



## Contact Information- Who Gets Lead Referrals

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**Referral Fee: \$30,000 single, \$15,000 each multi**

## Business Basics

<b>Industry</b>	Senior Care Services	<b>Year started franchising</b>	2007
<b>Year business started</b>	1996	<b>Franchise/AD units open</b>	200+ Franchise Units 12 Area Representatives
<b>Number of Company units open</b>	0	<b>Investment Range</b>	\$64,750 - \$114,400
<b>Franchise fee \$</b>	\$44,900 Single, \$30,000 each additional Master/International	<b>Required liquid capital \$</b>	\$100,000
<b>Required net worth \$</b>	\$200,000	<b>Royalty</b>	6%
<b>Industry size \$</b>	Over 100 Billion Industry	<b>Available in Canada/ Internationally</b>	Australia, UK, Germany, Canada
<b>SBA Registry?</b>	Yes	<b>VetFran/Minority Fran</b>	Yes /Yes
<b>Offer Group Health Insurance?</b>	No	<b>State Registrations</b>	Not available in HI, NY & NC
<b>In House Financing?</b>	No, Third Party Available	<b>States to avoid/moratorium</b>	NC, NY, DC

**Are there any States Always Best Care is NOT Offering Franchises in?**

Not available in HI, NY and NC

**Are there any States Always Best Care has Sold Out?**

No! Single- unit/multi-unit territories available in every market!

**Is there a semi-absentee owner model?**

No.

## **Business Features**

### **Description**

Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through a nationwide network of over 200 franchised territories with an additional 12 Area Representatives and 3 National Directors. Started in 1996, Always Best Care began awarding franchises in 2007 and is now one of the leading senior care franchise systems in the United States.

What's unique about this model is all three revenue streams come from the same referral source: 1) Non-medical in-home care, 2) Skilled medical care, and 3) Assisted living referrals. These clients are usually referred by other health care professionals such as physicians, hospitals, skilled nursing facilities, insurance companies, and other businesses that market to seniors.

### **Features of Always Best Care**

#### **Assisted living facility placement service.**

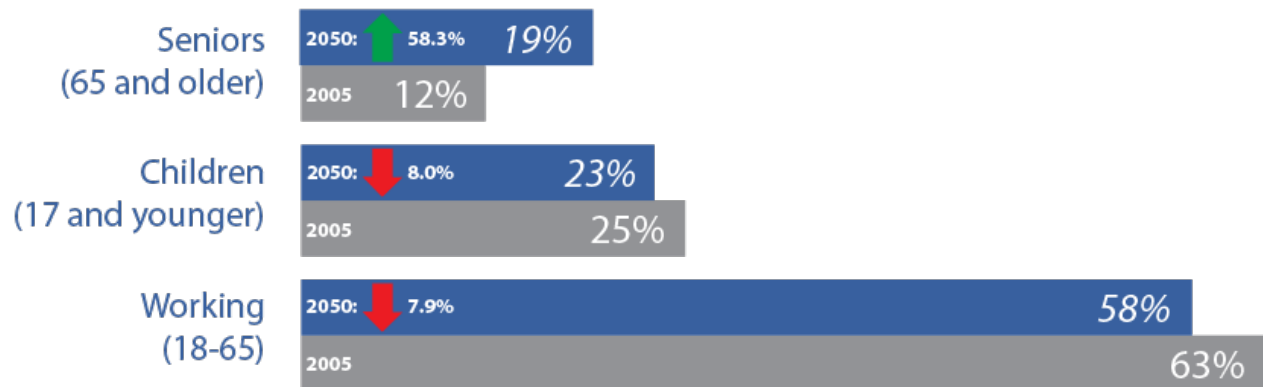
- Always Best Care combines Non-medical in-home care and assisted living placement services – and ultimately skilled home care. This creates a competitive advantage in market share growth, profitability and long-term unit value!
- Franchisees achieve immediate immersion in their territory as they develop their inventory of the many types of assisted living communities.
- Franchisees quickly become a local expert and gain greater credibility with your key referral sources because they already know the market.
- Franchisees develop this unique, immediate revenue source to jump start your business and benefit from diversified revenue streams as you grow.

#### **Skilled Care/Home Health services are integral to the future of senior care franchising.**

- Developing the skilled care/home health revenue stream is a key element in the asset build, competitive advantage and exit plan. Equally important is that all major 3<sup>rd</sup> part sources of revenue (Government, Insurance companies...) are all rapidly migrating to standards for non-skilled care services that will require the same oversight, evidence-based software for standardized service quality and case management that is required for skilled services. Always Best Care has an in-house skilled care services license expert to provide the franchisees with the leadership to make the transition to skilled care and time associated with acquiring licenses for care.
- The reality of building a successful skilled care home care business is that it takes time! As our franchisees build their reputation with non-medical in-home care and assisted living placement services, the skilled business will naturally follow. Why spend the significant additional overhead expense of clinical oversight, added licenses, insurances, sales, marketing, training and recruitment before the additional investment is justifiable?

## Recession Resistant

### U.S. Population, Actual and Projected 2005 and 2050



Note: All races modified and not Hispanic; American Indian/Alaska Native not shown. See "Methodology." Source: Pew Research Center, 2008

## Issues and Ambushes

Prospects may perceive the addition of skilled care services as a complexity: Developing the skilled revenue stream is a key element in the asset build, competitive advantage and exit plan. Equally important is that all major 3<sup>rd</sup> party sources of revenue (Government, Insurance companies...) are all rapidly migrating to standards for non-skilled services that will require the same oversight, evidence-based software for standardized service quality and case management that is required for skilled care services. By including skilled care a franchise has the best opportunity to maximize ROI per territory, and client retention in the industry!

## Hooks and Hangars

### **Additional revenue stream from Assisted Living Placement Services.**

The advantage to drive immediate and long-term revenue while building local credibility and visibility with all referral sources. This enhanced service for families creates additional revenue from the same referral sources. Fees are paid to our franchisees directly from the assisted living communities. The service is free to the customer.

**IMPORTANT NOTE:** Many families who are home care referrals decide to move into an assisted living community after they go through their assessment with our franchisee. A franchise built around only assisted living sales activities only captures a limited share of market. A critical long-term advantage for Always Best Care!

### **Protected territories create unlimited opportunities.**

Always Best Care protects the *SOURCE* of the customer in each territory. Territory exclusivity is designed to protect the franchisees' marketing efforts and all channels of referrals and revenue inside their defined territory. This unique approach to the business enables our franchisees to service customers inside and outside of their defined territory. This simple differentiator with Always Best Care is a HUGE advantage to growing a substantial business.

### **Expand the franchise to provide skilled home care but do it wisely.**

Providing skilled nursing services to customers and developing the skilled revenue stream is a key competitive advantage to capture greater share of market. When a customer needs skilled care, ABC is one of the few models that captures this business opportunity. Our approach is all about long-term advantages for the franchisee.

Always Best Care provides a full-time skilled nursing services license expert to provide the franchisees with the leadership to make the transition to skilled care services.

## **LOCAL leadership provides ongoing training and support - A BIG ALWAYS BEST CARE advantage for franchisees!**

Always Best Care provides a powerful combination of both corporate and local support:

Corporate Support starts with 6-weeks of training including; sales performance metrics, marketing, national accounts, turn-key operating technology, national research associations, and system wide benchmarking.

Local Support is provided by *Local Area Representatives* who provide ongoing strategic planning, mentoring, communications and team building with a vested interest in the franchisees success. This adds tremendous value to the franchise opportunity and our sales process!

## **Sales Process**

Intro Emails/Calls	FD sales person engages prospect with email introductions and/or direct phone calls.
1 <sup>st</sup> Call Appointment Set	Prospect has responded positively to introduction attempts. Is interested in moving forward with discovery process, including review of ABC PPT's and other materials.
Discovery Process	This step is the most extensive, and is focused on listening to candidate goals, on educating the prospect of the ABC opportunity, and getting them excited about ABC. PowerPoint presentation reviews are part of this step. Area Representative engages with prospect in this step. Requires effective emotional pacing to align our selling process with the prospects buying process.
FDD Review	Assuming positive progress in discovery, FDD is now sent and FDD review call occurs. Could involve Area Representative, and/or CEO. It is critical for the FD sales person and AR to work together on this to offer guidance and reassurance along the way. We should strive to cover the first 23 items in the FDD. This step is not only to educate, but to help take the shock out of the document so the prospect stays engaged.
Validation	Nearing final steps in the ABC process. Validation should be a reinforcement of what the prospect has already learned during the discovery process, but gets the real time data from the actual source. Requires a minimum of 3 separate validation discussions for each prospect. Includes effective Broker communication.
CEO Calls	Last step is for prospect to discuss their thoughts, questions and intentions with Always Best Care Executives. A Discovery Day will be scheduled as a last step to move forward.
Decision Day	FD sales person works with prospect to agree to have franchise agreement docs drawn and sent for their review & signature.

### **For More Information**

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