

We're a Leader in the  
Senior Care Industry,  
and When You Franchise  
with Us, You Can  
Combine Your Passion  
with Purpose



Executive  
Home Care

If you're like a lot of people these days — asking questions about what's important to you and prioritizing what matters — you might be ready to make a career change, one that leaves you feeling more satisfied. Nationally, nearly 57% of Americans are happy with their work, but that still leaves a large percentage who aren't. Job satisfaction depends on a number of things, of course, but at Executive Home Care, we know from experience that business ownership and providing something of value to your community are two factors that can really make the difference between tolerating your work and loving it!

So, why join us to start a rewarding and meaningful career in the senior home care industry? What makes us the brand of choice, and how did we become industry leaders? In this eBook, we'll take a look at the Executive Home Care brand and all it has to offer, to both the franchisees who join our family and to the many communities they serve.

# Combining Passion with Purpose

How many of us get to go to work each day knowing we'll be making important differences in the lives of others? Executive Home Care franchisees know how good this feels; they've been able to combine passion with purpose, something our brand has championed since its inception nearly 20 years ago.

Our founders started Executive Home Care after having cared for an elderly neighbor on an emergency basis. That experience was a life-altering one for them, and it quickly made them realize the importance of consistent and dependable care for the elderly, something that's sadly not always available. Comprehensive senior care at the concierge

level became our founders' calling, and the first Executive Home Care office was opened in 2004. Nine years later, the first franchise location was awarded. Since then, we've been recognized by prestigious industry publications like Entrepreneur Magazine and Franchise Times as a premier investment opportunity.

At the end of the day, our franchisees know how rewarding it is to be part of something bigger than themselves and how valuable an asset their Executive Home Care franchise is to their community. They're doing what so many hope to do — live a meaningful life while earning a meaningful living, and you could do the same, too.



“It's really an awesome feeling to be able to help others!”

– Executive Home Care franchisee  
MUJAHID SHAKUR

# The Need for Exceptional In-Home Senior Care Has Never Been Greater

Combining a meaningful life with a meaningful living is a wonderful goal, but let's be honest, it's not always possible to achieve. A lot depends on what industry you go into, and any sort of impactful career change requires some homework and good decision-making. Joining the Executive Home Care family as a franchisee is just that – a smart choice.

Our franchisees personally experience the satisfaction that comes with providing exceptional in-home senior care, and it's no coincidence that many of them started their relationship with us as family members looking for outside care for a senior loved one. They experienced firsthand how important it is to partner with the right care provider and how difficult it can be to find one! This recognition prompted them to think about joining our industry as a resource themselves, and their search for a brand to associate with led them to the very best – Executive Home Care.

## Consider these statistics:

- ➔ **20%** of the US population will be 65+ by 2050
- ➔ Most seniors prefer to **age in place** or live at home for as long as possible
- ➔ The 2021 US senior care market is estimated at **\$322.6B**
- ➔ Elder care services are expected to be valued globally at **\$1.7T** by 2026

These numbers underscore not only the importance of our industry but its recession resistance, as your Executive Home Care franchise will provide increasingly essential services to a growing and deserving population.

“

I'm in control and I love being my own boss!”

– Home Care franchisee  
MICHAEL SAVOIE

# What Makes Us Such a Standout Opportunity?

We know that when it comes to investing in a franchise brand, you've got many hundreds of options to choose from, so how do you narrow them down? Well, first, you want to make sure the industry you're interested in is robust and resilient – and as we've just outlined, ours

certainly is. But after that, you want to ask yourself some very important questions about the brand you might be considering. These include:

- How long has the brand been around?
- Who are the brand leaders, and what do they bring to the investment?
- What kind of support can I expect?
- How does the brand stay ahead of the competition?

Questions like these about Executive Home Care will get you answers that immediately speak to the quality of our brand and our investment. Our corporate office is made up of experts in the franchising and senior care spheres who have decades of experience leading brands, building relationships, and helping franchisees grow. They're just part of the comprehensive and ongoing support you can expect when you join the Executive Home Care family as we continue to set standards and reach goals other senior care brands can only aspire to.



## Joining Executive Home Care to open your very own in-home senior care franchise means you'll benefit from:

**Our Trusted Brand Name:** Ours is a brand that's been trusted for nearly two decades. Our reputation as a quality senior care provider has been set, making it far easier for you to establish your franchise in your community.

**Our Time-Tested Business Model:** Our years of industry experience have allowed us to craft a business model that will provide you with proven processes and procedures, taking the guesswork out of running your franchise.

**Multiple Revenue Streams:** From companionship and personal care to live-in care and supplemental staffing, your Executive Home Care franchise will feature a suite of services and varied revenue streams.

**Our Protected Territories:** You'll enjoy a protected territory in which to establish and grow your business – with plenty of help from us!

The fact is, we're more than a senior care company. We're a concierge brand that elevates care to the next level. When you combine this refined approach with our robust technology – a cloud-based platform that allows you to oversee just about every aspect of business – you'll quickly appreciate why an Executive Home Care franchise opportunity is second to none.

An Executive Home Care franchise has really given me the opportunity to be a better leader.”

– Executive Home Care franchisee  
ART SOCHA



# Be in Business for Yourself But not by Yourself

One of the best advantages of aligning with Executive Home Care to open your senior care franchise is that you don't need prior industry experience to make the most of it. That's because we provide you with comprehensive training before your franchise opens, going over just about every aspect of its day-to-day operation.

**Our pre-opening training program takes place at our corporate office in New Jersey and covers topics like:**

- How to license your franchise
- How to leverage our proven business model
- How to find, train, and keep qualified staff
- How to financially manage your franchise for growth
- How to market your business to reach your best customer
- And much more!

**After your franchise doors open, you can count on:**

- 24/7 access to online modules and webinars that are meant to expand your skills and knowledge at your own pace.
- Exclusive software programs that will help you run the daily operations of your business and help you grow efficiently.
- Robust marketing assistance, in the way of a personalized website, print marketing materials, promotional items, and more, designed to grow sales and help you build lasting relationships in your community.

We know the continued success of the Executive Home Care brand depends very much on the success of our franchise owners, and we're committed to their growth.



They have an incredible team of folks who are there to support you. They're always just a phone call away and very responsive!"

– Executive Home Care franchisee  
MUJAHID SHAKUR



**With nearly two decades of success and well-developed systems in place, we're poised for strong growth – and we'd love for you to be part of it!**





# Executive Home Care

[executivehomecarefranchise.com](http://executivehomecarefranchise.com)

