

Turn Care Into Success



This is Your Franchise Opportunity



*Senior Homecare by Angels™
allows seniors to live where they
are the most comfortable...
in their own homes.*



Statistical Growth and Marketplace Demand

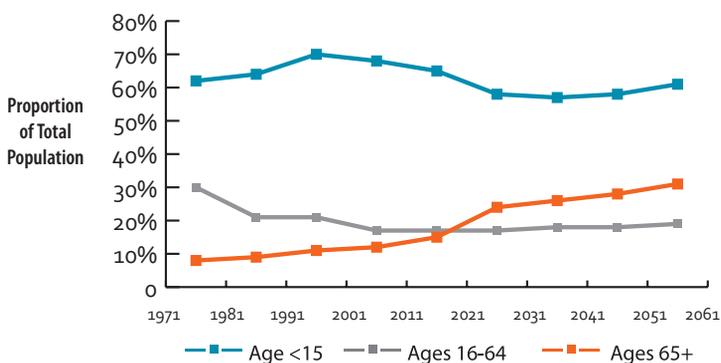
For the first time ever, there are now more people in Canada age 65 and over than there are under age 15, according to Statistics Canada.

The cohort of people 65 and up is growing faster than any other age group. The population growth rate for the over-64 set is increasing by 3.5 percent per year—four times faster than the population at large.

Seniors now account for a growing proportion of the Canadian population.

- Between 1986 and 2010, the number and proportion of Canadian seniors increased from 2.7 million to 4.8 million.
- Between 2011 and 2031, all members of the baby boom generation—Canada's largest birth cohort (born between 1946 and 1965)—will turn 65.†

Distribution of Population by Age Group, 1971–2061



SENIOR HOMECARE BY ANGELS OFFERS ASSISTANCE WITH:

- Activities of Daily Living
- Meal Preparation & Planning
- Medication Reminders
- Shopping
- Bathing
- Dressing
- Grooming
- Toileting
- Light Housekeeping
- Errands
- Travel Companion Services
- Rewarding Companionship



www.SeniorHomecareByAngels.com

[Contact us for more information](#)

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111 Waterloo Street, Suite 312,
London ON N6B 2M4





Why Choose Senior Homecare by Angels?

Experience matters when selecting a franchise investment.

Our directors have provided homecare services to senior citizens dating back to the 1980's. Their experience in non-medical (private duty) homecare spans up to 40 years each.

The value of a franchise is only as good as the expertise it offers. Senior Homecare by Angels has a proven program utilizing collective expertise and experience gained over two decades while building the Senior Homecare by Angels brand. Our affiliated home care Franchisor companies have established over 600 franchised locations in America, Mexico and the UK as well as our "Senior Homecare by Angels" brand in Canada.

Innovative Protected Territory System

The sources of referrals in the medical and non-medical communities in your territory are protected from solicitations by other Senior Homecare by Angels offices.

Your territory is protected.

"Senior Homecare by Angels company colours speak 'trust.' The logo was a strong draw.

I wasn't charged a lot in royalty fees and the sales representatives, Dave and Mary Lou, were really great to work with."

*-Gerry G., Owner,
Calgary, AB.*

*Gerry G., Owner,
Senior Homecare by Angels of Calgary, AB.*



Your Pathway to Success

Commitment and caring are the keys to prosperity.

Our business is driven by the desire to assist and help those who cannot fully manage their own daily needs. Our most successful owners have succeeded due to a sincere commitment to care.

We have always held the philosophy that we are in business to provide the best service possible to family homecare clients while simultaneously acknowledging our team of caregivers with utmost respect.

Relationship Building

Building relationships with clients, caregivers and sources of referrals is the key to everything we do.

Attending Senior Homecare by Angels training will teach you how to obtain clients and caregivers—and how to keep them significantly longer than other homecare agencies.

Your Team

Senior Homecare by Angels will teach you the process of recruiting, interviewing and hiring the best available candidates to provide the home care services of your agency.

We can also help you develop the communication skills that are necessary to build a strong team and retain talent.

Registered Nurses (RN), Licensed Practical Nurses (LPN) and Personal Support Workers (PSW) often prefer providing personal, one-on-one care with a senior and their family.

This growing pool of applicants has stemmed from the significant amount of people that previously worked in healthcare settings such as hospitals and nursing homes.



Christian B., Owner,
Senior Homecare by Angels of London, ON

"A Senior Homecare by Angels franchise is part of a growing market. Additionally, it's a low investment coupled with a declining royalty fee structure."

*-Christian B., Owner,
London, ON*

Meet the Innovators

Dave Ritterling ensures the best candidates are awarded a franchise. He holds two masters degrees, including one focused on human relationships. Dave is passionate about senior issues. He has owned a franchise serving seniors for nearly 2 decades. He also directly provides ongoing guidance to our franchisees in Canada. Dave is a retired Air Force officer whose professional background includes large firm corporate management.



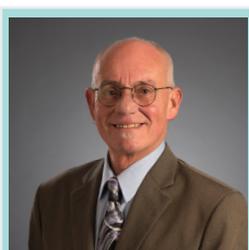
Dave Ritterling,
Chief Executive Officer

Larry Meigs co-founded Senior Homecare by Angels to fulfill his vision to create a homecare company that made a difference - putting caring first. Serving as President since the company's inception, Larry has combined his extensive experience in franchise development with strategic leadership, ensuring exceptional support for our franchisees that continues to produce phenomenal growth.



Lawrence Meigs,
President

Rich Bitner is responsible for building the brand by implementing strategic marketing initiatives. His three decades of background in media include marketing, advertising and public relations. Rich joined Senior Homecare by Angels in 2002. He enjoys developing successful marketing strategies for homecare clients, prospective franchisees and the national media. Rich also provides national, regional and one-on-one training consultations to franchisees.



Richard Bitner,
Senior Vice President of
Marketing

Karon Austin joined Senior Homecare by Angels in 2008. In her role as Senior Vice President of Operations, Karon leads the Operations team in providing support for our owners. Karon began her career in homecare in 1980 and has held a variety of executive roles. She has been a national consultant on hospice, home health care and private duty homecare.



Karon Austin,
Senior Vice President of
Operations

Cathy Berg joined Senior Homecare by Angels in 2009. She brought with her over 20 years of executive leadership and management experience in private duty home care and health care including serving as Regional Director of Operations, CEO and President. Cathy is a key member of our Operations team providing support to franchisees.



Cathy Berg,
Associate Senior Vice
President

Jerry Capaccio joined Senior Homecare by Angels in 2013. Before joining our team, Jerry had over 20 years of management and sales experience working for a fortune 100 company with ever increasing success managing single unit, to multi-unit, to regional business to business sales. Jerry is responsible for ensuring the highest caliber applicants are awarded new franchise territories in Canada.



Jerry Capaccio,
Associate Senior Vice
President Franchise
Development

Christian Bullas has been providing home care in London, Ontario since 2003. Prior to opening his Senior Homecare by Angels franchise, Christian had a managerial career in retail for 10 years. Christian joined the corporate team in 2010, bringing his expertise in operating a successful home care business to support our Canadian development and operations efforts.



Christian Bullas,
Director of Canadian
Operations

Bonnie Reid joined Senior Homecare by Angels in 2012, and serves as the Director of Program Development. Bonnie is primarily responsible to analyze, develop, and launch new programs catered to the specific nuances of homecare and the communities served. Bonnie previously worked at a large home health care and hospice system, serving as the Director of Professional Services.



Bonnie Reid,
Director of Program
Development

Operational Training

Our initial training is second to none! We provide a full week of training conducted by our experienced Directors with proven success in the homecare industry.

Your week of comprehensive training will teach you to open and operate your franchised business (see our training schedule in the Franchise Offering Circular).

All of our franchisees have password protected access to our proprietary intranet website. This website is a resource center providing our franchisees with advertising, marketing, business forms and much more to meet their operational needs.

Each month we host live online webinars to our franchisees that provide the latest insight into the homecare industry.

These webinars cover important topics such as: streamlining your operations, rolling out effective new marketing campaigns, expanding your business, reaching out to new referral sources and how to cultivate special cooperative relationships with health care professionals, companies, care recipients and their families. The webinar format also allows for interactive questions and answers.

Our Directors are homecare marketing experts who provide Senior Homecare by Angels franchise owners comprehensive marketing and advertising strategies that are tailor made for their business.



OUR DETAILED SUPPORT PROGRAM

- Weekly e-mail information sent to all franchisees
- Guest seminars and annual conferences
- Regional meetings - all franchisees invited
- Monthly webinar training programs
- Comprehensive training in all phases of the homecare business
- Use of our trademarked logo and advertising templates
- Operational business form templates
- Daily consultation availability from all our Directors
- Website development assistance from our corporate headquarters
- Ongoing development of advertising and marketing materials
- Intranet tool offering all proprietary advertising and marketing materials, service forms and templates necessary for your business





2018 Annual Conference, Las Vegas, NV

Conferences, Seminars, and Business Builders

Our annual conference is a wonderful way for you to meet other franchisees in person and to receive information from our guest speakers on marketing, client services, new industry trends and other topics in homecare. Annual conferences are conducted in attractive destinations such as Orlando, FL; San Diego, CA; Boston, MA; Denver, CO; and Las Vegas, NV.

Regional meetings are held throughout the year in numerous locations.

We also conduct “Business Builder” large group meetings in regional locations throughout the year. Our “Business Builders” are an excellent way to share ideas with other franchisees and receive ongoing guidance from our Directors in Canada and the United States.

Ongoing Guidance

Our Directors comprise a fantastic team with great depth of experience. We send new information to our franchisees by e-mail every week.

We also provide ongoing guidance with expert guest seminars at our annual conferences and weekly webinars on a wide range of topics.

When you have questions about the business they are answered by a director with decades of experience in private duty homecare. We also conduct individual consultations with franchisees.

Business Operations Documents Available to Franchisees

- Caregivers / Client Contract Templates
- Employment Applications & Questionnaires
- Employment Forms
- Homecare Service Control Forms
- Excel and QuickBooks Sample Invoices
- Sample Letters
- Envelopes, Business Cards and Stationary
- Policies and procedures
- Numerous detailed best practices

*Dave Ritterling, CEO of Senior Homecare
by Angels and Debbie W., Owner,*



Marketing and Advertising Resources

We will teach you a consistent system of establishing powerful contacts in your market with the people who can refer clients to you on an ongoing basis.

In addition, we provide hundreds of proprietary marketing templates for download and use to promote your business.

Registered Senior Homecare by Angels Trademark

You'll market your business with our nationally recognized and trademarked Senior Homecare by Angels name.

Our website, seniorhomecarebyangels.com has helped us generate national visibility for our franchisees and it generates great interest in the homecare services of our franchised agencies.

24/7 Online Access

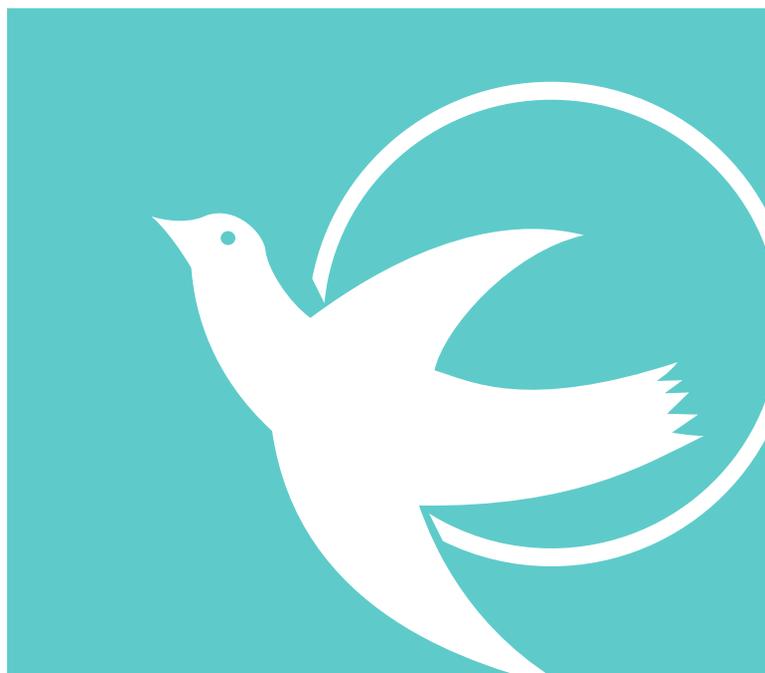
The proprietary online resource portal provides ongoing resources that assists our franchise network in building their businesses.

With over 500 proprietary marketing assets available, you will be hard pressed to find another franchise company that can match this level of support and continuing guidance.



Lead Generating and Recruitment Materials Available to Franchisees

- Display Advertisements
- Forms, Contracts, Questionnaires
- Direct Mail Postcards
- Sample Classified Advertisements – For both clients and “help wanted”
- Homecare Services Brochure
- Informational Brochures
- Posters
- Greeting Cards
- Banner Stands
- Trade Show Materials
- Logos and Senior Homecare by Angels Design Elements
- Rights-Owned Photo Library



Low Royalty Fees

We want to provide the best services to you without becoming a financial burden. We offer the lowest royalty fees in our business.

The percentage basis of our royalties is reduced based upon the gross revenues volume of your business.

Program Development

Our Life Care Navigation customized programs were researched and developed to ensure the seniors we care for receive the most dignified and compassionate care possible.

Life Care Navigation programs:

- Practical care tips for end of life
- Social care program
- Fall prevention
- Hospital discharge planning guide
- Holistic care
- Dementia care

Our Mission Statement

Senior Homecare By Angels strive to educate, support and provide the compassionate, professional resources needed to deliver the best care possible to families across Canada so their loved ones can remain independent in their own homes.

Our franchises provide non-medical home care; yet, central to our mission is restoring hope through the assistance of healing the emotional, spiritual and physical well-being of the individual. We accomplish this through relationship building and effective communication with clients, families and health care providers.



"I chose SHCBA because my vision of providing care for people who had encountered complications from long-term illnesses was the same goals and mission from the franchise of SHCBA."

*-David M.,
Owner,
Toronto, ON*

*David M., Owner,
Senior Homecare by Angels
Toronto, ON*



2024 Investment Schedule

Investment Ranges From \$96,435 to \$101,975



Item	Amount	Payment	To Whom Paid	Payment Due
Initial Franchise Fee	\$43,950 for 100K Population \$49,950 for 200K Population	Lump Sum	Franchisor	At Signing of Agreement
Printing / Supplies	\$1,000	As Incurred	Suppliers	30 Days Prior to Opening
Insurance, Licenses, Deposits	\$4,000	As Incurred	Insurance Companies, Government	2 Weeks Prior to Opening
Travel, Lodging Expenses During Training	\$750 to \$1,500 Per Person	As Incurred	Purveyors	As Incurred
Computer/Software	\$0 to \$3,000/\$1,450 to \$3,000	As Incurred	Purveyors	As Incurred
Minimum Royalty	\$1,650	1 st Three Months	Franchisor	Monthly
Advertising Fee (first 3 months)	\$1,485	1 st Three Months	Franchisor	Monthly
Additional Funds*	\$15,000 to \$30,500	As Incurred	Employees, Suppliers, Local Media	As Incurred

All money is in Canadian currency

Note: All amounts, except the Initial Franchise Fee, represent best estimates of beginning expenditures. The estimates vary depending upon location of the business, payroll costs and other factors unique to each location. These are our best estimates at the time of preparation of this document. We encourage you to independently investigate the expenses not paid directly to us. You should also have adequate funds available to pay for living expenses, in addition to adequate operating capital. The amounts may vary according to your personal needs, mode and source of living.

You should review these figures carefully with a business advisor before making any decision to purchase the franchise.

*This estimates the first three months of expenses towards operating the Franchised Business. Expenses include payroll costs and working capital. The above examples do not include any funds that would be necessary for your personal living expenses during the start-up phase of the business. These figures are estimates and we cannot guarantee that you will not have additional expenses. Your costs will depend on factors such as: how closely you follow our methods and procedures, your management skills, experience and business acumen, local economic conditions, the local market for our product or service, the prevailing wage rate, competition, and the level of sales reached during the start-up phase of the business. The amounts are based on spending approximately \$1,000.00 per month on advertising for the first 3 months in business and having sufficient funds for payroll on up to 10 full-time cases (40 hours per week at \$9.00 to \$12.00 per hour) for 2 weeks prior to receiving payment from clients. There are no figures available toward determining how many of our franchisees have required similar amounts of additional funds.

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Your To Do List:

- Complete Confidential Questionnaire and Return**
- Register for Senior Homecare by Angels Free Franchise Seminar**

www.SeniorHomecareByAngels.com

Contact us for more information

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†Information provided by Statistics Canada, <http://www.statcan.gc.ca/>