



Assisting Hands<sup>®</sup>  
*Home Care*

Quality Home Care You Can Trust<sup>®</sup>





## *company history*

Assisting Hands Home Care grew out of a desire to provide seniors, and others needing non-medical assistance at home, with the option that most people prefer - to remain independent, safe and comfortable in their own homes. Assisting Hands is a home care franchise company that emphasizes exceptional customer service and highly personalized in-home care to meet the needs of our clients.

One of the founders of Assisting Hands Home Care is Dr. Gail Silverstein, who has more than 25 years of experience coordinating

and leading health care programs in both the public and private sector. It was Gail's understanding of the health care industry, along with the personal experience of trying to find assistance for her father at home, that led her to realize there was a serious gap in services. Simply having a small amount of help can truly make a difference. So began Gail's quest to fill that gap, to help find a better alternative for the elderly and disabled.

In 2006, she joined with Cline Waddell in Boise, Idaho, to establish Assisting Hands, Home Care, to

provide a better alternative for the elderly, disabled and others needing a little extra support and assistance to stay home. From a few hours a week to 24/7 care, we help our clients maintain their independence and live in their homes with respect and dignity.

Today, our Assisting Hands family of franchise owners serve their communities in locations spread throughout the United States. They find fulfillment in their professional lives, while serving the needs of the elderly and disabled in their community.

## *our services*

Assisting Hands offers a wide range of in-home care services for elderly and disabled adults, and anyone else in need of assistance. Here is a partial list of the services we provide:

- Bathing, grooming, meal preparation, and housekeeping
- Home safety evaluations
- Recommendation for and placement of assistive devices in the home
- Fall risk assessments and individualized fall prevention plans
- Care coordination with all members of the client's healthcare team
- Transportation and accompaniment to vital healthcare appointments
- Specialized care for Alzheimer's and other dementia clients
- Compassionate, one-on-one end of life care for clients on Hospice
- Automated medication reminders
- Medical alert system
- Video monitoring services
- Medication Administration
- Post-surgical Care
- Wound management
- Chronic Disease Management
- Cancer Recovery
- Physical, Occupational and Speech Therapy

. . . and much more!



### industry facts

In 2011, the first wave of Baby Boomers reached the age of 65. By 2030, 20% of the American population will be 65 or older. These statistics make the home care industry particularly lucrative at the present time.

In the past, many elderly people would live with their adult children, with the children acting as caregivers. Today's family with two working adults makes staying at home to care for aging parents far less common. Most aging people would much rather stay at home, instead of living in some kind of care facility.

In-home care is a booming industry. MSNBC listed "homecare" as the number one business to start now:

*"#1. Home elder care. Thanks to the miracle of modern medicine, today's elders, sometimes called the 'greatest generation,' are able to live independently, but frequently not without help. Businesses that provide personal services to the elderly—such as grocery shopping, housekeeping, and assistance with grooming—enable seniors to stay in their own homes as long as possible."*

Businesses that cater to the "greatest generation" will be well-positioned

to serve their children--the Baby Boomers--who constitute the largest, wealthiest generation in U.S. history.



### industry advantages

This is a tremendous growth industry, with a very large demographic to target. Besides the



elderly population, there are other, largely untapped markets. Most homecare focuses on seniors who need care and assistance. But there are many more people who need assistance with activities of daily living.

The mother who has just returned from the hospital with her newborn child cannot always manage everything. A young man with a sports injury may not be able to drive or get his groceries up the stairs to his home.

Someone with cancer, who is weak from chemotherapy, may need a

hand around the house. These are just a few examples of the many situations that can cause a normally self-sufficient person to need services.

That's where Assisting Hands comes in. We offer a wide variety of in-home care and assistance, including medical and non-medical services. Aging, disability, or illness may require a little more help than friends or family can provide.

Our goal is to help people stay independent and in their own homes for as long as possible.



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## *the assisting hands franchise opportunity*

We've designed a scalable business model that can grow with your professional and financial needs. Franchise ownership opportunities include: a single unit franchise, multiple unit ownership, or the area representative opportunity, depending on an individual's goals and qualifications.

### *Single Unit Franchise*

The single unit franchise can be appealing to an individual who has been in Corporate America and has decided to become their own boss. This offering is well suited to candidates that are new to franchising, but have the drive, perseverance, desire and financial stability to own their own Assisting Hands franchise.

### *Multiple Unit Franchise*

Multiple unit franchise ownership provides qualified prospects the opportunity to operate multiple franchises in a larger market. A multiple unit franchisee must possess the skills and abilities to perform all the day-to-day activities, as well as have the desire to leverage his or her talents by managing more clients and employees.

### *Area Representative Franchise*

Following a business model pioneered by Subway<sup>®</sup> and Mail Boxes, Etc.<sup>®</sup> (among others), a Area Representative is granted an exclusive Development Territory within which to sell, train and supply support and guidance to franchisees operating Assisting Hands unit franchises in that region.



## *our competitive advantages*

- “Value Added Services” that include: medical alert alarms, medical equipment, staffing services, remote video monitoring services, and more. These tools help our franchise owners serve client needs, attract new business, and provide excellent customer service to new and existing Assisting Hands clients
- Our virtual “Business-in-a-Box” includes a complete software package that smoothly handles all key business functions, saving hours of paperwork
- Strong corporate management team with extensive industry experience
- Comprehensive training and support, including a four-phase Training Program
- Caregivers are carefully screened and trained in CPR and first aid. They are licensed, bonded and insured to provide families with peace of mind.
- Scalable business model, with single unit, multiple unit and Regional Developer opportunities available
- Excellent territory availability in most US markets
- Affordable investment, and low overhead!





## hear from some of our clients...



*“When I started service with Assisting Hands I did not think having a caregiver help my mother would make such a difference in her life. She considers the caregiver like one of her own and the caregiver makes sure that all her needs are taken care of. Before I started the service with Assisting Hands my mother would be depressed that I could not be around as much as I would like, but now when I come by my mother lights up like she use to.” -Kevin W*

*“My father has Alzheimer’s and I always found it difficult leaving him at home alone during the night. I contacted Assisting Hands Home Care and ever since life has been a relief for me and a relief for my father. Now I could go ahead and handle my endeavors in my life and know my father is well taken care of. It’s amazing how much of an understanding my father and his caregiver have. I am so pleased with the level of service Assisting Hands Home Care has provided me.” -Robert B.*

## hear from some of our franchise owners ...

### **Kim Kling, Cincinnati, OH.**

*“It has been a life-long dream of ours to own our own business. After researching many Home Care franchises we decided to go with Assisting Hands. It was the best decision we have ever made! They provided an excellent new owner training along with easy access to all of the materials we needed to get started. The corporate support staff are available anytime to provide their expert advice when we need it. The other franchisees are very helpful and willing to share their experience with other owners to help each Assisting Hands be the best home care company in their city. We could not do what we are doing in Cincinnati without the support of Assisting Hands!”*



### **Robert Thomas, Fort Myers, FL**

*“I spoke to a few other home care companies before I made my decision to open an Assisting Hands franchise in 2007. They are always available to consult with and answer my questions very specifically from their own experience. We’re a growing company now, but the cooperation and sharing from the key people in the company, both management and other franchise owners, is incredible.”*



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## could an assisting hands home care franchise be right for you?

Owning your own Assisting Hands Home Care franchise can be a personally and financially rewarding opportunity, but it's not for everyone. That's why we have developed a multiple-step mutual evaluation process to help us determine the degree of match between you and an Assisting Hands Home Care franchise. This process allows mutual exploration by both parties, to enable everyone to make a better informed decision. Here are the steps to finding out if an Assisting Hands Home Care franchise is right for you:

**Step One:** Complete and return the Personal Profile form

After you have reviewed our franchise brochure and spoken to one of our franchise representatives, you will be asked to complete our Personal Profile form. This form will include financial and other information we need to determine whether you meet our initial qualifications for a franchise. Please be assured that the information you provide to us will be held in the strictest confidence.

**Step Two:** Receive our Franchise Disclosure Document (FDD)

After we have reviewed your Personal Profile and you have met our initial qualifications, you will receive our Franchise Disclosure Document (FDD). This document provides complete disclosure about our franchise opportunity.

**Step Three:** Speak to our Franchise Owners

After reading the FDD you will have the opportunity to speak to our franchise owners to ask them questions about the day-to-day operation of an Assisting Hands business, and to find out what it takes to be a successful franchise owner. This is a very important step to help you determine whether an Assisting Hands franchise may be right for you.

**Step Four:** Attend Discovery Day

Once you've read the FDD and spoken to some of our franchise owners, the last step will be to invite you to attend Discovery Day to meet our management team. You will also see first-hand how the technology, marketing and operational tools will help you operate an efficient business.

**Step Five:** Sign the Franchise Agreement

After you have attended Discovery Day, have had all your questions answered, and have been approved by our Executive Committee, your franchise agreement will be signed, and you'll be on your way to owning your own Assisting Hands Home Care franchise!

If you believe owning an Assisting Hands Home Care franchise may be right for you, take the first step by contacting us today!

For more information, contact:

**Assisting Hands Home Care**

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

Offer made by prospectus only.





### **Estimated investment breakdown for Single Unit Franchise:**

Franchise Fee.....	\$38,500
Leasehold Improvements, Signage, Furnishings & Computers .....	\$4,200 to \$20,500
Licensing, Permits, Credentialing .....	\$850 to \$20,500
Real Estate, Rent, & Deposits .....	\$2,000 to \$10,000
Training .....	\$2,000 to \$4,000
Pre-Opening / Advertising.....	\$2,500 to \$9,000
Insurance.....	\$3,500 to \$6,000
Professional Fees.....	\$2,000 to \$5,000
Working Capital.....	\$15,000 to \$34,000
<b>Total.....</b>	<b>\$70,550 to \$147,500</b>

These estimated initial expenses are our best estimate of the costs you may incur in establishing and operating a single unit Assisting Hands Franchise. Multiple-unit franchises and Area Representative franchise opportunities are available to qualified individuals.

The factors underlying our estimates may vary depending on several variables, and the actual investment you make in developing and opening your Franchise may be greater or less than the estimates given, depending upon the location of your Franchise and current relevant market conditions.

Ask us how you can get a copy of our Uniform Franchise Disclosure Document for more information.