

# In Home Care<sup>4</sup>u

**THE SILVER TSUNAMI IS HERE:  
ARE YOU READY FOR THE SENIOR BOOM?**



**BOOMING DEMAND  
SCALABLE GROWTH  
PREFERRED CARE METHOD**

**RECESSION-PROOF  
(ESSENTIAL-SERVICE)  
URGENT NEED**



*Why join  
our Family?*

**EXPLORE A FRANCHISE OPPORTUNITY WITH US**

IN HOME CARE  
IS PROUD TO BE  
ALIGNED WITH:



**gusto**



Caregiving Solutions

**Paradigm.**

CURRENTLY OPEN TO PARTNERING WITH  
FRANCHISEES ACROSS AMERICA, TO SHARE IN  
OUR SUCCESS & THE GREAT AMERICAN DREAM.

WE ARE PASSIONATE ABOUT GROWING OUR  
BRAND WITH CARING INDIVIDUALS.

THE SYSTEMS & PROCESSES WE HAVE  
DEVELOPED, MAKE IT EASY FOR YOU TO  
ACHIEVE YOUR DREAMS OF OWNING YOUR  
VERY OWN CAREGIVING BUSINESS. "LOCALLY  
OWNED & OPERATED" IS WHAT WE ARE.

**WHERE'S YOUR NEIGHBORHOOD?**







*How we  
got Started...*

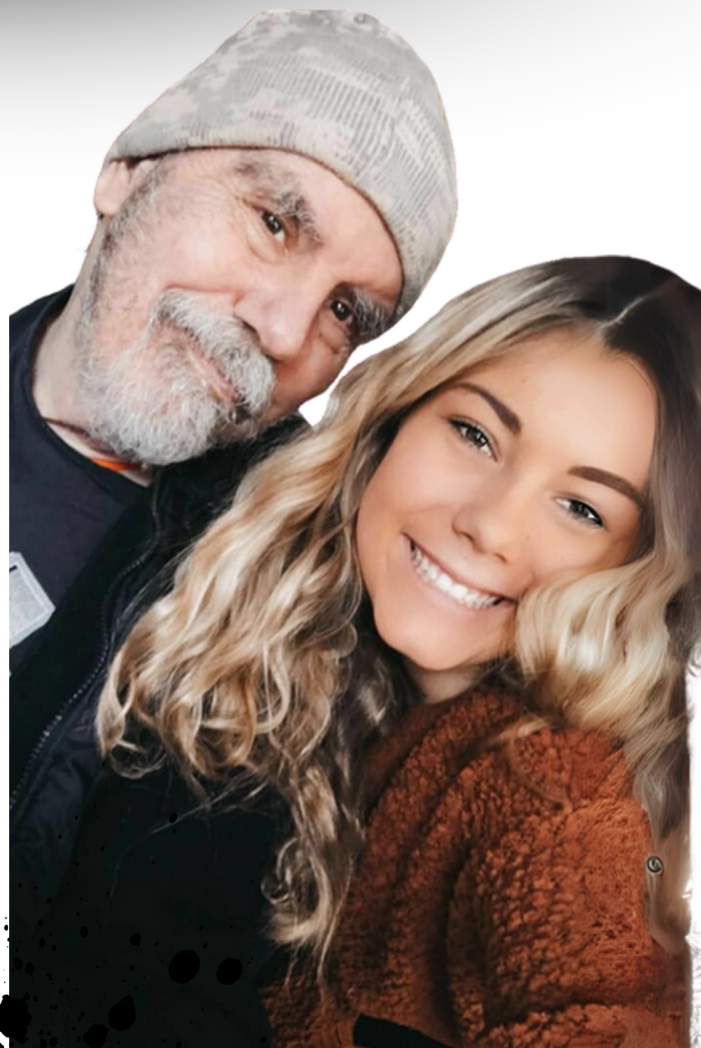
**HAPPY CAREGIVERS MAKE ALL THE DIFFERENCE**

## APPRECIATION IS KEY

JOLEEN FOUNDED IN HOME CARE 4U  
WHEN HER DAD (PICTURED RIGHT)  
NEEDED MORE CARE THAN SHE COULD  
PROVIDE ON HER OWN.

THERE ARE MANY OPTIONS WHEN IT  
COMES TO CAREGIVING AGENCIES, BUT  
NONE OF THEM, IN HER OPINION WERE  
DOING THINGS JUST RIGHT AT THE TIME.

OUR BRAND IS FOUNDED IN THE KEY  
PRINCIPLE "WHEN WE TAKE GOOD CARE  
OF OUR CAREGIVERS, OUR CAREGIVERS  
WILL TAKE GOOD CARE OF OUR CLIENTS."







# *Why now is the best Time.*

## **A SIGNIFICANT DEMOGRAPHIC SHIFT IS UNDERWAY**

**SEIZE THE MOMENT: ENTER THE CAREGIVING INDUSTRY BEFORE THIS BABY BOOM OF LONG-TERM-CARE SURGE ENDS**

AS THE BABY BOOMER GENERATION APPROACHES RETIREMENT AGE, THE DEMAND FOR QUALITY IN-HOME CARE IS SET TO SKYROCKET. THIS PRESENTS A UNIQUE AND TIMELY OPPORTUNITY FOR ENTREPRENEURS AND INVESTORS TO ENTER THE CAREGIVING INDUSTRY AND ESTABLISH THEMSELVES AS LEADERS IN A RAPIDLY GROWING MARKET.

AS OF THE 2020 U.S. CENSUS, THE BUREAU REPORTED THAT WE HAVE AN APPROXIMATE 54.1 MILLION INDIVIDUALS AGED 65 AND OLDER IN THE UNITED STATES. THIS POPULATION IS EXPECTED TO GROW SIGNIFICANTLY DUE TO THE AGING BABY BOOMER GENERATION. BY THE YEAR 2030, ALL BABY BOOMERS WILL BE OVER 65, INCREASING THIS DEMOGRAPHIC SEGMENT SUBSTANTIALLY.



*Our next owner  
could very well  
be You!!!*



**ARE YOU READY TO MAKE A DIFFERENCE?**

### THE CHOICE IS YOURS

- LOW START UP COSTS: INITIAL FRANCHISE FEE IS JUST \$47,369
- MINIMUM START UP FUNDS RECOMENDED: (\$75,000- \$150,000)
- DONE FOR YOU AUTOMATION ON KEY DAY TO DAY PROCESSES THROUGH OUR AFFILIATE PARTNERSHIPS, POWERED BY CAREGIVING SOLUTIONS.
- MANAGE NEARLY 88% OF OPERATIONS FROM YOUR OWN HOME.
- IF YOU ARE FAMILIAR WITH OUR INDUSTRY, YOU HAVE A LAPTOP, A CELL PHONE, A CAR, AND COMPASSION, YOU CAN RUN THIS BUSINESS MODEL.



# NO-NONSENSE REASONS WHY US AND WHY NOW:



**1. LONG TERM CARE IS A \$1 TRILLION + ECONOMY & IT'S GROWING FAST**  
AMERICA'S SENIOR POPULATION IS EXPLODING. BY 2030, EVERY BABY BOOMER WILL BE OVER 65, CREATING AN UNPRECEDENTED SURGE IN HOME-CARE DEMAND. THE INDUSTRY IS PROJECTED TO EXCEED \$1 TRILLION IN ECONOMIC IMPACT, MAKING THIS ONE OF THE FASTEST-GROWING SECTORS IN THE UNITED STATES.

## **2. ESSENTIAL, RECESSION, & PANDEMIC-PROOF**

HOME CARE IS AN ESSENTIAL SERVICE. IT DOESN'T GET SHUT DOWN. THROUGH ECONOMIC SWINGS, RECESSIONS, AND EVEN GLOBAL PANDEMICS, SENIORS STILL NEED AND DESERVE CARE. HOME CARE REMAINS ONE OF THE MOST STABLE AND RELIABLE INDUSTRIES, OFFERING OWNERS LONG-TERM FINANCIAL RESILIENCE.

**3. CARE AT HOME IS THE #1 PREFERRED CARE OPTION FOR SENIORS & FAMILIES**  
OVER 90% OF SENIORS REPORT THEY WANT TO AGE IN PLACE RATHER THAN MOVE INTO A FACILITY. WITH RISING COSTS AND CAREGIVER SHORTAGES IN NURSING HOMES, HOME CARE HAS BECOME THE PREFERRED — AND OFTEN ONLY — PRACTICAL SOLUTION. DEMAND CONSISTENTLY OUTPACES SUPPLY.

## **4. HIGH-GROWTH, HIGH-RETENTION BUSINESS MODEL**

IN HOME CARE 4U CREATES RECURRING WEEKLY AND MONTHLY REVENUE THROUGH ONGOING CARE PLANS, NOT ONE-TIME TRANSACTIONS. THIS MEANS PREDICTABLE INCOME, LONG-TERM CLIENT RELATIONSHIPS, AND REVENUE THAT GROWS AS YOU SCALE YOUR CARE TEAM. IN HOME CARE 4U'S CAREGIVER-FIRST CULTURE IMPROVES RETENTION, MAKING YOUR GROWTH FASTER AND MORE SUSTAINABLE.

## **5. AN INDUSTRY IN CRISIS & YOUR OPPORTUNITY TO LEAD**

THE U.S. IS FACING HISTORIC CAREGIVER SHORTAGES, RISING FACILITY COSTS, AND A MASSIVE WAVE OF SENIORS NEEDING HELP WITH DAILY LIVING. FAMILIES ARE URGENTLY NEEDING RELIABLE, COMPASSIONATE HOME-CARE PROVIDERS. IN HOME CARE 4U'S MODERN, CAREGIVER-FIRST MODEL POSITIONS OUR FRANCHISEES TO STAND OUT IN A GROWING YET UNDERSERVED MARKET, OFFERING A ROAD MAP FOR A MISSION-DRIVEN BUSINESS WITH REAL SOCIAL IMPACT.





*Ready  
Now?*



**SCHEDULE YOUR ZOOM MEETING WITH US TODAY**

WHETHER YOU'RE JUST EXPLORING YOUR OPTIONS OR YOU'RE READY TO SIGN, WE'D LOVE TO EXPAND ON THIS AMAZING OPPORTUNITY WITH YOU AND SHOW YOU MORE ABOUT WHAT WE DO FOR OUR CAREGIVERS & OWNERS.

• JUST EXPLORING OPTIONS

• READY TO SIGN



**BOOK NOW**



*Thanks for taking a look.*