

# Turn Care Into Success



This is Your Franchise Opportunity



***Senior Homecare by Angels™***  
***allows seniors to live where they  
are the most comfortable...  
in their own homes.***

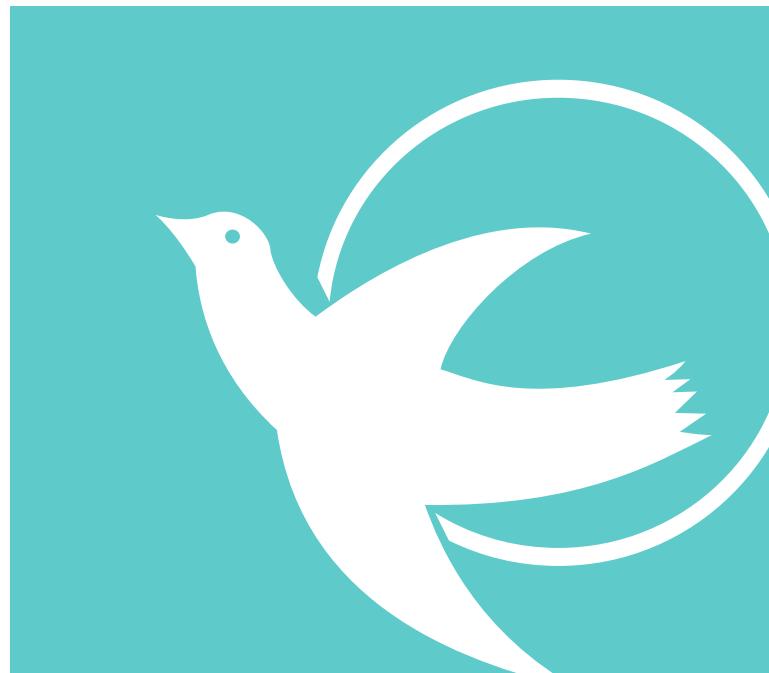
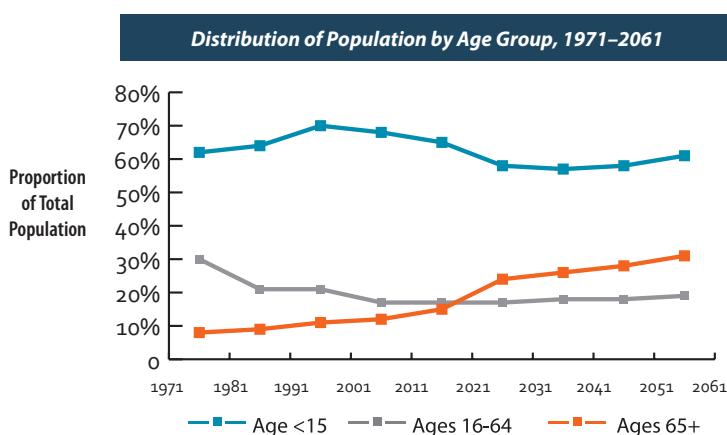
# Statistical Growth and Marketplace Demand

*For the first time ever, there are now more people in Canada age 65 and over than there are under age 15, according to Statistics Canada.*

*The cohort of people 65 and up is growing faster than any other age group. The population growth rate for the over-64 set is increasing by 3.5 percent per year—four times faster than the population at large.*

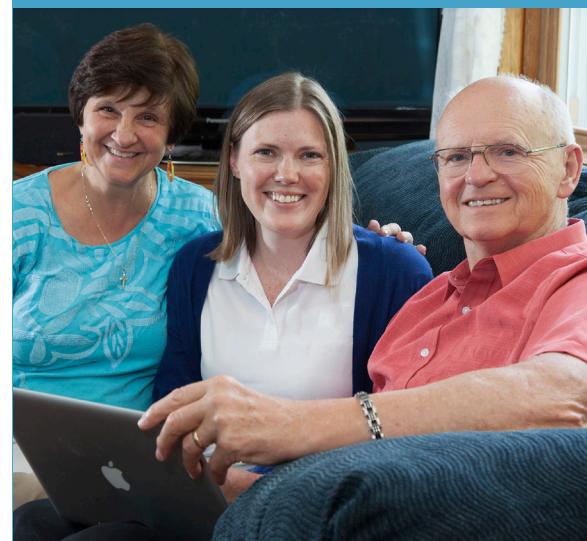
Seniors now account for a growing proportion of the Canadian population.

- Between 1986 and 2010, the number and proportion of Canadian seniors increased from 2.7 million to 4.8 million.
- Between 2011 and 2031, all members of the baby boom generation—Canada's largest birth cohort (born between 1946 and 1965)—will turn 65.†



## SENIOR HOMECARE BY ANGELS OFFERS ASSISTANCE WITH:

- Activities of Daily Living
- Meal Preparation & Planning
- Medication Reminders
- Shopping
- Bathing
- Dressing
- Grooming
- Toileting
- Light Housekeeping
- Errands
- Travel Companion Services
- Rewarding Companionship



[www.SeniorHomecareByAngels.com](http://www.SeniorHomecareByAngels.com)

[Contact us for more information](#)

**+1 (800) 747-9500**

111 Waterloo Street, Suite 312,  
London ON N6B 2M4





## Why Choose Senior Homecare by Angels?

Experience matters when selecting a franchise investment.

*Our directors have provided homecare services to senior citizens dating back to the 1980's. Their experience in non-medical (private duty) homecare spans up to 40 years each.*

The value of a franchise is only as good as the expertise it offers. Senior Homecare by Angels has a proven program utilizing collective expertise and experience gained over two decades while building the Senior Homecare by Angels brand. Our affiliated home care Franchisor companies have established over 600 franchised locations in America, Mexico and the UK as well as our "Senior Homecare by Angels" brand in Canada.

## Innovative Protected Territory System

*The sources of referrals in the medical and non-medical communities in your territory are protected from solicitations by other Senior Homecare by Angels offices.*

*Your territory is protected.*

*"Senior Homecare by Angels company colours speak 'trust.' The logo was a strong draw.*

*I wasn't charged a lot in royalty fees and the sales representatives, Dave and Mary Lou, were really great to work with."*

*-Gerry G., Owner,  
Calgary, AB.*

Gerry G., Owner,  
Senior Homecare by Angels of Calgary, AB.



# Your Pathway to Success

*Commitment and caring are the keys to prosperity.*

*Our business is driven by the desire to assist and help those who cannot fully manage their own daily needs. Our most successful owners have succeeded due to a sincere commitment to care.*

We have always held the philosophy that we are in business to provide the best service possible to family homecare clients while simultaneously acknowledging our team of caregivers with utmost respect.

## Relationship Building

Building relationships with clients, caregivers and sources of referrals is the key to everything we do.

*Attending Senior Homecare by Angels training will teach you how to obtain clients and caregivers—and how to keep them significantly longer than other homecare agencies.*

## Your Team

*Senior Homecare by Angels will teach you the process of recruiting, interviewing and hiring the best available candidates to provide the home care services of your agency.*

We can also help you develop the communication skills that are necessary to build a strong team and retain talent.

Registered Nurses (RN), Licensed Practical Nurses (LPN) and Personal Support Workers (PSW) often prefer providing personal, one-on-one care with a senior and their family.

This growing pool of applicants has stemmed from the significant amount of people that previously worked in healthcare settings such as hospitals and nursing homes.



*Christian B., Owner,  
Senior Homecare by Angels of London, ON*

*"A Senior Homecare by Angels franchise is part of a growing market. Additionally, it's a low investment coupled with a declining royalty fee structure."*

*-Christian B., Owner,  
London, ON*

# Meet the Innovators

**Dave Ritterling** ensures the best candidates are awarded a franchise. He holds two masters degrees, including one focused on human relationships. Dave is passionate about senior issues. He has owned a franchise serving seniors for nearly 2 decades. He also directly provides ongoing guidance to our franchisees in Canada. Dave is a retired Air Force officer whose professional background includes large firm corporate management.

**Rich Bitner** is responsible for building the brand by implementing strategic marketing initiatives. His three decades of background in media include marketing, advertising and public relations. Rich joined Senior Homecare by Angels in 2002. He enjoys developing successful marketing strategies for homecare clients, prospective franchisees and the national media. Rich also provides national, regional and one-on-one training consultations to franchisees.

**Cathy Berg** joined Senior Homecare by Angels in 2009. She brought with her over 20 years of executive leadership and management experience in private duty home care and health care including serving as Regional Director of Operations, CEO and President. Cathy is a key member of our Operations team providing support to franchisees.

**Christian Bullas** has been providing home care in London, Ontario since 2003. Prior to opening his Senior Homecare by Angels franchise, Christian had a managerial career in retail for 10 years. Christian joined the corporate team in 2010, bringing his expertise in operating a successful home care business to support our Canadian development and operations efforts.

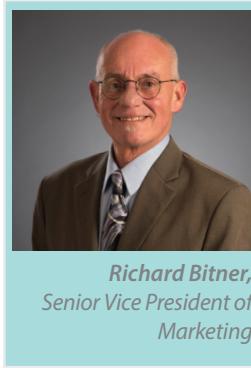


**Dave Ritterling,**  
Chief Executive Officer

**Larry Meigs** co-founded Senior Homecare by Angels to fulfill his vision to create a homecare company that made a difference - putting caring first. Serving as President since the company's inception, Larry has combined his extensive experience in franchise development with strategic leadership, ensuring exceptional support for our franchisees that continues to produce phenomenal growth.



**Lawrence Meigs,**  
President



**Richard Bitner,**  
Senior Vice President of  
Marketing

**Karon Austin** joined Senior Homecare by Angels in 2008. In her role as Senior Vice President of Operations, Karon leads the Operations team in providing support for our owners. Karon began her career in homecare in 1980 and has held a variety of executive roles. She has been a national consultant on hospice, home health care and private duty homecare.



**Karon Austin,**  
Senior Vice President of  
Operations



**Jerry Capaccio,**  
Associate Senior Vice  
President

**Jerry Capaccio** joined Senior Homecare by Angels in 2013. Before joining our team, Jerry had over 20 years of management and sales experience working for a fortune 100 company with ever increasing success managing single unit, to multi-unit, to regional business to business sales. Jerry is responsible for ensuring the highest caliber applicants are awarded new franchise territories in Canada.



**Bonnie Reid,**  
Associate Senior Vice  
President Franchise  
Development



**Christian Bullas,**  
Director of Canadian  
Operations

**Bonnie Reid** joined Senior Homecare by Angels in 2012, and serves as the Director of Program Development. Bonnie is primarily responsible to analyze, develop, and launch new programs catered to the specific nuances of homecare and the communities served. Bonnie previously worked at a large home health care and hospice system, serving as the Director of Professional Services.



**Bonnie Reid,**  
Director of Program  
Development

# Operational Training

*Our initial training is second to none! We provide a full week of training conducted by our experienced Directors with proven success in the homecare industry.*

*Your week of comprehensive training will teach you to open and operate your franchised business (see our training schedule in the Franchise Offering Circular).*

*All of our franchisees have password protected access to our proprietary intranet website. This website is a resource center providing our franchisees with advertising, marketing, business forms and much more to meet their operational needs.*

*Each month we host live online webinars to our franchisees that provide the latest insight into the homecare industry. These webinars cover important topics such as: streamlining your operations, rolling out effective new marketing campaigns, expanding your business, reaching out to new referral sources and how to cultivate special cooperative relationships with health care professionals, companies, care recipients and their families. The webinar format also allows for interactive questions and answers.*

*Our Directors are homecare marketing experts who provide Senior Homecare by Angels franchise owners comprehensive marketing and advertising strategies that are tailor made for their business.*



## OUR DETAILED SUPPORT PROGRAM

- Weekly e-mail information sent to all franchisees
- Guest seminars and annual conferences
- Regional meetings - all franchisees invited
- Monthly webinar training programs
- Comprehensive training in all phases of the homecare business
- Use of our trademarked logo and advertising templates
- Operational business form templates
- Daily consultation availability from all our Directors
- Website development assistance from our corporate headquarters
- Ongoing development of advertising and marketing materials
- Intranet tool offering all proprietary advertising and marketing materials, service forms and templates necessary for your business





2018 Annual Conference, Las Vegas, NV

# Conferences, Seminars, and Business Builders

*Our annual conference is a wonderful way for you to meet other franchisees in person and to receive information from our guest speakers on marketing, client services, new industry trends and other topics in homecare. Annual conferences are conducted in attractive destinations such as Orlando, FL; San Diego, CA; Boston, MA; Denver, CO; and Las Vegas, NV.*

*Regional meetings are held throughout the year in numerous locations.*

We also conduct “Business Builder” large group meetings in regional locations throughout the year. Our “Business Builders” are an excellent way to share ideas with other franchisees and receive ongoing guidance from our Directors in Canada and the United States.

## Ongoing Guidance

*Our Directors comprise a fantastic team with great depth of experience. We send new information to our franchisees by e-mail every week.*

*We also provide ongoing guidance with expert guest seminars at our annual conferences and weekly webinars on a wide range of topics.*

When you have questions about the business they are answered by a director with decades of experience in private duty homecare. We also conduct individual consultations with franchisees.



Dave Ritterling, CEO of Senior Homecare  
by Angels and Debbie W., Owner,

# Marketing and Advertising Resources

*We will teach you a consistent system of establishing powerful contacts in your market with the people who can refer clients to you on an ongoing basis.*

In addition, we provide hundreds of proprietary marketing templates for download and use to promote your business.

## *Registered Senior Homecare by Angels Trademark*

You'll market your business with our nationally recognized and trademarked Senior Homecare by Angels name.

Our website, seniorhomecarebyangels.com has helped us generate national visibility for our franchisees and it generates great interest in the homecare services of our franchised agencies.

## 24/7 Online Access

The proprietary online resource portal provides ongoing resources that assists our franchise network in building their businesses.

With over 500 proprietary marketing assets available, you will be hard pressed to find another franchise company that can match this level of support and continuing guidance.

The screenshot shows the homepage of the Canadian Resource Centre. At the top, there are navigation links for Marketing, Advertising, Life Care Navigation, Operations, Policies, Financials, and Forms. A banner at the top right says "All of your Marketing, Advertising and Office Administration needs in one place... for expert support call 800-365-4189". Below the banner, there's a section for "New Greeting Cards" with a "DOWNLOAD" button. There are also sections for "Annual Conference", "Lead Texting Service", and "CoOp Advertising 800 Number". The footer includes links for Home, Marketing Section, Advertising Section, Life Care Navigation, Operations, Policies, Financials, and Forms, along with a note about visiting HomeCare International, Inc. in 2012.

## Lead Generating and Recruitment Materials Available to Franchisees

- Display Advertisements
- Forms, Contracts, Questionnaires
- Direct Mail Postcards
- Sample Classified Advertisements – For both clients and “help wanted”
- Homecare Services Brochure
- Informational Brochures
- Posters
- Greeting Cards
- Banner Stands
- Trade Show Materials
- Logos and Senior Homecare by Angels Design Elements
- Rights-Owned Photo Library



# Low Royalty Fees

*We want to provide the best services to you without becoming a financial burden.  
We offer the lowest royalty fees in our business.*

*The percentage basis of our royalties is reduced based upon the gross revenues volume of your business.*

## Program Development

*Our Life Care Navigation customized programs were researched and developed to ensure the seniors we care for receive the most dignified and compassionate care possible.*

Life Care Navigation programs:

- Practical care tips for end of life
- Social care program
- Fall prevention
- Hospital discharge planning guide
- Holistic care
- Dementia care

## Our Mission Statement

*Senior Homecare By Angels strive to educate, support and provide the compassionate, professional resources needed to deliver the best care possible to families across Canada so their loved ones can remain independent in their own homes.*

*Our franchises provide non-medical home care; yet, central to our mission is restoring hope through the assistance of healing the emotional, spiritual and physical well-being of the individual. We accomplish this through relationship building and effective communication with clients, families and health care providers.*

*"I chose SHCBA because my vision of providing care for people who had encountered complications from long-term illnesses was the same goals and mission from the franchise of SHCBA."*

*-David M.,  
Owner,  
Toronto, ON*

*David M., Owner,  
Senior Homecare by Angels  
Toronto, ON*



**Your To Do List:**

- Complete Confidential Questionnaire and Return**
- Register for Senior Homecare by Angels Free Franchise Seminar**

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tInformation provided by Statistics Canada, <http://www.statcan.gc.ca/>