



**Always
Best Care**
senior services®

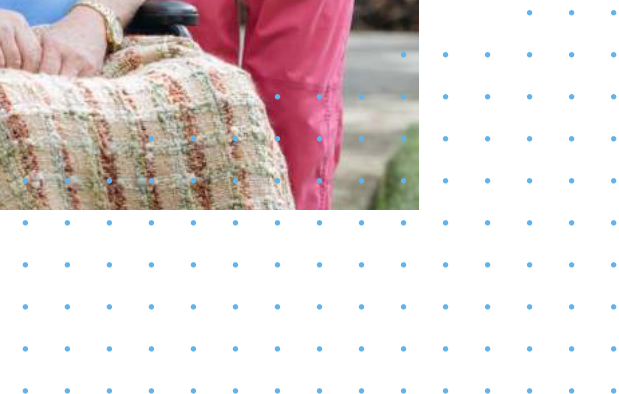
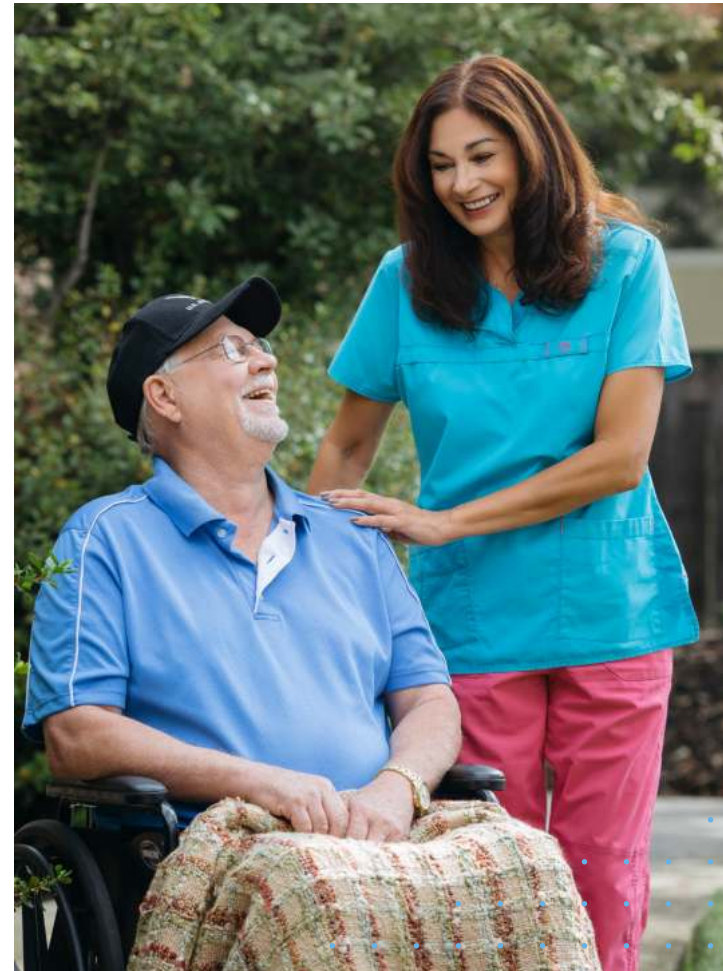


FRANCHISE REPORT

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We're Always Best Care

One of the Most Trusted Home Care Providers



At Always Best Care, we provide a unique opportunity to entrepreneurs who are looking to grow a stable and successful business while simultaneously helping those in their communities. With 10,000 Baby Boomers turning 65 every day in the U.S., the home care market is experiencing rapid growth and the demand for senior care services is only going to rise in the coming years. There has never been a better time to invest in a senior care franchise.

Our brand recognizes the needs of the senior population, that's why we've developed our Continuum of Care. This business model allows our franchisees to be there for their clients throughout multiple life stages. At Always Best Care, we provide non-medical in-home care for seniors in need. However, when the time comes, we do offer assisted living referral services – allowing our teams to help clients find the perfect facility for their loved ones.

Our multi-tiered business model grants our franchisees the opportunity to grow their businesses while delivering the high-quality care people expect from us. And we're behind our franchise partners 110%. From the moment you initially reach out to us throughout the lifetime of your business, you'll get complete support from our team of industry professionals. At Always Best Care, we have the operations and management systems, marketing support, and technology to ensure your home care franchise is set up for success.

We got our start back in the mid-1990's in Sacramento, CA when our founder, Michael Newman, was disheartened by the lack of resources available for seniors in his community. He decided to create a company that would provide seniors with trusted care, compassionate support, and professional advice. We've been franchising since 2007, and today we have more than 200 franchised locations across the U.S. and Canada – a feat recognized by Entrepreneur magazine, which named our brand as one of the fastest-growing senior care franchise systems in the country.



Our Mission

What We Promise Each of our Clients



We are dedicated to exceeding the expectations of our clients and their loved ones...always.

At Always Best Care, it is our mission to provide exceptional service and personalized home care services for seniors who desire to remain in the comfort of their own homes.

With our brand it is possible to build a business while making a difference in the lives of others. We see it every day in our passionate entrepreneurs and their top-notch caregivers.



A Brief Word from President & CEO, Jake Brown

Hear from Always Best Care's Leadership



An experienced franchise professional, Jake Brown joined Always Best Care as Chief Operating Officer in November of 2010. In April of 2016, he became President and CEO of our franchise and has been leading our brand with experience, commitment, and compassion. Once a franchisee and even a master franchisee, he has an unique understanding of what it's like to start your own business through franchising.

Hear a few words from him about the Always Best Care opportunity below.





Learn the Latest Statistics

How the Home Care Industry is Growing

With the growth of the senior population, the home care industry is projected to boom in the coming years – making it a recession-resistant industry and a great investment opportunity. However, it's important to note that the rise in demand for home care industry services is not just due to the increase of the senior population. It's also linked to the increased life expectancy of Americans due to advancements in the healthcare industry.



The Global Market is Growing

Research shows that the global senior care market is expected to increase at a compound annual growth rate (CAGR) of 6.8% resulting in a value of \$2,366.4 billion by 2028. What's driving this growth is the wider awareness of the home care industry and the services provided. Chronic illnesses are on the rise and people are more open to getting routine help from home healthcare services in between regular doctor's visits.



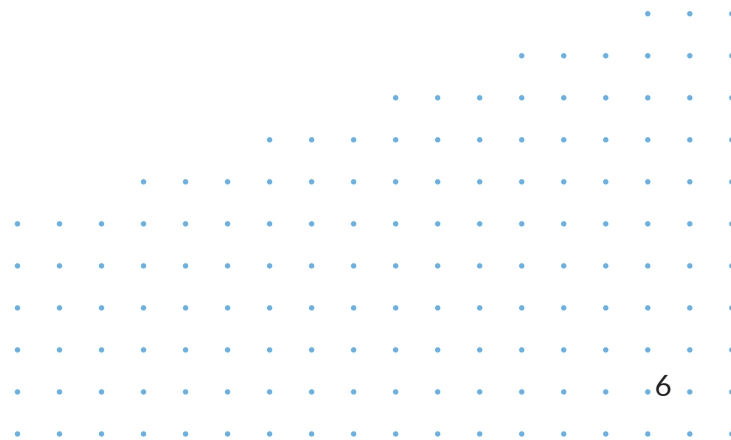
Care is Already Needed

A whopping 67 million people over the age of 60 either currently need or are expected to need care. It's projected that over the next 20 years, 65 million more people in the U.S. will be 65 years old. By 2050, 15 million seniors will be in need of long-term care. If you're interested in franchising with a senior care provider like Always Best Care, now is the time to make the jump. Franchisees who start now have great potential to grow alongside the market.



Assisted Living Facilities are Seeing Increased Demand

The assisted living facility market in the U.S. was valued at \$87.4 billion in 2021. Expert analysis predicts the market will grow at a CAGR of 5.48% through 2030. As an Always Best Care franchisee, you'll be able to tap into this growing market with our assisted living referral services.



Always Best Care's History

See How We Got Our Start



1996

Michael Newman
founded Always Best Care
in Sacramento, CA.

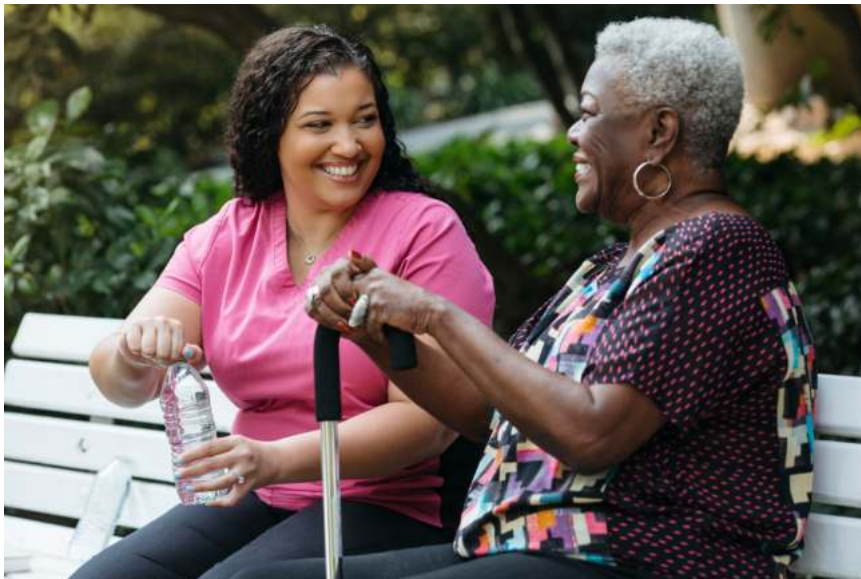
2007

Always Best Care began
providing franchise opportunities
to compassionate entrepreneurs.

TODAY

Always Best Care provides services
through a network of more than 200
franchised units across the U.S.
and Canada.

The Always Best Care Family



What We Offer Clients

Our Services



Always Best Care is one of the only senior care franchises that offers non-medical in-home care, assisted living referral services, and home healthcare to provide three revenue streams for our franchisees. We also provide a free national telephone reassurance program for those who may not need home care currently but could benefit from a friendly call every day so they know they're not alone.

See a scope of our services below:

Companionship Services

- Provide respite care
- Monitor diet and eating
- Companionship and conversation
- Supervise home maintenance
- Plan visits, outings, and trips
- Answer the door and phone
- Check food expirations
- Provide reminders for appointments
- Care for houseplants
- Monitor TV usage

Personal Care Services

- Eating
- Grooming
- Dressing
- Bathing
- Incontinence/toileting
- Cognitive impairments
- Mobility
- Medication reminders

Home Helper Services

- Alzheimer's/dementia care
- Assist with morning wake-up and evening tuck-in
- Manage calendar
- Pick up prescriptions
- Aid with reading
- Cleaning and housekeeping
- Write letters and mail bills
- Escort for shopping, errands, and appointments
- Attend plays, concerts, meetings, sporting events, and religious services
- Plan, prepare, and clean up meals
- Assist with pet care



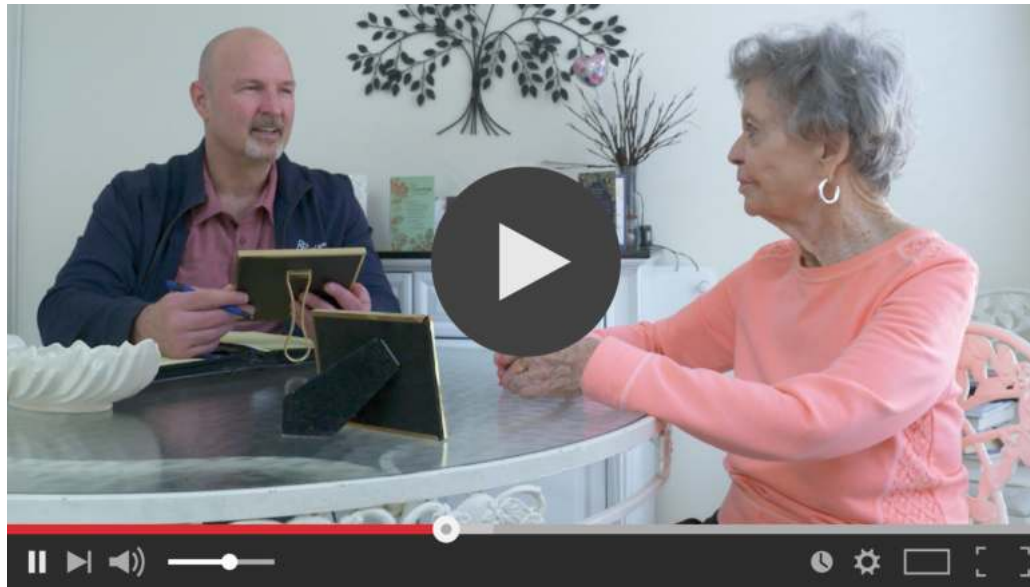
What We Look For

The Perfect Candidate



Who do we look for when bringing on new Always Best Care franchisees? Our target candidate is a successful businessperson looking to start or diversify their business portfolio. We also look for those seeking an alternative to working in corporate America.

What's most important to us when seeking new franchisees are entrepreneurship and community. We look for people who are driven to run a successful business while helping others. With all franchises, but especially Always Best Care, self-motivation is key to building a strong business.





How We Support Our System

We Offer a Complete Support Package

Always Best Care has a comprehensive training and support program equipped with both corporate and local level services. Our training program, ABCUniversity, focuses on the operational tasks of setting up, managing, and marketing your Always Best Care location.

Corporate Level Franchise Support

Our corporate team is committed to you and your success. We understand that one of the biggest benefits of joining a franchise is being part of a system with best practices in place. Our team works tirelessly to bring franchisees new initiatives including extensive training for you and your team, marketing support, turn-key technology to streamline operations, system-wide benchmarking, and customer service support.

Local Level Franchisee Support

We also have Area Representatives and National Directors who will provide you with regionalized support in the form of ongoing strategic planning, mentoring, communications, and team building.

Within this group of dedicated professionals, you'll have a leader, mentor, business coach, team builder, and first responder to help you when you need it. Your team is committed to your success as an Always Best Care franchisee.

With our brand's multi-tiered support system, you'll always have access to the latest information and resources to help you plan your business' strategic growth.

Our Awards and Accolades

See What Makes Us the Best



At Always Best Care, we're proud to have been recognized by major publications for the franchise opportunity and services we provide. Some of our top awards include:

- Being named one of the fastest-growing senior care systems for the past several years by Entrepreneur magazine's Franchise 500
- Having the National Minority Franchising Initiative (NMFI) name Always Best Care to its annual list of the "50 Top Franchises for Minorities" in USA Today
- Being honored by Military Times EDGE as one of the top franchises for veterans
- Ranking as one of the best franchises for African Americans by Black Enterprise magazine
- Franchise Business Review featuring Always Best Care as one of the top low-cost franchises



What Makes Us Different

How We Stand Out from the Competition



In addition to our multiple revenue streams and national telephone reassurance program, there are many reasons why Always Best Care is your best investment other over home care franchises. However, we'll start with the top three:

We have protected territories and referral sources for all of our franchisees.

Even with 200 locations across the country, we still have prime territories available for investment.

Always Best Care also has an exclusive insurance program and national accounts to help you start offering assisted living referral services and build your business.

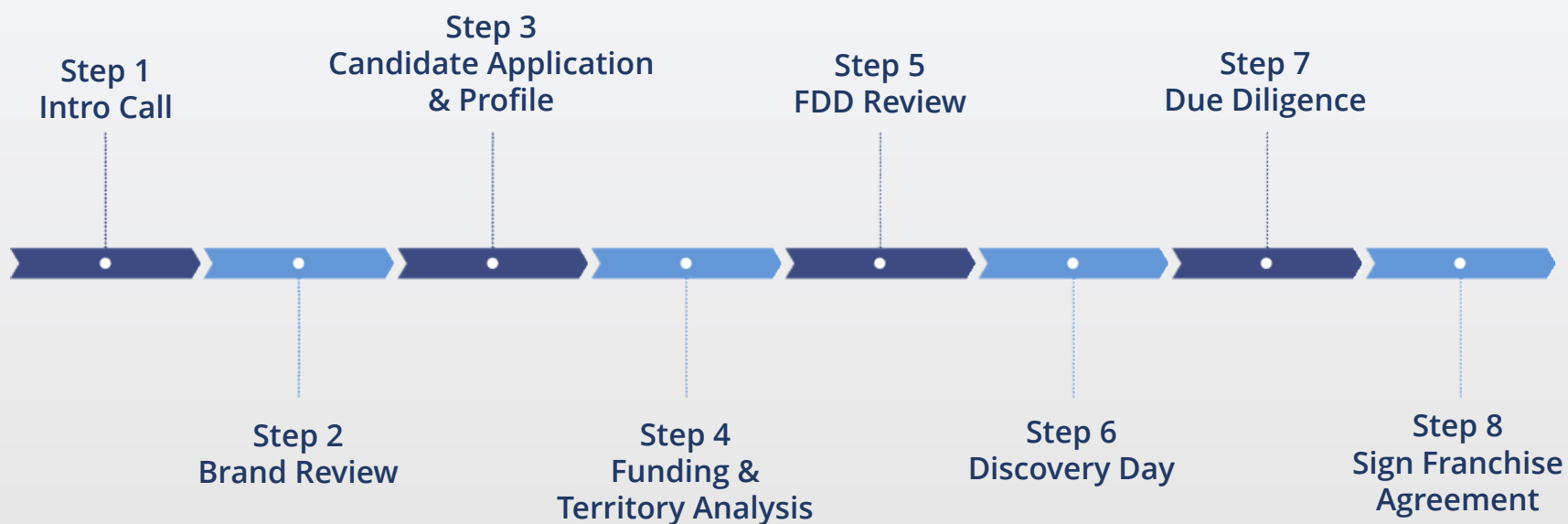


How to Get Started with Always Best Care

Learn Our Franchise Process



Franchise Discovery Process



Build a Business. Make a Difference.

Your Initial Startup Costs

How Much it Costs to Be an Always Best Care Franchisee



Our home care franchise is an affordable investment with costs ranging between **\$81,025 and \$145,900**. This also includes our franchise fee of \$49,900, which covers your starting inventory of brochures, stationary, business cards, forms, checklists, contracts, shirts, and website our team will create for you.

To see a full breakdown of our initial startup costs*, please see the table below.

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee (Note 1)	\$49,900*	Lump Sum	On signing Franchise Agreement	Us
Travel and Other Expenses While Training (Note 2)	\$3,000 to \$6,000	As required	As incurred	Airlines, Hotels, Restaurants
Rent – 3 Months (Note 3)	\$3,000 to \$6,000	As arranged	As arranged	Landlord
Leasehold Improvements (Note 4)	\$0 to \$3,000	As arranged	As arranged	Contractors and Suppliers
Furniture and Fixtures (Note 5)	\$1,500 to \$3,000	As arranged	As arranged	Approved Suppliers
Signage (Note 6)	\$500 to \$2,000	As arranged	As incurred	Approved Suppliers
Office Equipment (Note 7)	\$5,000 to \$8,000	As arranged	As arranged	Approved Suppliers
Insurance – Full Year Premium (Note 8)	\$3,000 to \$6,500	As arranged	As arranged	Insurance Companies
Miscellaneous Opening Costs (Note 9)	\$200 to \$1,000	As arranged	As incurred	Approved Suppliers
Grand Opening Inventory (Note 10)	\$500 to \$1,000	As arranged	As incurred	Approved Suppliers
Advertising (Note 11)	\$1,500	As incurred	As incurred monthly	Approved Suppliers
Computer Equipment, Software and Printer (Note 12)	\$2,000 to \$5,000	As arranged	As incurred	Approved Suppliers
Permits/Licenses/ Policies and Procedures Manual (Note 13)	\$125 to \$18,000	As required	As incurred	Government Agencies, Approved Suppliers
Professional Fees (Note 14)	\$2,500 to \$5,000	As arranged	As arranged	Attorney, Accountant
Additional Funds – 3 Months (Note 15)	\$17,000 to \$30,000	As arranged	As arranged	Employees, Lenders, Utilities
Total (Note 16)	\$81,025 to \$145,900			

Learn About Our Discount Opportunities

As proud members of the MinorityFran and VetFran Programs, you may be able to take advantage of a discounted franchise fee. One of our franchise development representatives can help you determine if you qualify for either discount.

**Please refer to Item 7 in the latest copy of our FDD*

Profit Potential with Always Best Care

Learn How Much You Could Make



Always Best Care provides a low investment, high profit potential business opportunity to compassionate entrepreneurs who are looking to make a positive impact on their community.

In 2022, our brand saw an impressive system-wide revenue of \$212,591,505.75 – a 12.76% increase from 2021. In fact, the majority of our franchisees saw revenues of over \$1,000,000* in 2022.

With startup costs below \$150,000, our franchise partners have the opportunity to fully capitalize on their investment with Always Best Care.

**Please refer to Item 19 in our FDD*



Meet Our Leadership Team

See Who's Here to Support You



At Always Best Care, we've got an incredible team of home care and franchise industry professionals that are excited to help you grow your home care business.



Jake Brown – President & CEO

An experienced franchise professional, Jake Brown joined Always Best Care as Chief Operating Officer in November 2010. Previously, Mr. Brown was Senior Vice President of Operations for Cartridge World; prior to that, he was Chief Operating Officer of Cartridge World Northern California and Chief Executive Officer of Cartridge World Hawaii. With more than 25 years of experience in franchise and dealer network businesses in six different industries, he has held various senior management positions with companies as T-Mobile, iPhones, California Closets, Round Table Pizza, and ComputerLand. He is a graduate of the University of California Berkeley.



Sheila Davis – Senior Vice President, Area Operations

Sheila Davis is a Certified Home and Health Care Executive and has experience spanning over 30 years that includes regulatory, compliance and administrative aspects of the home health, pediatric home health and therapy, community care, private duty nursing and personal assisting services. Sheila joined Always Best Care as a National Director in 2016 and later was awarded the position of Senior Vice President of Operations in November 2018.

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David J. Caesar – Senior Vice President, Franchise Training and Support

David J. Caesar has more than 30 years of operations, sales, and marketing experience which includes employment with high profile companies such as Procter & Gamble, Bacardi Imports, and Kraft Foods. Mr. Caesar's corporate training experience also includes over a decade with the LEGO Toy Company where he moved up through the ranks to a senior management position in brand merchandising. After leaving LEGO, Mr. Caesar gained franchising experience as an owner and operator with Signs by Tomorrow. After five years of business ownership, Mr. Caesar joined Always Best Care as a Field Trainer in 2008 – the company's early stages of franchising. In 2010, he was promoted to Vice President of Franchise Operations. In 2017, he transitioned to Vice President of Franchise Training.

Mr. Caesar is extremely active in community organizations. His past experience includes serving on the Board of Directors with the Folsom Chamber of Commerce in California and the Niello Concours at Serrano, serving as President of the El Dorado Hills Chapter of LeTip International and the El Dorado Hills and Folsom Neighbors Organization. In 2006, he was honored as the Leukemia & Lymphoma Society Man of the Year, as a result of his fundraising efforts. Mr. Caesar graduated from Southern University and A&M College in Baton Rouge, Louisiana where he earned a Bachelor of Science Degree in Business Marketing.

Meet Our Leadership Team

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Larry Miramontes – Vice President, Marketing

As an experienced marketer, Larry J. Miramontes brings 28 years of experience in finance, entertainment, sports management, and the renewable industry. Mr. Miramontes provides a wealth of knowledge in strategic planning, communications, branding, market research, franchising, and strategic partnerships. Prior to joining Always Best Care, Mr. Miramontes was the Vice President of Marketing for Roni Deutch Tax Center franchise system from 2008 to 2011.

In his earlier career, Mr. Miramontes served as a Marketing Manager and Sales and Marketing Director with Six Flags Theme Parks and Raging Waters water parks in Northern California. Mr. Miramontes is actively involved in youth sports and is a graduate of the University of California, Davis, and possesses an MBA from Golden Gate University.



Sean Hart – Vice President, Franchise Development

Richard Sean Hart is a proven leader in marketing and sales, with over 22 years of experience with brands in the healthcare and education industries. Most recently he was Vice President of Sales and Development at American Family Care, where he oversaw a 132% increase in franchises sold in 2021 over the previous year. Prior to that, he worked as an executive sales and management consultant for clients in the healthcare and wellness industries and helped drive sales, operations, and business development in the field for brands like Learning Care Group, Banfield Veterinary Hospitals, and Sylvan Learning. Hart will lead the brand's aggressive national growth strategy into new and existing markets across the country.

Meet Our Leadership Team

See Who's Here to Support You



Lisa Hafetz – Vice President of Franchise Management

Lisa Hafetz has extensive experience providing financial education, conducting annual benchmarking, and establishing franchisee performance groups for companies such as Granite Transformations. While there, she created a financial consulting department to drive improved profitability for unit operators. Lisa joined Always Best Care in 2022 as our Vice President of Franchise Management.



Ready to invest in Always Best Care? Get Started Today!



We're currently looking for driven, compassionate entrepreneurs who are ready for their next challenge. If that sounds like you, we'd love to schedule an introductory call so we can learn more about you and if we think you'd be a good fit for our franchise.

Feel free to contact us today to get started!

Email: franchisesales@abc-seniors.com

Phone: 855-430-2273

