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Franchise
Opportunities



Become a member of our family!

Disclaimer: This advertisement is not an offer to sell a franchise. An offer can only be made by a disclosure document filed first with the appropriate agencies of the respective filing states. Such filing does not constitute approval by any such agencies.



Senior Advisor's Best of Home Care 2017

For two consecutive years, 2nd Family received the prestigious Best of Home Care Award from SeniorAdvisor.com, which honors the top 1% of senior care providers nationwide.¹



Why be a part of our family?

- Adopt an established home-care business model with market-tested operations
- Meet growing client needs in an expanding industry
- Provide various services to help senior and other clients, and build business revenue
- Leverage streamlined technology platforms for optimized operations
- Grow your business in your own protected territory
- Take comfort in the commitment from our experienced, compassionate organization to continually develop and improve our business model, to help your business continue to thrive

More than just Providing Care. Becoming a 2nd Family.



When our family was searching for the appropriate care for our aging grandmother, we realized it would be one of the most important decisions we would ever have to make. Unfortunately, we also quickly realized that the quality of care available did not meet the expectations we had for our loved one. It was a difficult and frustrating process, and we learned right then and there that someone needed to fill the void between the quality of care we were finding in the marketplace and what we wanted. We decided to take on that challenge ourselves.

Today, after having developed and refined our home care and support services business model over the years and shown that we can truly make a difference, we invite you to join us in bringing quality in-home care to your community!

Our commitment starts with our hiring process, which reliably identifies caregivers who really do care and have the ability to build relationships with our clients. At our home office we hire only certified nursing assistants who are compassionate, selfless, and have a strong desire to help those in need. **If we wouldn't trust a caregiver to care for our own grandmother, we won't send them to our clients' homes—that's our "Grandma Rule"!**

At the administrative level, we've laid the groundwork for a streamlined, organized business concept. Using technology to track care plans, schedules, billing, payroll, and communications between our professionally trained staff and our clients, we provide unmatched access and coordination of care, and the utmost in comfort, confidence and flexibility to our clients. And, of course, this also provides the blueprint for your very own business.

Do you have the passion to help others like we do? If so, it's time to learn more about what we have to offer, as we help you run your very own 2nd Family franchise.

Become a part of our family, and become the 2nd Family to your community!



Chad Tracey
(President & Co-founder)
and **Josh Markland**
(Vice President & Co-founder)

¹http://www.prweb.com/releases/2017/2ndfamily_award/prweb13907462.htm



Employing Caregivers Who Really Care –

Finding enough good, qualified caregivers can be challenging, but we have an established process for finding the best ones out there. We screen and hand-pick our caregivers based on a wide variety of important factors including experience, compassion, selflessness, initiative, and a desire to help. Selecting and retaining caregivers that really care is step one in the process, and we will help you implement this in your own local business. Then, once hired, you can help guide your staff of caregivers to understand the importance of developing a close relationship with your clients, because companionship and providing care go hand in hand. In addition, some of your caregivers can be trained in Alzheimer's and Dementia care and other specialties, to provide an even wider variety of services. But above all, each of your team members will abide by the "Grandma Rule" – our own high standard of care.

"[The] crew at 2nd Family are my mother's 2nd Family. They had a very friendly and caring approach the whole time we were convincing my mother that she needed a caregiver... She got a companion who actually listens to her. It's been great being able to enjoy the good, fun times with my mom instead of worrying..."

- Lisa M.

Making the 2nd Family Mission Yours.

Our mission is a personal one, as we understand the difficult nature of finding the best care for an aging or disabled loved one.

We know that **most seniors would choose to remain living in their own homes,**² so we have developed a comprehensive business model to provide the best in-home care in the industry. We also understand that some seniors may have apprehension when someone other than a family member is entering the home to help with the daily tasks that have never before required assistance.

This is why the 2nd Family team is committed to providing professional yet personal care, so that our clients can feel comfortable and confident in their own homes. **Improving quality of life and maintaining a healthy lifestyle is our number one goal – and we'll help you make it yours in your local business.**

Multiple ways to Care. Multiple ways to Grow Your Business. As a 2nd Family franchise owner, you and your trained and qualified staff of caregivers can provide a wide variety of non-medical services that your clients need, including:

- **Companionship** – the most important part is being there to have a conversation, to listen and be part of the family for someone in need
- **Bathing/Hygiene Assistance** – providing help getting in and out of the tub/shower, oral care, and overall personal hygiene assistance also helps maintain dignity
- **Alzheimer's/Dementia Care** – some of your caregivers can be specially trained to help care for individuals with cognitive issues
- **Light Housekeeping** – as daily tasks become more difficult, you and your team will be there to help keep the home clean and safe
- **Meal Preparation** – to help ensure proper nutrition and healthy diets
- **Running Errands/Transportation** – assist with trips to the grocery store, to the doctor's office, or even to social functions
- **Medication Reminders** – taking multiple medications can get confusing, so using our unique MedReminder system ensures your clients are taking the proper medication, with alerts sent out if medication is not taken properly. This gives your clients' families – and you – peace of mind



**There's more to our concept that makes us truly unique...
Read on to discover all that makes this a compelling
business model that you can proudly call your own!**

Your Opportunity to Make a Difference.



This is your chance to provide support and compassion for the growing elderly population in your community. As the 65 year old and over population continues to grow and becomes an ever more significant percentage of the total population,³ demand for in-home assistance will grow as well.

Your Business Potential. While it is beneficial for individuals to remain in their own homes, the burden on family taking care of their loved ones can be daunting. Being full time caregivers leaves little time for enjoying leisure time, much less keeping a regular job – and it's far more challenging if family members are not located nearby. Extended families will always have a need for help from professionals like your 2nd Family team.

Even more rewarding is knowing that you can not only meet the needs of your core client base of seniors, but also many others: from the disabled, to those with traumatic brain injuries, and more. The opportunities to serve your community are plentiful.

You can do it all from a streamlined, 600 square foot professional office space – with the option to rent shared office space initially – so your start-up costs are controlled and easily managed.

Best of all, providing home care services is a critical role you play in your community, and our established brand and systems will help you thrive as a business owner as well!

Roughly 10,000 people will turn 65 every day for the next 20 years!⁴

In fact, the growing home care providers market in the US recently reached **an enormous \$89 Billion**,⁵ and as the market matures, quality-focused organizations will need to step up and operate efficiently to best meet the growing needs of seniors and their families.

Industry News: As more and more seniors want to remain at home for as long as possible... The Bureau of Labor Statistics predicts job growth of 70% for home health and personal care aides over the coming decade.⁷

...What Makes Us Different

- **Advanced Technology** - 2nd Family uses technology to improve the care process. Our Family Portal and Caregiver Portal provide your employees, clients, and family members with unmatched transparency to access care plans, schedules, and all documentation. Each family and employee can easily access care plan information and past shift data from the portal, so there are no piles of paperwork to search through to find pertinent information, and online message boards are available to communicate quickly and get prompt responses. Furthermore, our Mobile GPS Timecard maintains a commitment to accountability and reliability. Never worry about whether or not an employee showed up on time. Our Timecard Manager will give you a snapshot of all of your current shifts, so you'll be in the loop at all times.

- **Innovative Processes** - 2nd Family offers more than simply just a caregiver. You will employ the skills of an experienced Registered Nurse to function as a RN Care Coordinator to customize the plan of care and oversee the care process for each client. The RN Care Coordinator also becomes the primary point of contact for the family, improving the experience while streamline communications and improving the overall level of care.



- **Exceptional Training** - Our education portal will give all of your employees access to hundreds of continuing education courses ranging from simple interpersonal tips to dealing with difficult cases of Alzheimer's or dementia. Your staff will have all the training they need to sharpen skills and learn the newest techniques, all available to them 24/7 online.

³<https://www.census.gov/prod/2014pubs/p25-1140.pdf>

⁴<http://www.pewresearch.org/fact-tank/2010/12/29/baby-boomers-retire/>

⁵<https://www.ibisworld.com/industry/default.aspx?indId=1579>

⁶<http://www.npr.org/2012/05/01/151472617/discovering-the-true-cost-of-at-home-caregiving>

⁷<http://www.aplaceformom.com/blog/2013-8-27-future-senior-care/>



Our Family is Here to Help You with Our Strong Support System.

Now is the time for action! In-home care for seniors and citizens with disabilities is in high demand, and will only grow in the future. To help you meet this demand, we provide an established and well-respected brand in the industry, as well as a comprehensive support network to help get you started, and to help you grow your business in the future. Here's what we promise:

- **Pre-opening training programs**, including remote learning prior to corporate-based training, followed by both classroom and in-the-field training, as well as on-site training in your local territory. Training will cover sales presentations to prospective clients, activities to help develop relationships with influencers, and finding and training caregivers, as well as general business operating procedures and management.

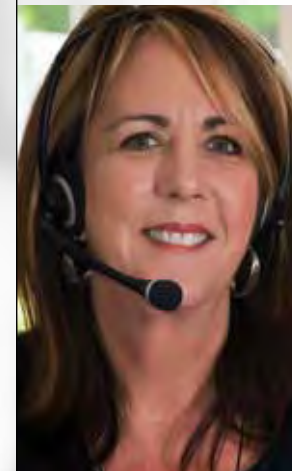
- **Access to business management software**, including our exclusive Family Portal, conveniently accessible via mobile devices, and compatible with various operating systems. This centralized program allows most data to be entered once into a single platform, instead of multiple times. Plus, you will be able to review contracts with families and obtain signatures on plans. Your caregivers will be able to review schedules, look up client details, and submit care logs. You or your office staff will be able to review all clients' plans, assign caregivers, handle invoicing and collections, and manage payroll. It's all designed for simplicity and efficiency.

- **Ongoing support functions**, including ongoing refresher training, as well as periodic field business consulting visits, covering marketing, operations, accounting and finances, and more. In addition, we'll provide remote support via phone or email to answer any questions that might arise.

- **A confidential operations manual**, with details on establishing your business and daily operating procedures, as well as overall business management tasks, supplier lists, forms and reporting, marketing and sales guidelines, quality control and other important functions.
- **Guidance on a range of locally-focused marketing tactics**, to help you determine the most effective methods to obtain both qualified employees and client contracts. This includes how to build a network of personal references, as well as cultivating referral sources, which are typically influencers such as social workers and rehabilitation sites who recommend 2nd Family as a care option.

"We look forward to helping our franchise owners grow their businesses – and reap the continual and meaningful rewards that come with serving clients and communities alike."

- Chad Tracey, President



It's all provided to help you make the most out of your investment and become a part of our family – as a 2nd Family franchise owner. With hard work and perseverance, and our committed support and guidance, you can help make a real difference in your community ...and on your own future!



Turn Your **Passion** for **Compassion** into Something **Significant**.

If you are who we're looking for – someone who is compassionate AND who has the client service and business acumen to establish a 2nd Family business – then let's continue the dialogue so you can provide valuable assistance to the elderly community and their families in your area.

We want to help make your dream of independent, rewarding business ownership come true. Whether you are familiar with the homecare industry or new to it, with your innate skills and commitment to build a

rewarding business, and with our support and confidence in our established concept, you can make a difference for your staff of caregivers and for families in your community. Join our family and let's make it happen!

Take the next step. Please complete our Confidential Information Request Form and submit it to us for further consideration. We look forward to further exploring this meaningful opportunity with you.



We appreciate your interest in the 2nd Family franchise opportunity – let's get you ready to run your own business and take pride in helping those who need it most!



“Using 2nd Family for help with my Dad's care has been an incredibly positive experience. The company itself is extremely professional and yet still personable and the caregivers are top notch. We have had caregivers in and out of our home constantly and they have all been well trained, friendly and fun to have around! This company has allowed us to keep my father with us instead of looking for an outside placement.”

- Susan B



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