



**IS A HOME HEALTH CARE
FRANCHISE RIGHT FOR ME?**

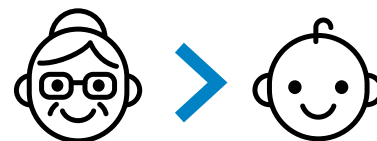
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Home health care is booming and will continue to grow as the population ages. The U.S. Census Bureau and Pew Research Center report that:

56.1M

In 2020, there will be 56.1 million Americans aged 65 and over



Senior citizens will outnumber children in the United States by 2030

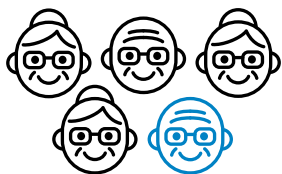
65

YEARS OLD

In just 11 years, all baby boomers will be older than 65 years of age

94.7M

The number of Americans 65+ is expected to increase to 94.7 million by 2060



1 in 5 Americans will be of retirement age by 2030

2030

Generation X will begin turning 65 in 2030

While this presents profitable business opportunities for entrepreneurs, it might not be for everyone.

Because BrightStar Care franchise owners are charged with providing companion, personal and medical care for clients who are often vulnerable, we are selective about to whom we award a franchise.

To help you decide if you are a good fit to own a BrightStar Care agency, consider the following questions:

ARE YOU COMPASSIONATE?

Compassion is the key to providing home health care services. It's linked to better outcomes for clients, which also solidifies your reputation as a high-quality care provider.

FRANCHISEE EXAMPLE – RAMPI HIJAZIN



Concerned about every single one of her clients in North Carolina as Hurricane Florence approached, Rampi called clients and helped them prepare for the storm. She made sure clients with more acute health issues had the supplies they would need for a week. She was in constant contact with clients throughout the storm to make sure they were okay. To read more about Rampi, [click here](#).

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FRANCHISEE EXAMPLE – DIANA AND JOHN HOHMANN



This couple's franchise has been awarded the Clinical Excellence Award in large part because their staff, caregivers and they are compassionate toward clients and their families. Compassion is a quality they look for when hiring in order to build a cohesive team. To read more about Diana and John, [click here](#).



Are you compassionate?

YES | NO

CAN YOU WORK WITHIN A FRANCHISE SYSTEM?



Investing in a franchise is a sound and proven way for entrepreneurs to become business owners. While franchisees own the business, they do have to follow brand standards and operate within guidelines established by the franchisor.

The franchisor/franchisee relationship is a mutually beneficial and cooperative relationship: The franchisee obtains the rights to operate a business under the franchisor's brand name and use the franchisor's proven business model. The franchisor provides training and support to help set the franchisee up for success.

Franchisees, in exchange for the franchise fee and royalties, benefit from the franchisor's brand recognition in the related industry. They also receive support, which includes pre-opening training, marketing, ongoing support and training, site selection guidance and more.

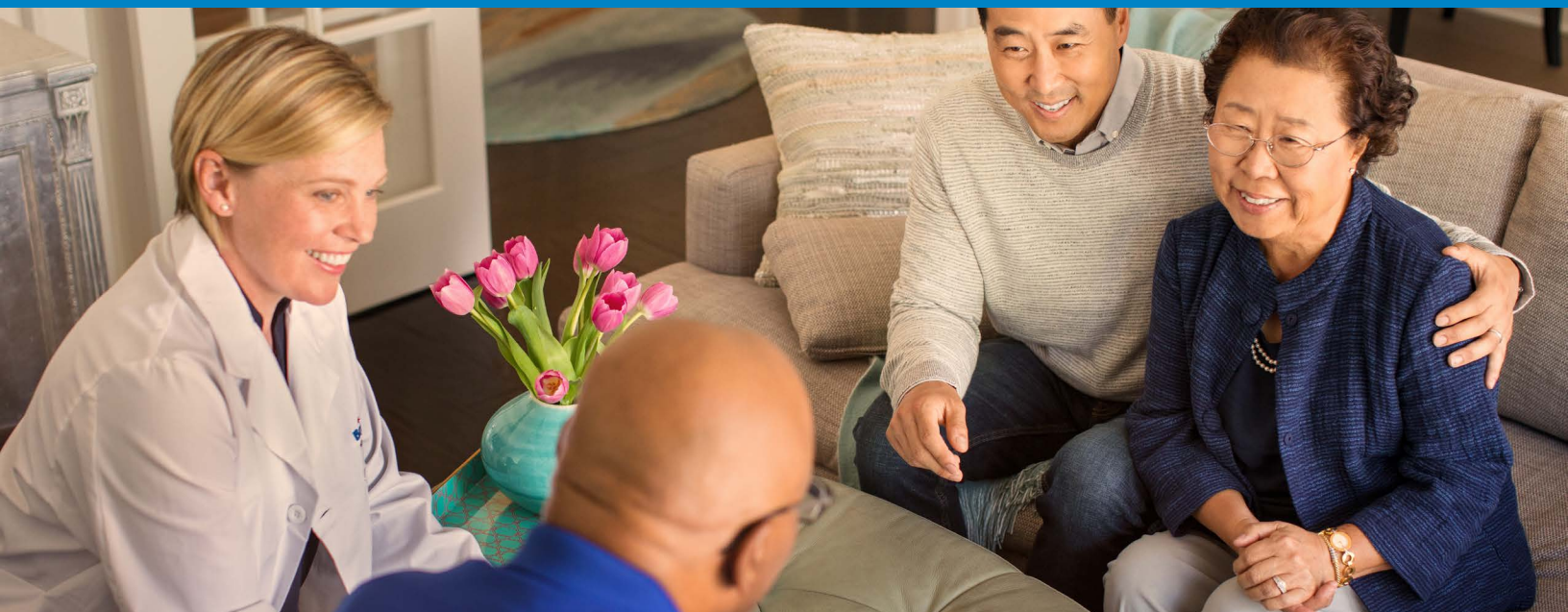
BECOMING A FRANCHISEE WITH BRIGHTSTAR CARE

When you become a BrightStar Care franchisee, you will benefit from our proven business model, which provides franchise owners with a leg up on competitors. BrightStar Care offers:

Multiple revenue streams – BrightStar Care franchisees can provide a full continuum of care which includes companion, personal and skilled medical care. Providing childcare and staffing health care facilities are also revenue streams for agency owners.

National accounts – BrightStar Care maintains national and regional accounts with insurance companies and health care organizations, which provide another source of revenue.

The Joint Commission accreditation – For a record six consecutive years, BrightStar Care has earned the Joint Commission's Enterprise Champion for Quality Award – making us the only home care franchise system to do so. This is an impressive differentiator to share with potential clients.



SUPPORT FOR FRANCHISEES INCLUDES:

Three weeks of initial training – pre-opening, online and in-person classroom training, and meetings with Start Team coaches

Ongoing – online modules and regional training, conferences, and monthly calls and webinars with Field Support Coach

Key staff training – Your Director of Nursing, Sales Director and Branch Manager receive classroom training, which includes role-playing for learning sales, clinical oversight and operations/branch management

WHAT'S EXPECTED OF OUR FRANCHISEES

We expect our franchise owners to work in the business according to the BrightStar Care business model to provide a Higher Standard of Care.

Can you work in a franchise system?

YES | NO

ARE YOU WELL CAPITALIZED?

The initial investment for a BrightStar Care location can be anywhere between \$93,048 and \$154,307 depending on variables such as real estate and labor costs in your market.

This investment includes a \$50,000 franchise fee, which provides you with:

- Designated protected territory with a population between 200,000 and 250,000
- Access to a proven home health care model
- Extensive new owner training
- Access to operational tools, including proprietary, web-based business management systems
- Exceptional opening and ongoing support

When you have your BrightStar Care agency up and running, you will be responsible for monthly royalty, advertising and technology fees.

- **Royalty fees** – 5.25% of monthly net billings generated from non-national accounts, 6.25% of monthly net billings generated from national accounts.
- **Advertising fee** – Greater of \$250 per month or 3% of previous month's net billings
- **Technology fee** – Greater of \$250 per month or .83% of previous month's net billings.

BrightStar Care's model is scalable with uncapped revenue potential in the way of multiple income sources, national accounts and the reputation that comes with The Joint Commission accreditation. In 2018, the top quartile of BrightStar Care franchisees earned a combined average revenue of \$3,569,191.*

* Item 19 of BrightStar Care 2019 FDD

Are you well capitalized?

YES | NO

ARE YOU A SELF-STARTER?

Owning a home health care agency requires you to be ambitious. While BrightStar Care is a well-respected and recognized home health care franchise, you will still need to aggressively network in your market to generate client leads for your agency to provide services and separately establish your agency as a staffing source for other health care organizations in your community.

You will start as an owner-operator, recruiting office staff and caregivers, as well as clients. Typically, new franchisees also handle scheduling caregivers and managing payroll.

But, as your agency grows with staff and caregivers, you'll be freed up to network in your market. BrightStar Care franchisees have developed creative networking strategies, such as hosting continuing education events for caseworkers and social workers.

FRANCHISEE EXAMPLE - KRIS DAVIS



After 20 years in the cellular communications industry and just one class and a dissertation away from receiving a doctorate degree in applied management and decision sciences, Kris Davis decided to help people on a deeper level by becoming a BrightStar Care franchisee. In two years, he bought three BrightStar Care franchises, which works with 100 caregivers providing care throughout northern Fort Worth, Texas. To read more about Kris, [click here](#).

Are you a self-starter?

YES | NO

DO YOU HAVE MANAGEMENT EXPERIENCE?

As a home health care franchise owner, you will be working with office staff, caregivers, clients and their families. Skills in managing time, working with various personalities and balancing your finances will prove invaluable.

FRANCHISEE EXAMPLE – JEFF TEWS AND SUSAN RATHER



Married couple Jeff Tews, a former senior vice president at a highly visible bank, and Susan Rather, who managed labs and employees at a VA hospital, applied their management experience and now own and operate seven BrightStar Care franchises. To read more about Jeff and Susan, [click here](#).



Do you have management experience? YES | NO

YOU AND BRIGHTSTAR CARE MIGHT BE RIGHT FOR EACH OTHER!

If you answered yes to these questions, owning a home health care franchise with BrightStar Care might be right for you.



For more information about this home care business opportunity, contact us:

(877) 689-6898

brightstarfranchising.com/home-care