

Why an eyecare franchise?

Vision impairment affects millions of people. The largest population of people affected are those over the age of 50. Between 2020 and 2060, the number of adults ages 65 and older in the U.S. is projected to increase by 69 percent, from 56.0 million to 94.7 million¹.

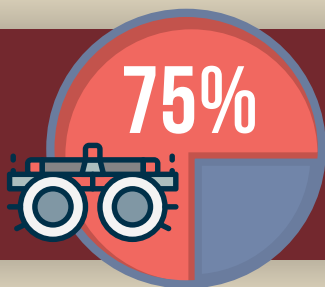
69%



By 2030, all baby boomers will be older than age 65².

The increase in the aging U.S. population will accelerate demand for medical eye care services.

The increasing prevalence of chronic diseases resulting from unhealthy lifestyle will continue to drive growth in therapeutic eye care services.



According to The Vision Council, 75% of adults use some form of vision correction³.

Vision is often taken for granted. By investing in an eyecare franchise you will provide vision and eye health services that will improve the quality of life on consumers.

A NOTE FROM Dr. Hart-Moreland

“Elevated Eyecare remains committed to the doctor-patient relationship, and to educating and supporting our patients in achieving the best eye health possible. Compassionate care, integrity, and respect are at the core of all we do. We are looking for people who share our passions: Expert care, trust and personal service.”



Come join the movement to enable better eye healthcare. To learn more, visit elevatedeyecarefranchise.com.

Sources:

¹ <https://www.prb.org/resources/u-s-population-is-growing-older/>

² <https://www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html>

³ <https://www.allaboutvision.com/eyeglasses/faq/why-people-wear-glasses/>

⁴ Original source: Vision Industry Update, Harris Williams & Co, March 2017 (2018 Growth Strategies for Vision Care. Retrieved from https://effectv.com/sites/default/files/pdf/documents/Healthcare_Vision_eBook_v01_0.pdf)

⁵ Fortune Business Insights - <https://www.medgadget.com/2020/07/vision-care-market-2020-global-industry-size-trends-industry-demand-future-growth-and-forecast-research-report-2026.html>

⁶ Acumen Research and Consulting - <http://www.globenewswire.com/en/news-release/2020/02/03/1978817/0/en/Vision-Care-Market-Size-to-Reach-US-195-34-Billion-by-2026.html>

https://www.harriswilliams.com/sites/default/files/content/hwco_hcls_vision_industry_updatev2.pdf



A Franchise System Designed to **ELEVATE** Your Life and the Life of Your Clients

Owning an Elevated Eyecare franchise is a great way to change the way people see eyecare. With an Elevated Eyecare franchise, you will be part of the movement that takes vision care to the next level and help consumers see the world differently by enhancing the consumer's quality of life.

[WWW.ELEVATEDEYECARE.ORG](https://www.elevatedeyecare.org)

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The Vision Industry Outlook

Now is a great time to invest in the multi-billion dollar vision care industry. Optometrists seeking a profitable business opportunity should consider an eyecare franchise. The vision care industry generates \$125.16 billion dollar (in 2018) in revenue with an expected compound **annual growth rate of 5.1% – 5.6%** from 2019 to 2026 to reach USD \$192.85 - \$196.34 billion by 2026.^{5,6} You have the opportunity to benefit from this growing and essential business.

Why Elevated Eyecare?

Dr. Hart-Moreland developed a business model that focuses on integrity, trust, and an elevated eyecare experience. Elevated Eyecare has been built on a foundation of building sustainable relationships with patients by caring for the eye health.

Our proprietary and detailed patient-focused business model is built on over 19 years of experience. We provide a blueprint that helps ensure our franchisees provide an excellent client experience from the first point of contact and throughout their visit.

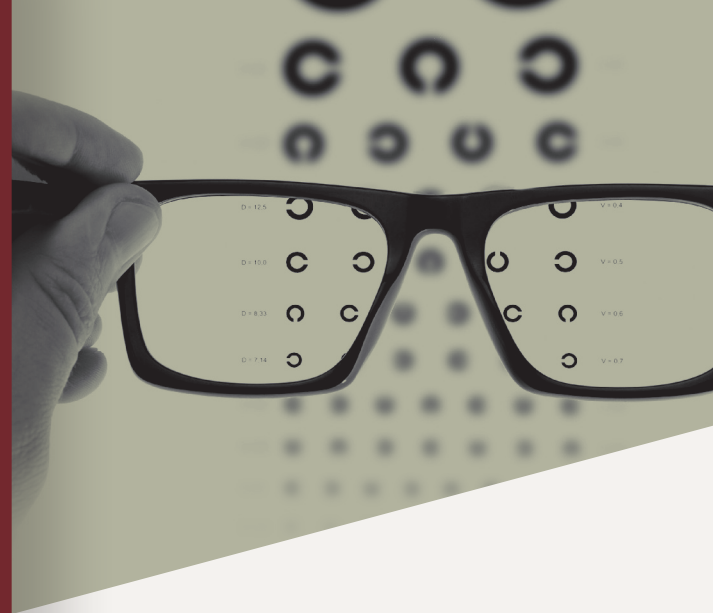
Here's what our patients say ...

ERNEST G:

*"This was a **bright spot of my day**. Elevated Eyecare exceeded my expectations and made my transition to eyewear very pleasant. The staff is accommodating, patient, knowledgeable, and friendly. Dr. Hart-Moreland is a blast. She's very relatable and professional. I would recommend this establishment."*

ASHLEY R:

*"**Love love love** this place! Staff is amazing and Dr. Santrell Hart-Moreland is so awesome and caring! I'm looking forward to my next visit and recommend anyone looking for a place to have their vision CARED for should definitely book here! **10/10 experience**"*



Discover the Benefits of Owning Your Own Elevated Eyecare

If you are a licensed optometrist seeking to launch a new eyecare center or an existing optometrist seeking to convert an existing office or optical store, we want to speak to you. For optometrists with an entrepreneurial spirit, an Elevated Eyecare franchise enables you to put your "passion into practice." The conversion model may be an ideal opportunity for independent optometry practices that want a proven business model, support and marketing expertise. An Elevated Eyecare franchise helps you "Live Life Elevated" based on three guiding principles: health, relationships and wealth.

You will also receive:

- **A profitable business model** – Based on 19 years of experience of an expert optometrist.
- **Training and support** – You will receive a business playbook that will help you run your business.
- **Access to strategic vendor partnerships** – You will be provided with a list of suppliers.

Elevated Eyecare provides the blueprint, buying power and support to cultivate long-term patient relationships and build your business.