



IMPORTANT NEWS FROM ALWAYS BEST CARE

Always Best Care® Territories Create Greater Opportunities for Franchisees *A significant advantage over other senior care business models.*

Most senior care franchises claim to “protect” a territory by making the senior citizens who live within the territory exclusive to a particular franchisee. The problem, according to Michael Newman, founder and Chief Executive Officer of California-based Always Best Care® Senior Services, is that franchisees are dependent on the many different health care industry professionals who actually refer seniors who need care – and neither the referral source nor the franchisees have any control over where those seniors may live.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living finder/referral services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories and area representatives throughout the United States.

According to Mr. Newman, the senior care industry is a referral-based industry – and what drives growth are relationships with the many referral sources within each franchisee’s protected territory. The senior citizens receiving care, however, may live anywhere, not exclusively within the territory.

As a result, Always Best Care franchises may serve customers both inside and outside their defined territories, as they are not limited to serving clients only within a specific area.

Always Best Care protects the actual referral sources in our franchisees’ territories. These sources are the true originators of revenue for our franchise owners. They introduce seniors and their families to the franchise owners. “Our territory policy is designed to protect the franchisees’ marketing efforts and all channels of referrals and revenue inside their defined territories,” explained Mr. Newman.

“This also avoids the problems faced in other franchise systems where multiple franchisees all sell to the same referral sources in multiple territories. When a referral source provides a new referral,” he said, “if that potential client happens to live in another franchisee’s territory, all of the hard work to build the relationship with the professional referral source just went to someone else. That is most definitely not the case with Always Best Care!”

Always Best Care franchise territories are determined by contiguous zip codes. Each territory is protected and exclusive, encompassing a minimum population base of 200,000 people. The company also balances each territory to include a roughly comparable number of referral sources based on the inherent differences in individual areas.

For territory checks or information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), or send an email to franchisesales@abc-seniors.com. Also visit www.franchisewithalwaysbestcare.com for complete information.