquisition and state licensure
- Multiple revenue streams
- A fulfilling business that helps others in need

ADVANTAGES OF AN ABS FRANCHISE

- Minimum 450,000 population territories available in prime areas
- Competitive franchise fee
- Competitive royalty fee
- A comprehensive, hands-on training program
- Multiple revenue streams: home care, placement, facility staffing
- Skilled Nursing Option

INVESTMENT DETAILS

Franchise Fee	\$48,000
Royalty Fee	5% Gross
Marketing Fee	1% Gross

Total Estimated Initial Investment	\$91,300 to \$167,350
---	------------------------------

FRANCHISE RESOURCES

Advantages and Disadvantages of a Franchise



Advantages

- Owning a franchise allows you to go into business for yourself, but not by yourself.
- A franchise provides franchisees with a certain level of independence where they can operate their business.
- A franchise provides an established product or service which may already enjoy widespread brand-name recognition. This gives the franchisee the benefits of a pre-sold customer base which would ordinarily take years to establish.
- A franchise increases your chances of business success because you are associating with proven products and methods.
- Franchises may offer consumers the attraction of a certain level of quality and consistency because it is mandated by the franchise agreement.
- Franchises offer important pre-opening support:
 - Site selection
 - Design and construction
 - Financing
 - Training
 - Grand-opening program
- Franchises offer ongoing support:
 - Training
 - National and regional advertising
 - Operating procedures and operational assistance
 - Ongoing supervision and management support
 - Increased spending power and access to bulk purchasing

FRANCHISE RESOURCES

Advantages and Disadvantages of a Franchise *Continued*

Disadvantages

- The franchisee is not completely independent. Franchisees are required to operate their businesses according to the procedures and restrictions set forth by the franchisor in the franchise agreement. These restrictions usually include the products or services which can be offered, pricing, and geographic territory. For some people, this is the most serious disadvantage to becoming a franchisee.
- In addition to the initial franchise fee, franchisees must pay ongoing royalties and advertising fees.
- Franchisees must be careful to balance restrictions and support provided by the franchisor with their own ability to manage their business.
- A damaged, system-wide image can result if other franchisees are performing poorly or the franchisor runs into an unforeseen problem.
- The term (duration) of a franchise agreement is usually limited and the franchisee may have little or no say about the terms of a termination



THE OPPORTUNITY OF A LIFETIME

About Home Care

How Home Care Benefits Seniors And The Disabled

Home care franchises thrive because they offer needed help to both seniors and the disabled, as well as the loved ones tasked to care for them. It's estimated that 50% of adults ages 45 and older spend up to 20 hours a week caring for an infirm loved one. Home care workers give these family members a needed break from their responsibilities in addition to many other benefits.

Home Care Workers Can Be There When Family Members Can't

Home care services can be a convenient way to fill in during times when family members aren't available. This alleviates some of the stress, knowing their loved ones will be taken care of at all times.

Home Care Can Help Ease Pressure On Home Health Care Services

Existing home health care services are stretched thin. Home care provides a raft of non-medical care services as a complement to standard health services. This allows home health care professionals to focus on their strengths and relieves some of the pressure on the system.

Home Care Can Help With Loneliness And Depression

Homebound seniors often report feelings of isolation or loneliness which can lead to symptoms of depression. Having home care services makes certain the senior is cared for, but also gives them someone to interact with. This indirect benefit can make a world of difference for those people that lack human contact.

Work In An Industry Where You Can Make a Difference

Running a home care franchise can be an immensely rewarding experience. You and your employees can forge deep ties with your clients and their families. You'll get the opportunity to help people retain their dignity and stay in their homes. Each day you can see the difference your service makes in people's lives. The positive feedback is immediate and constant. You're improving people's lives and allowing them to live as they desire. For those that care for the welfare of others, home care can be a fulfilling and lucrative business.



THE OPPORTUNITY OF A LIFETIME

About Home Care *Continued*

Are You Ready to Start a home care business? Being your own boss is wonderfully exciting but isn't for everyone. Anyone starting a business needs first to consider if they are suited for it, personally and professionally. Our team is here to help you find out if home care can be the right choice for you.

About Home Care

Today, the fastest-growing demographic in the United States is the 65+ population. In fact, those 65 years and older are growing faster than every other demographic combined. As the baby boomers age, the number of people in need of occasional to frequent in-home help grows. In fact, it's estimated that the number of individuals needing paid care services – seniors, the disabled, and other groups – will double from 13 million in 2000 to 27 million by 2050. This assures a constant and growing need for quality home care services, making a home care franchise an excellent business opportunity.

Studies have shown that, given the choice, seniors prefer to stay in their homes rather than move to a nursing home or other group facility. But you don't need a study to explain why someone would prefer to live in their homes as long as possible. In many cases, seniors have spent a large portion of their time in their homes. They have deep memories attached to where they live and it can be a heart-wrenching process to have to move. Home care franchise owners have the opportunity to assist in a person's choice to remain in their homes and maintain their independence, freedom, and dignity. They often just need a bit of help in order to make the choice to stay in their homes a reality. Home care allows them the flexibility to scale up the service as necessary to maintain their active and independent lifestyle.

Find Out More About Us At
homecarefranchisepartners.com

or
absihc.com

Give Us A Call
(877) 585-9011

