

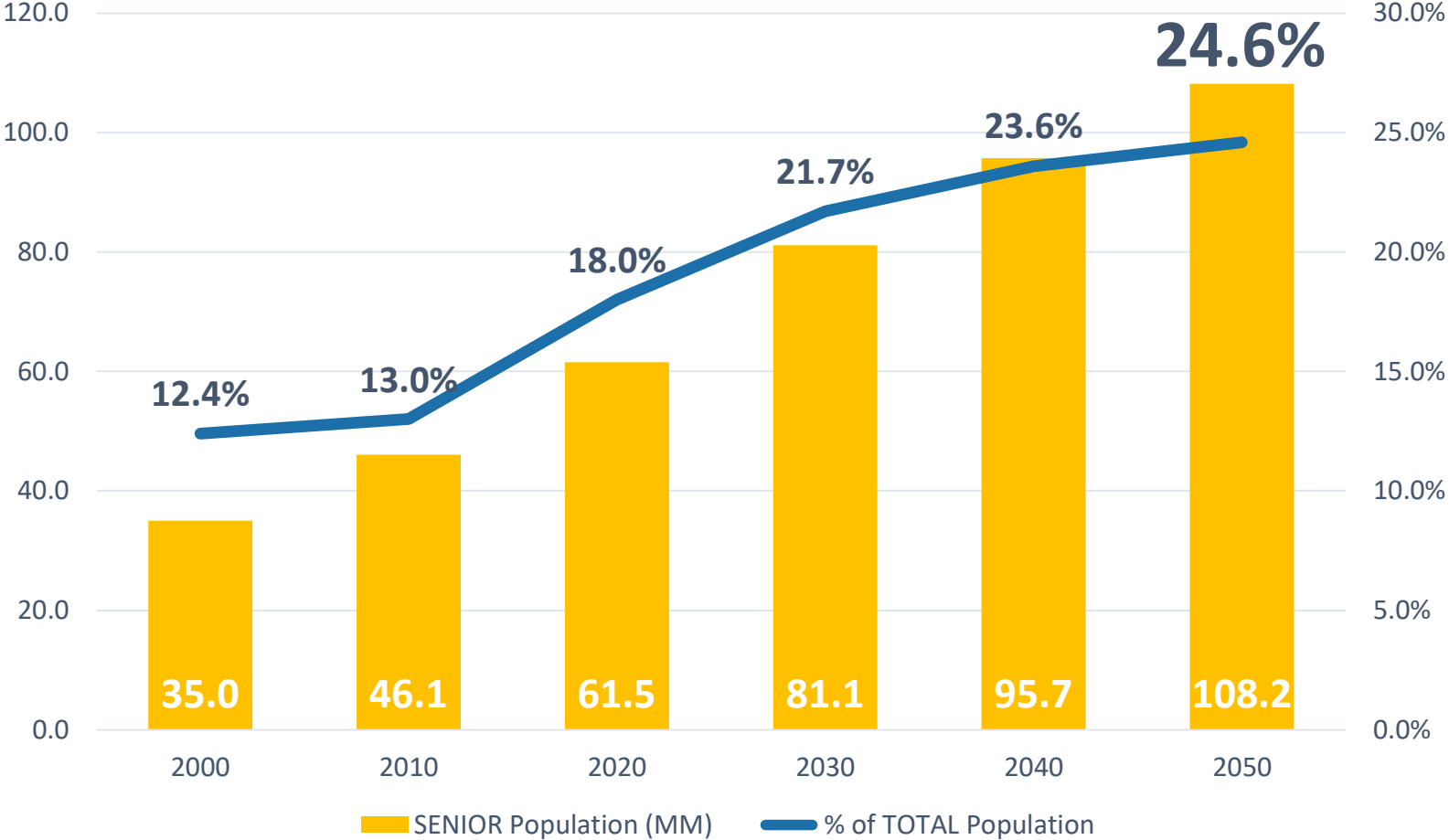


GOLDEN HEART
SENIOR CARE

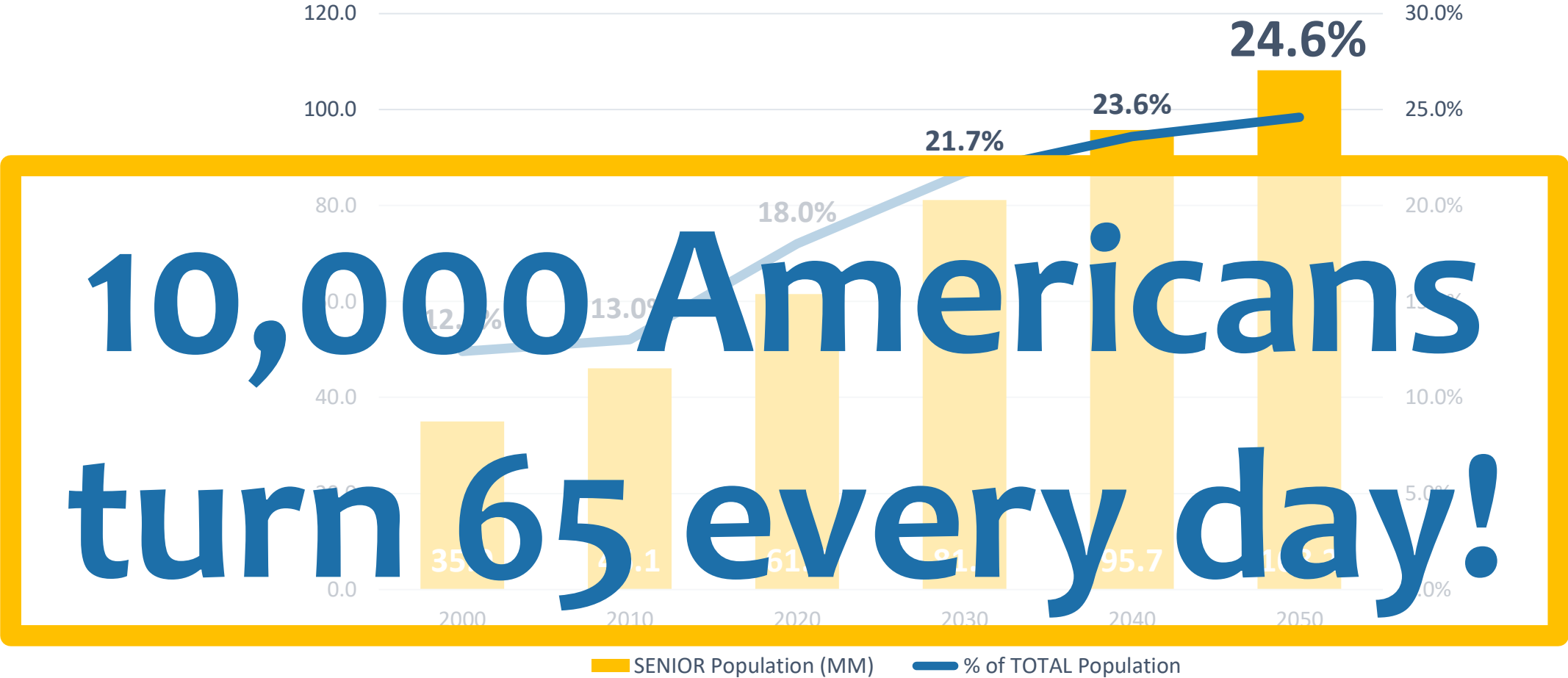
Franchise Opportunity Overview



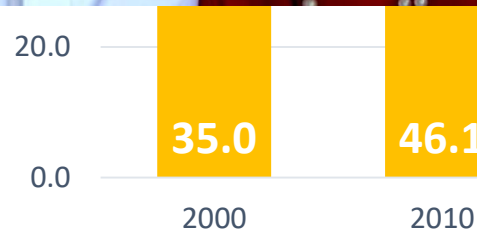
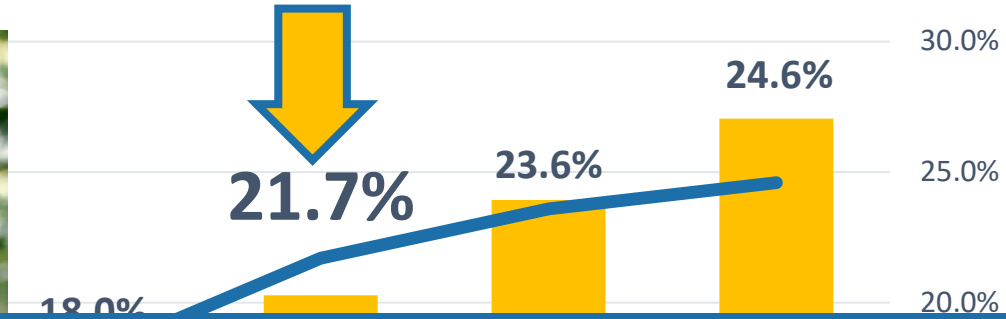
Senior Care - A Golden Opportunity



Senior Care - A Golden Opportunity



Senior Care - A Golden Opportunity



1 in 5 Americans
will be aged 65 or
older by 2030

Senior Care - A Golden Opportunity



There will be more than
80 million Americans
aged 65+ by 2030

By 2025, the population of people over
75 years old **will increase 70%**



Senior Care - A Golden Opportunity

89% of Seniors want to stay in their homes as long as possible
According to the Home Care Association of America

After age 65, Americans have greater than a

70% chance of needing help with Activities of Daily Living (ADLs) - dressing, bathing, eating, errands, using the bathroom

According to the American Society on Aging



Golden Heart Services & Revenue Opportunities



In-Home Care

- Clients are billed for every hour of care provided by your caregivers



Assisted Living Placement

- Collect a one-time fee of up to 100% of the first months' rent from the community a client selects



Technology for the Home

- Earn commissions on each successful placement of technology that helps a client live independently

Our Mission

To be the provider of choice for in-home senior care, delivering **top quality services** through **compassionate caregivers** who continually **exceed the expectations** of our clients.



QUALITY
Home Care



COMPASSIONATE
Caregivers



EXCEEDING
Expectations

Our Clients

Mostly seniors - typically 75 years of age and older

We also serve:

- Disabled men, women and children
- Armed forces veterans needing assistance
- People with recent short-term rehabilitation, surgical recovery, and pre- or post-pregnancy care needs



Why Clients Choose Golden Heart Senior Care

- Outstanding reputation
- Simple, straightforward pricing model
- Minimal required hours with great flexibility
- Available 24/7 when needed
- Willingness to handle complex care needs
- 100% commitment to client safety and wellbeing



Golden Heart Senior Care cared for my mother Wanda until she passed last year. The care my mother received from Golden Heart was excellent. Golden Heart provided wonderful caregivers over the two plus years they cared for Wanda, who in many ways became like family. We will always be thankful for the dignity with which my mother was treated.”

Brenda R., Sun City, AZ

“We spent several months carefully researching the growing non-medical in home senior care space and found that Golden Heart offered several competitive advantages that are important to us in the development of our territory. Golden Heart’s proven “FAST-Start” approach, coupled with an all-encompassing proprietary software system made this the right choice for us.”

Laurie Malone, Arizona

Why Franchisees Choose Golden Heart Senior Care

- ✓ FAST-Start training program with home modules and corporate training
- ✓ Prime territories available that include **30,000+ seniors** 65 years or older
- ✓ Accessible and supportive Franchise Support Team with extensive health care experience
- ✓ Low startup cost – between \$59,325 to \$86,500
- ✓ National insurance program saves you money & protects your business
- ✓ Full-featured customizable website for each franchise owner that helps them market their business
- ✓ Virtual office software helps franchise owners operate their business efficiently and “paperless” using cutting-edge technology

Recognition & Awards



What you receive from Golden Heart

- **Training** – FAST-Start training with home-based and on-site corporate training
- **Support** – ongoing support by email and phone
- **Systems** – *My Golden Heart* Franchise Portal and *SMARTcare* software to help you run your Golden Heart senior care business
- **Marketing** – marketing planning tools, local domain name, website, SEO tools and social media integration



FAST-Start Training



Home-based training modules followed by comprehensive on-site training at our corporate training facilities

- *Financial Management*
- *Acquiring Clients*
- *Systems & Software*
- *Technology Implementation*
- **Start** – *Comprehensive support to help you start your Golden Heart Senior Care business*

FAST-Start Training



Home-Based Training – self-paced training modules prepare you to start your business and optimize your on-site training experience

On-Site Training – three days of comprehensive training at one of our offices focusing on:

- ❑ *Home Care Business Development*
- ❑ *Caregiver Management*
- ❑ *Client Engagement & Retention*

Ongoing Support through our **Business Development and Mentor Program**

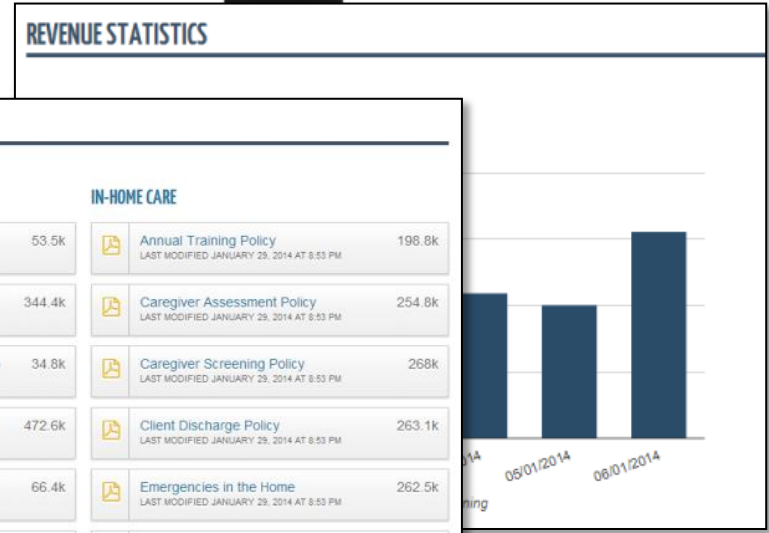
Business Development & Mentor Program

- ✓ Learn the “Golden Rules” of Golden Heart Senior Care Business Development
- ✓ Access to our comprehensive Business Development Guide
- ✓ Access to discounted Referral Lead Services
- ✓ Periodic Business Development Conference Calls with Golden Heart Colleagues
- ✓ One-on-one Mentoring Sessions with a successful Golden Heart Senior Care Franchise Owner



My Golden Heart Franchise Portal

- Create and track marketing plans & programs
- Monitor revenue data and statistics
- Access operations and policies manuals
- Access business forms and materials
- Keep up to date with news and information
- Access approved suppliers
- Order marketing materials



GHSC MANUALS			
PRE-TRAINING CORRESPONDENCE		IN-HOME CARE	
An Introduction LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	53.5k	Annual Training Policy LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	196.8k
Establishing Your Business LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	344.4k	Caregiver Assessment Policy LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	254.8k
Insurance (Workers Comp Guidelines) LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	34.8k	Caregiver Screening Policy LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	268k
Insurance Application LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	472.6k	Client Discharge Policy LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	263.1k
Insurance and Surety Bonds LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	66.4k	Emergencies in the Home LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	262.5k
Personnel LAST MODIFIED JANUARY 29, 2014 AT 8:52 PM	715.7k	In Home Care LAST MODIFIED JANUARY 29, 2014 AT 8:53 PM	356.4k

Software To Run Your Business

Purpose Built for Golden Heart Senior Care



- Client Management
- Caregiver Management
- Service Scheduling
- Referral Source Management
- Payroll & Billing
- Fully Integrated with Franchise Website
- Accessible from ANY Computer, Smartphone or Tablet



First in the Industry to be Totally Paperless

- First to launch an inexpensive tablet platform
- Integrated with SMARTcare
- Real-time accurate reporting of home care activities
- Costs less to use tablet than to print the necessary paperwork
- Always connected - no need to find Wi-Fi connection

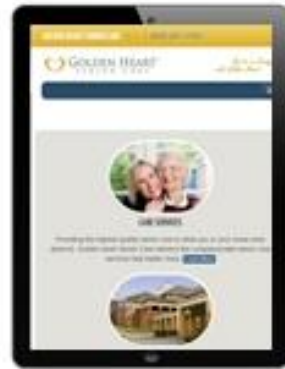


SMARTcare™

Scheduling
Management
Accounting
Resource
Technology

Your Full-Featured Local Franchise Website

- SEO-ready with blogging and social media integration
- Family Portal and Caregiver Portals included
- Customizable by the franchise owner with easy to use editing tools allowing you to make additions, changes and updates



Financial Investment

Franchise Fee:	\$45,000*
Total Investment:	\$59,325 to \$86,500
Royalty:	6% of gross sales
Advertising Fee:	0%

** Discounts for multi-unit franchisees
(2 or more franchises)*



Is Golden Heart the Right Opportunity for You?

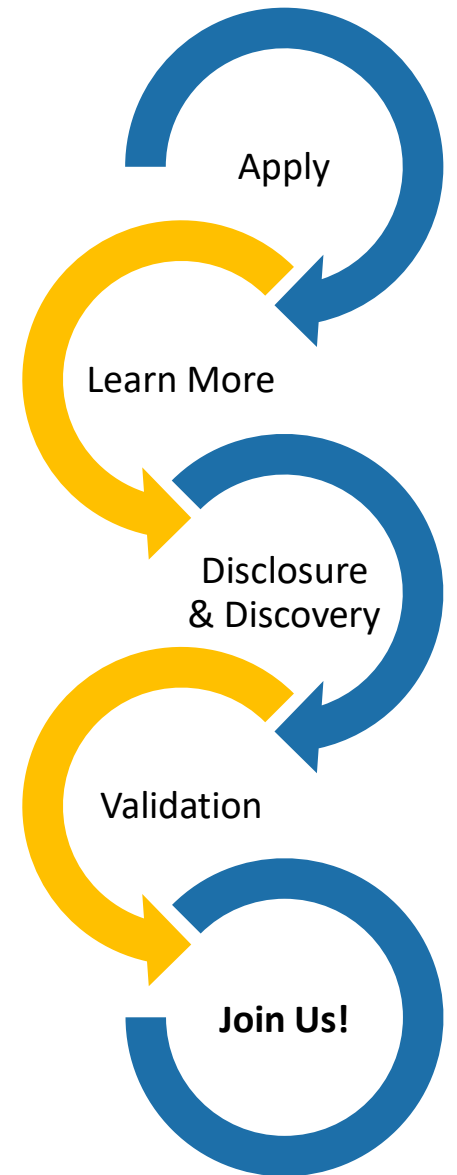
- Are you passionate about helping people?
- Are you motivated and detail-oriented?
- Do you have a strong desire to develop and operate a fulfilling and profitable business?
- Are you willing and able to follow a proven system while also adapting to your market?



NO HEALTHCARE OR SENIOR CARE EXPERIENCE NEEDED!

Your Next Steps

1. Participate in an initial conference call with a Franchise Development Manager
2. Receive additional franchise information and complete our Confidential Information Form
3. Participate in our on-line Franchise Program Webinar
4. Receive and review our Franchise Disclosure Document
5. Attend a Golden Heart Senior Care Discovery Day
6. Complete validation calls with our franchise owners
7. Apply for a Golden Heart Senior Care franchise
8. Join the Golden Heart Senior Care team by executing a Franchise Agreement
9. Begin your rewarding journey as a Golden Heart Senior Care franchise owner!





GOLDEN HEART
SENIOR CARE

Excited to Learn More?

Contact Us Today!

Phone: (800) 601-2792

Email: Franchise@GoldenHeartSeniorCare.com

