



Making Life Easier<sup>SM</sup>

**Ranked #1**  
Senior Care Franchise  
in North America.  
- Entrepreneur  
Four years in a row.



# Senior Care

*An incredible opportunity while caring for others.*

# Create the lifestyle of your dreams.



## *Fun, freedom and wealth can be yours.*

*With Home Helpers, you can change the direction of your life by taking control of your career. Enjoy the freedom and lifestyle you and your family have always wanted. You can build a successful business that can help you pay for your childrens' college tuition, own a vacation home or gives you the peace of mind that only comes with financial security. Take pride in owning your own business, knowing you are helping others by providing quality, non-medical and personal care services that are greatly needed and appreciated.*

## **Own the #1 ranked Senior Care franchise\*.**

Home Helpers has been ranked #1 in the booming Senior Care industry for 4 straight years by *Entrepreneur* magazine as well as “Best of the Best”, “Top 20 Homebased Franchise” and “Top 50 Fastest-Growing.” The need for non-medical Senior Care is tremendous and is only going to increase as the first big wave of Baby Boomers approaches retirement. The Senior population is expected to more than double by the year 2030\*\*, creating a huge, continuing demand for quality care for Boomers and their aging parents. Join Home Helpers, the leader in non-medical and personal Senior Care in North America and build a business you and your family can be proud of for years to come.

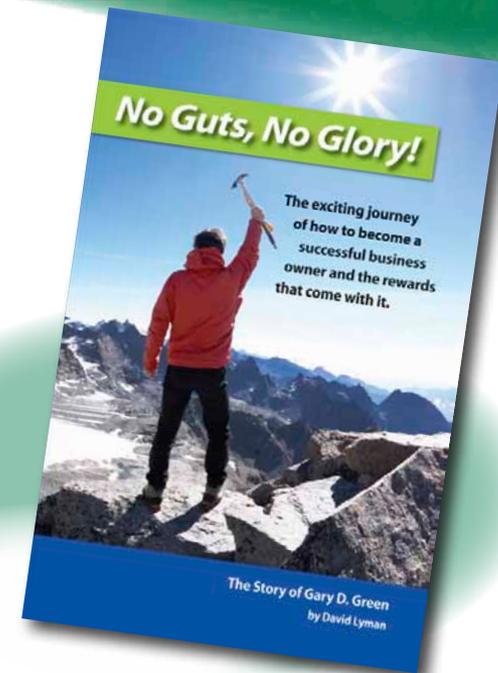
## A homebased business with freedom and flexibility

Nine-to-five jobs give you very little opportunity or control over your family's financial security. As a Home Helpers franchise, you can take control of your career and build your business to suit the lifestyle you desire. If necessary, you can even build up your business as you wind down your old job. We'll teach you everything you need to know to successfully grow and run your company. All you need is the drive and desire to succeed and the willingness to follow our proven system. In return, you can enjoy the rewards that come with owning your own business and helping others: more opportunity to create wealth, more free time to enjoy it, and the richer, more fulfilling life you desire.

### *A few advantages of owning a Home Helpers:*

- Low start up costs and low overhead
- 5 Great Revenue Streams
- A very rewarding business
- Use of the Home Helpers nationally-recognized brand
- Our proven system
- Operate from your home or small office
- Set your own work schedule
- Powerful marketing tools
- Extensive, ongoing training and support
- Cash business
- Financing available

\**Entrepreneur Magazine*, 2009    \*\*Centers for Disease Control and Prevention, 2003



## *No Guts, No Glory!*

“It’s OK to be a little uncomfortable. In fact, it’s necessary. After all, opportunity is in the unknown. Successful people always push themselves and make themselves a little uncomfortable. Step outside your comfort zone toward the kind of life that you deserve.”

**Download your FREE e-book!**  
[www.StrategicFranchising.com](http://www.StrategicFranchising.com)

## 5 Great Revenue Streams

1

The booming Senior Care market

2

New Moms and Working Parents

3

Those recuperating from surgery, illness or injury

4

Continuing care for individuals facing lifelong challenges

5

Access to nationally recognized **Direct Link** - 24 hour in-home emergency monitoring

## Exclusive to Home Helpers®

Ranked #1 Senior Care Franchise by *Entrepreneur* magazine 4 years in a row

- Rated “Best of the Best”
- Top 3 Fastest Growing
- Top 20 Homebased Franchises

Home Helpers has been recognized by many highly-regarded, national publications like *Entrepreneur*, *Small Business Opportunities* and *Start Your Own Business* as the leader in the industry.



### Proven Success

Home Helpers is unique because it was founded by the same Chief Executive Officer (CEO) who has developed numerous other nationally recognized companies, most of which have become #1 in their industries. Combined, these franchise systems have awarded over 3,000 franchises throughout North America.



**BONUS:** As an added benefit, you may be eligible for a **Direct Link** franchise FREE of charge. With long-term residual income, Direct Link can be operated with your Home Helpers adding no extra overhead or employees. To learn more, contact your Franchise Consultant at 1-800-216-4196 or click below.

[Click here for Direct Link Info](#)

## *Our Vision*

To make life easier for our clients by providing them with quality, non-medical and personal care. Our goal is to treat each client as if we were caring for a member of our own family. "Our clients are the foundation of our business... and we must act accordingly." We look for people with the desire, energy and enthusiasm to make Home Helpers a trusted brand name in the marketplace. They must share our vision. They must share our passion.



## *Important Facts*

- There are over 100 million Baby Boomers and their parents who need or will need non-medical or personal care in the near future.
- Home health care is the fastest growing sector in the health care industry.
- The number of seniors aged 65 or older will double by the year 2030.
- Home health care spending will double from \$50 billion per year to over \$100 billion in the next ten years.

# Marketing Materials

You'll get the strongest marketing program in the industry.

View the inside of a sample brochure



- Brochures
- Newspaper Ads
- Direct Mailers
- Collateral Materials
- Postcards
- Pay-Per-Click Advertising

- E-Newsletters
- Publicity Releases
- Trade Show Exhibits
- Incentive Programs
- Referral Programs
- Customized Website

- Self-Mailers
- National Reputation
- Radio and Television Advertising
- And Much More!

# Marketing Materials (cont'd)

## Mailing Materials



## Website



## Pay-Per-Click Advertising



# Marketing Materials (cont'd)



Trade Show Display

Direct Mail Postcards



Radio / TV Advertising



Promotional Items



# Marketing Materials (cont'd)

## Direct Link



**With Direct Link You Can Relax In The Comfort Of Your Home**

What's most comforting to you is your own home. It holds the warm and kind memories of your family. DIRECT LINK enables you to stay in your home and keep your independence. No extensive courses or nursing fees. It's a way to continue a happy and normal life in the complete privacy of your home. And, any time you need help, DIRECT LINK is at close to your fingertips.

**In Constant Touch**  
DIRECT LINK allows you to be in constant contact. For help simply press the small, wireless button around your neck or wrist and our trained staff will help immediately.

**Help To On The Way**  
We're always there for you. DIRECT LINK is monitored 24 hours a day, 365 days a year. Any time you need help, our professional staff will respond instantly. Our medical, personal and information support are our company's core. Our staff will know what action to take based on your circumstances.

- Help a neighbor check for you
- Hospital admission
- Assist a family member of your situation
- Care your doctor

**About A Dollar A Day**  
With DIRECT LINK, you and your loved ones will enjoy peace of mind. The cost is very affordable, only about a dollar a day. DIRECT LINK is a complete system and made to fit. Best of all, it is available on a monthly basis. No equipment to buy. No long term commitments or obligations.

**Your Doctor Knows Best**  
No one knows you better than your own doctor. Since we are not affiliated with any particular health care group, you can continue to use your own physician or managed care group.

**PLUS You're covered...**  
The fact is most people prefer not to wear jewelry, especially when sleeping. However, wear in the bathroom or in the car. The emergency call button is always on your person. The emergency call button is always on your person. The emergency call button is always on your person. The emergency call button is always on your person.

**More Benefits...to make your life easier**  
Additional benefits of our DIRECT LINK program include:
 

- In-home emergency services: DIRECT LINK (PECS) includes private alarm and address
- 24-hour emergency care
- Shopping for groceries or clothes
- Laundry & household cleaning
- Light housework
- Preparing meals
- Arranging mail delivery, lawn care and more!

**Home Helpers** Making Life Easier  
Call today for your **FREE DVD!**  
The Secrets Of Home Care Success

**Free Installation!**  
With Equipment Rental  
XXX-XXX-XXXX  
www.HomeHelpers.cc

**DIRECT LINK® Gives Back to Communities**

Feel Safer and More Secure.

Enjoy Direct Link for **2 FREE MONTHS** for **\$100 Total Value** (prices may vary)

## Coupons, Advertising, Educational Series

**Home Helpers** Making Life Easier  
**FREE IN-HOME CONSULTATION!**  
No obligation. Call Today!  
**2 Free Hours of Complimentary Care**  
20% OFF! First week of service  
000-000-0000  
www.HomeHelpers.cc

**AFFORDABLE, NON-MEDICAL PERSONAL CARE**

- LOW COST
- AFFORDABLE
- CONVENIENT
- DEPENDABLE
- PERSONAL SERVICE
- PROMPT, COURTEOUS SERVICE

**FREE CONSULTATION**

**Special Care. Making Life Easier.**

**Home Helpers** Making Life Easier  
563-8339

**PERSONAL INFORMATION ORGANIZER**

Compliments of **Home Helpers** Making Life Easier

**Caregiving Considerations**

**How Can I Distinguish Between a Senior Moment and a Cause for Concern?**

**When Should I Get More Involved In My or Aging Loved One's Life?**

**Hospice - A Choice Worth Considering**

**Home Helpers**

and much more!



## *What if I don't have any prior experience?*

It's ok. We teach you everything you need to know about operating and growing a successful business. You just need to have a desire to help others, the passion to be successful and the willingness to follow a proven system. The actual services will be performed by caregivers you hire who have the personality, experience and skills to care for your clients.

## *Do I bill my customers?*

No. Most non-medical services are private pay. So your new Home Helpers franchise can be operated as a cash business with little or no accounts receivable. In fact, the industry standard is to collect an up-front deposit so the need for working capital is minimal compared to most businesses.

## *What kind of training can I expect?*

Home Helpers offers you complete and extensive training. During your initial 5-day training, you will learn every phase of the business. Our training provides you with:

- An understanding of your target market and a strategic plan for growing your business, which will help you hit the ground running. Our system is proven, effective and powerful. It will help build your business into a trusted name in your community, with potential clients, referral sources, and professional organization, just to name a few.
- Proprietary systems and computer software to help organize and grow your business are all available to you from the day you start your business. This means you'll be on solid ground from day one.

- Methods to create strategic alliances with referral sources like doctors, discharge planners, hospitals, occupational therapists and other health care providers.
- Proven system which includes top-notch marketing and public relations planning, accounting systems, computer software, operational processes, contracts, time management programs and so much more.

## *What type of ongoing support can I expect?*

It's very extensive. In addition to our comprehensive training program, technical assistance, and regional and national meetings, we offer:

- Access to national programs.
- Unsurpassed marketing.
- Ongoing support from our Operations Support Team
- A powerful intranet system providing valuable peer-to-peer collaboration.
- Advertising and Public Relations. As a Home Helpers franchise, you will receive complete marketing and on-going advertising support. It includes pre-approved advertising and marketing artwork, and an array of professionally-designed promotional materials.
- Referral Incentives. Ongoing programs designed to keep the referrals coming in.
- Much more...

**Ranked #1 Senior Care Franchise By ENTREPRENEUR MAGAZINE, four years in a row.**

**1 LEADER IN THE INDUSTRY.** Home Helpers continues to lead the industry through innovation and creativity. In fact, we have been recognized as the #1 Senior Care Franchise and “Best of the Best” by Entrepreneur magazine for four years in a row. In addition, we’re also recognized as one of America’s top franchises by *Inc.*, *Small Business Opportunities*, *Start Your Own Business*, *Franchise Market*, CNN Financial News and other national publications.

**2 IT’S A GREAT BUSINESS.** As a Home Helpers franchisee, you will benefit from being part of a huge and fast-growing industry. It’s a business built on repeat business. You’ll feel good about providing valuable services to your clients week after week. In many cases, for years at a time.

**3 PROFESSIONAL IMAGE.** Being part of a national company with offices in over 500 markets will add instant credibility. You will enjoy the advantages of having a professional, branded image that can open doors normally unavailable to you.

**4 DYNAMIC MARKETING.** From day one, you’ll have a powerful marketing program that sets you apart from everyone else. There’s no need to spend time or money creating a campaign of your own. We’ve already spent hundreds of thousands of dollars and have hired the best advertising agencies around to do that for you.

**5 CREDIBILITY.** You’ll quickly earn the trust and respect of the referring community. People will appreciate your rigorous employment and hiring practices. In addition, unlike most competitors, your Caregivers are bonded and insured. Your clients will always be in good hands.

**6 A BUSINESS WITH A HEART.** As a franchisee, you will have a rare opportunity to own a very rewarding business providing services that are truly appreciated. It is a business to feel good about. You’ll enjoy going to work every day knowing you are helping your clients live a safe, comfortable, happy life while building a solid future for yourself at the same time.

**7 EXTENSIVE TRAINING.** Your complete, ready-to-operate franchise includes extensive training and ongoing support that will help prevent you from making costly mistakes and keep you on a path for success.

**8 MANAGEMENT TOOLS.** From computer software and operation manuals to marketing programs and ongoing training, you will receive a wealth of tools and the information necessary to operate a successful business.

**9 PROVEN TRACK RECORD.** This is by far the most important thing we offer. A proven track record is something you only earn with time and through experience. Hard knocks and uneducated spending all add up to failure. Join Home Helpers and we’ll help you eliminate that risk. After all, our CEO has more than 25 years of franchise experience and has developed numerous national franchise systems. Combined, they have awarded more than 3,000 franchises throughout North America. Simply put, we have the track record no other company can offer!

**10 SUCCESS.** Our systems work. You can have a great future in non-medical and personal care. That is, if you have the commitment, motivation and a desire to succeed.

# Recognized as the Industry Leader



Making Life Easier™

Named #1 Senior Care Franchise in North America by *Entrepreneur* magazine for 4 years in a row.

Publication	Issue Date	Accolade
Entrepreneur Magazine	June 09	Top 20 Homebased Franchise
Entrepreneur Magazine	May 09	Best of the Best Franchise
Entrepreneur Magazine	Feb 09	Top 100 Fastest-Growing
Allbusiness.com	2009	100 Best Franchises for 2009
Entrepreneur Magazine	Jan 09	Franchise 500
Entrepreneur Magazine	Jan 09	Ranked #1 Senior Care Franchise
Entrepreneur Magazine	Jan 09	Top 100 Franchise
Entrepreneur Magazine	Jan 09	Top 20 Low-Cost Franchise
Entrepreneur Magazine	Jan 09	Top 20 Homebased Franchise
Start Your Own Business	Summer 09	Top 75 Franchise
Black Enterprise Magazine	Feb 09	Top 5 Homebased Franchise
Inc. Magazine	Summer 08	Top 10 Franchise
Franchise Market	Summer 08	Top 100 Franchise Under \$100K
Start Your Own Business	Summer 08	Top 75 Franchise To Buy Now
Franchise Market Magazine	Spring 08	Top 200 Franchise
Entrepreneur Magazine	Feb 08	Top 100 Fastest-Growing
Entrepreneur Magazine	Jan 08	Franchise 500
Entrepreneur Magazine	Jan 08	Ranked #1 Senior Care Franchise
Entrepreneur Magazine	Jan 08	Top 100 Franchise
Entrepreneur Magazine	Jan 08	Top 20 Low-Cost Franchise
Entrepreneur Magazine	Jan 08	Top 20 Homebased Franchise
Entrepreneur Magazine	Jan 08	Top 50 Fastest-Growing
Franchise Market	Winter 08	Top 100 Fastest-Growing Franchise
Franchise Market	Summer 07	Top 100 Franchises Under \$100K
USA Today	Sep 28, 07	Top 50 Franchises for Minorities
Entrepreneur Magazine	Jul 07	Top Homebased Franchise
Start Your Own Business	Summer 07	Top 75 Franchise
Entrepreneur Magazine	Feb 07	Top 101 Fastest-Growing

Publication	Issue Date	Accolade
Entrepreneur Magazine	Jan 07	Ranked #1 Senior Care Franchise
Entrepreneur Magazine	Jan 07	Top 20 Low-Cost Franchise
Entrepreneur Magazine	Jan 07	Top 20 Homebased Franchise
Entrepreneur Magazine	Jan 07	Top 30 Fastest-Growing
Start Your Own Business	Fall 06	Top 75 Franchises to Buy Now
Entrepreneur Magazine	Apr 06	Best of the Best Franchises
Entrepreneur Magazine	Jan 06	Franchise 500
Entrepreneur Magazine	Jan 06	Ranked #1 Senior Care Franchise
Entrepreneur Magazine	Jan 06	Top 20 Low-Cost Franchise
Entrepreneur Magazine	Jan 06	Top 20 Homebased Franchise
Start Your Own Business	Summer 05	Top 75 Franchises To Buy Now
Entrepreneur Magazine	Mar 05	Top 105 Homebased Franchise
Entrepreneur Magazine	Feb 05	Top 105 Fastest Growing
Entrepreneur Magazine	Jan 05	Top 20 Homebased Franchise
Entrepreneur Magazine	Mar 04	Top 101 Homebased Franchise
Small Business Opps	May 04	Top 15 Service Business
Entrepreneur Magazine	Feb 04	Fastest Growing Franchise
Small Business Opps	Jan 04	Top 20 Best Business for 2004
Entrepreneur Magazine	Jan 04	Franchise 500
Entrepreneur Magazine	Oct 03	Top 114 Franchise Under \$25K
Start Your Own Business	Fall 03	Top 500 Hottest Franchises
Start Your Own Business	Summer 03	Top 75 Proven Franchise
Entrepreneur Magazine	May 03	Top 100 Fastest Growing Franchise
Entrepreneur Magazine	Mar 03	Top 101 Homebased Franchise
Entrepreneur Magazine	Jan 03	Franchise 500
Start Your Own Business	Fall 02	Top 50 Franchise for Under \$50K
Entrepreneur Magazine	Oct 02	Top 113 Low-Cost Franchise
Entrepreneur Magazine	May 02	Top 101 Homebased Franchise
Start Your Own Business	Summer 02	Top 30 Homebased Franchise



## *What franchisees are saying about Home Helpers*

“In 2002, I purchased my first Home Helpers franchise. Shortly after, I left my job as a police officer to commit my full attention to my growing business and I’ve never looked back. It’s been exciting to grow my franchise while watching the entire system grow. Making the decision to purchase a Home Helpers franchise was one of the best business decisions I’ve ever made.”

**– Adam B., Drexel Hill, PA**

“As a Home Helpers franchisee, I’ve had access to both the support of the corporate operations team as well as the many individual owners across the country. When I’ve needed help with a problem, others had already found a way to solve it. That’s the real value of being a part of the #1 organization with many successful owners.”

**– Michael D., Western Springs, IL**

## *What clients are saying about Home Helpers*

“Thank you so much for the care you gave my mother. It allowed my family and me to get some much needed rest. I would recommend you to anyone. You are the best.”

**– Carol A., Altoona, PA**

“The care provided by Home Helpers for my mother has been outstanding. Your caregiver gives her the help she needs and the empathy to accept her limitations. I don’t know what we’d do without you.”

**– Mildred H., Paducah, KY**

“Being 21 and having a hip replacement due to cancer, it was hard for me to accept that I couldn’t do everything for myself. My caregiver, Marsha, helped when I needed her to, but respected me enough to let me try things for myself before stepping in. It was a relief not having to wonder how I would get groceries, clean my house, etc. You allowed me to recover in the comfort of my own home.”

**– Carey C., Windsor, CT**

# The Home Helpers Advantage

## FACTS & FIGURES

**Protected Territory Size** 175,000  
(based on population)

### Initial Franchise Fee

Cash Price  
(After all applicable cash discounts) \$33,900

### Direct Link

The Franchise Fee for Direct Link is \$18,900. However, when you purchase a Home Helpers franchise, you may receive a Direct Link franchise FREE OF CHARGE if you qualify.

Ask your Franchise Consultant for details.

### Financing

We offer financing up to \$20,000.00 for those who qualify. If you obtain outside financing, you can take advantage of the cash price of only \$33,900. In-house financing is available with no pre-payment penalties.

Also, Home Helpers is approved by the U.S. Small Business Administration (SBA), which gives you faster loan processing. Are you a Veteran? If so, we offer a \$1,000 discount on franchise fees (call for details).

### Length of Agreement

The initial period is 10 years, with two (2) 10 year renewable option periods. When you renew, there are no additional franchise fees required. So, in essence, it can be up to a 30 year agreement for the cost of the initial franchise fee.

### Ongoing Royalty

The royalty fee depends on your annual sales and ranges from 4% to 6%.

As your sales increase, the royalty is reduced.

Effective: April 10, 2009

Subject to change without notice.



*Making Life Easier* <sup>SM</sup>



Member of:



*I'm interested in taking control and becoming my own boss.*

## *What are my next steps?*

We invite you to learn more about the Home Helpers franchise and the opportunity to live the lifestyle of fun, freedom and wealth you desire. You owe it to yourself and your family to take the next step by filling out the **Home Helpers Profile Form** on the next page and returning it to us. Once we receive your completed Profile, your Franchise Consultant will call to discuss the current availability of your territory.



# Tell Us More About You...

Are you passionate about owning your own business? Tell us a little about yourself! Take just a few minutes to complete this form and e-mail it to us so you can receive more information about our great business opportunity. All information will be kept confidential. \*Required.



Making *Life Easier*™

## PERSONAL INFORMATION

Please Fill In:

\* Mr. Mrs. Ms. Dr.

First \_\_\_\_\_ Middle \_\_\_\_\_

Last \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

\* Home Number ( ) \_\_\_\_\_

Cell Number ( ) \_\_\_\_\_

\* E-mail \_\_\_\_\_

Single Married # of Children \_\_\_\_\_

Your D.O.B. \_\_\_\_\_

Spouse's Name \_\_\_\_\_

Spouse's D.O.B. \_\_\_\_\_

Highest Education Completed:

High School Some College

College Graduate

## INTEREST IN HOME HELPERS®

How did you hear about Home Helpers?  
\_\_\_\_\_

What prompted you to respond to us now?  
\_\_\_\_\_

Please list the magazines you read:  
\_\_\_\_\_

When would you like to start your business?  
1-3 months 3-6 months  
6-12 months

I have previously owned and operated a business:  
Yes No Details: \_\_\_\_\_

Have you discussed the concept of business ownership with family members? If yes, with whom?  
\_\_\_\_\_

## EMPLOYMENT HISTORY

Present Occupation \_\_\_\_\_

Annual Income \_\_\_\_\_

Spouse's Occupation \_\_\_\_\_

Spouse's Annual Income \_\_\_\_\_

## PERSONAL FINANCES

Do you own your home? \_\_\_\_\_ # of Years \_\_\_\_\_

Approx. Market Value: \$ \_\_\_\_\_

Mortgage Balance: \$ \_\_\_\_\_

How much capital do you have available to invest in a business?  
\$20,000 \$40,000  
\$30,000 \$50,000+

How will you finance your business?  
Cash Relatives Home Equity  
IRA's Stocks Bank Other

[Click here to Submit form to Home Helpers](#)

## BUSINESS PLANS

Will your spouse be active in the franchise?  
Yes No

Or Print this page and Fax or Mail to:

**Home Helpers**

10700 Montgomery Rd., Ste. 300

Cincinnati, OH 45242 Fax: 513-672-2462