

# The **Always An Angel** Investment Overview

*help • hope • peace of mind*

*“Serve one another with love”  
Galatians 5:13*



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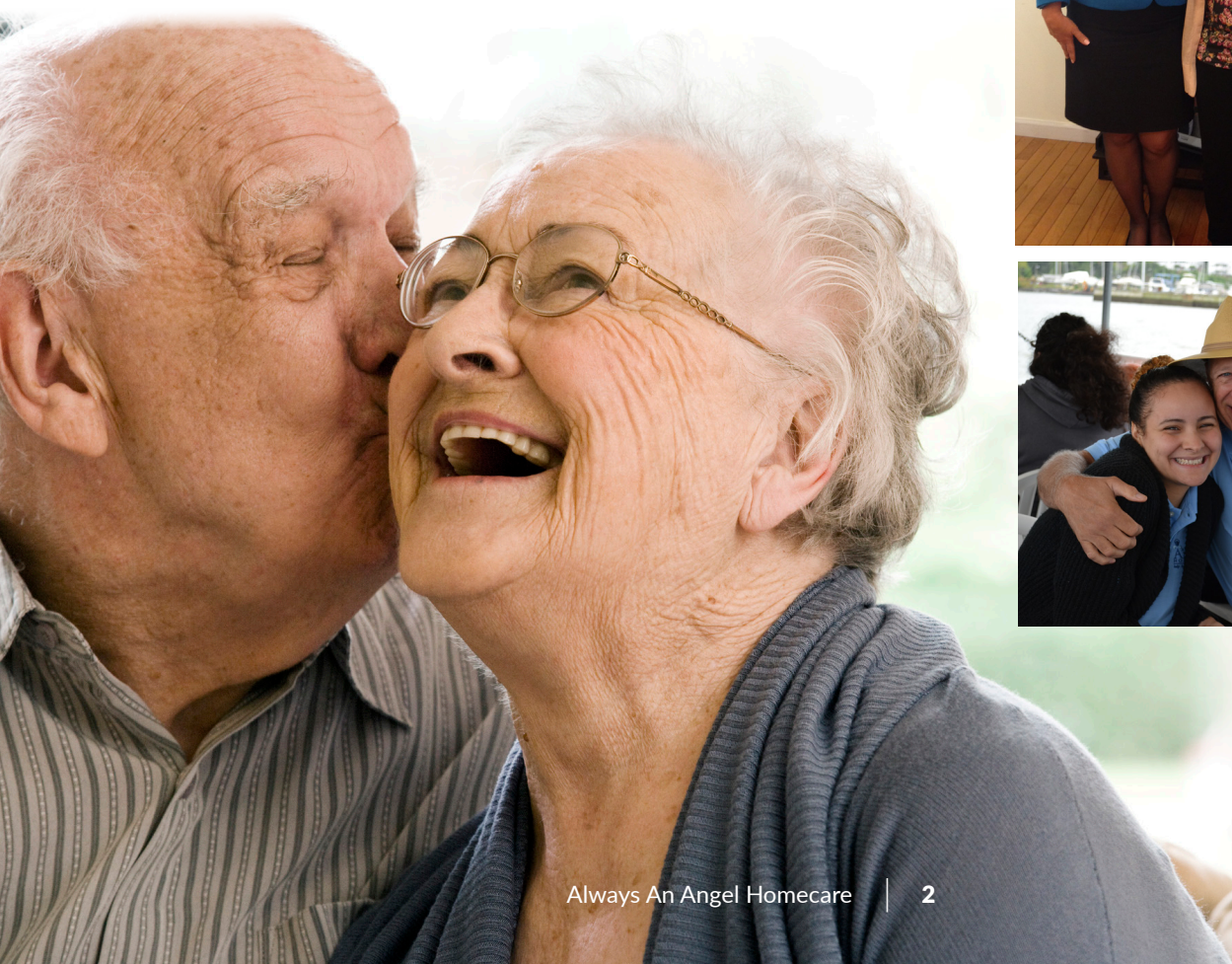


*help • hope • peace of mind*



Whether you've been looking for a new career, thinking of starting your own business, or are seeking an investment opportunity, an Always An Angel franchise might just be for you. Our co-founders, Roberta and Stephen Velichko, started the company after seeing for themselves how hard it was to care for aging loved ones while raising a family. Since 2012, we've been developing a strong reputation for providing our clients with compassionate care. Our brand stands out from the competition in many ways. First and foremost, we are a faith-based business. The Velichkos are guided by their Christian principles in every aspect of their lives, and our business model is no exception. Also, we are a family owned and operated company. We don't just talk the talk, we have walked the walk. The founders have participated in every aspect of the business personally. They understand first-hand what it takes to run a home care business. Ours is a great opportunity for anyone who is looking to start a business in a thriving industry while also helping others.

Until recently, we were a private company, but in 2018 we decided to share the secrets of our success with new investors. We've already helped clients in New York to improve their quality of life while easing the burden on their families, and we're ready to expand throughout the region. Let's take a closer look at some of the key points of the investment.





“THE GLOBAL HOME HEALTH CARE INDUSTRY IS ESTIMATED TO BE WORTH **\$300 BILLION** IN 2020.

## About the Senior Home Care Industry

The senior home care industry is growing as our population ages. By 2050, it's estimated that nearly one in five Americans will be 65 and older – that's nearly double the amount from 2012! Not only is there plenty of need for care now, but for decades to come. As our clients age, they have more and more reason to enlist the help of Always An Angel Homecare.

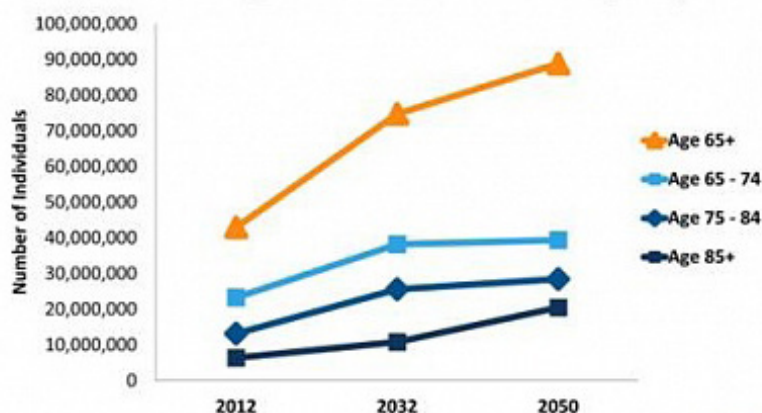
Many seniors could use some extra help but don't like the idea of moving into an assisted living facility. While some clients are virtually incapacitated and require round-the-clock care, others just need simple assistance with their regular routine. Oftentimes, this assistance falls to family members. However, as our founders realized, providing quality care to an elderly loved one is difficult to manage on top of existing obligations, like careers and child rearing. Our caregivers, whom we affectionately call “Angels”, are there to help them with meal preparation,

medication reminders, shopping, personal hygiene, and more. These services make life easier for our clients and provide peace of mind to families that worry about the well-being of their loved ones.

Valuable services like these are the reason why the global home health care industry is growing at roughly 8% per year, and is estimated to be worth \$300 billion in 2020. In an industry of this size, there is plenty of room for newcomers to stake a claim. Let Always An Angel Homecare be your guide into this exciting new frontier.

Figure 1

**The 65 and Over Population Will More Than Double and the 85 and Over Population Will More Than Triple by 2050**



SOURCE: A. Houser, W. Fox-Grage, and K. Ujvari. Across the States 2012: Profiles of Long-Term Services and Supports (Washington, DC: AARP Public Policy Institute, September 2012). [http://www.aarp.org/content/dam/aarp/research/pubs/policy\\_institute/2012/across-the-states-2012-full-report-AARP-vol-10.pdf](http://www.aarp.org/content/dam/aarp/research/pubs/policy_institute/2012/across-the-states-2012-full-report-AARP-vol-10.pdf)





# The Investment

If you've already decided that you'd like to start a business in the senior home care industry, your next big move will be to consider whether or not to go it alone or partner with a franchisor. Many entrepreneurs are tempted to break into the industry by starting their own business from scratch. They may see franchise fees as unnecessary and cumbersome burdens that they'd like to avoid. However, in their attempt to save money, independent owners may actually spend more time and money in the long run.

Newcomers to the industry have a lot of things to figure out. Determining how much to charge for their services and how much to pay their employees, identifying vendors to rely on for uniforms, marketing materials and operational software, scheduling services efficiently, accurately managing finances, launching a successful marketing campaign, and navigating local licensing requirements are just the tip of the iceberg. It can take an independent owner months, even years, to find the best solutions to each of these challenges. They risk wasting time



and money in their pursuit of an efficient business model.

Partnering with Always An Angel Homecare, on the other hand, means investing in a well-established business model, allowing you to hit the ground running. Since 2012, we've been figuring out the best ways to

do business. When you franchise with us, we'll provide you with training and resources that make it simple to start and grow a senior home care business. Best of all, compared to other franchise investments, the costs are relatively low.

## FINANCIAL REQUIREMENTS

<b>Investment range:</b>	\$85,600 - \$133,500
<b>Franchise Fee:</b>	\$48,000 <i>(included in the investment range)</i>
<b>Net Worth:</b>	\$175,000
<b>Liquid Assets:</b>	\$75,000

Opening one of our franchises costs as little as \$85,600 – \$133,500 including the one-time initial franchise fee of \$48,000 (the total cost of your investment will vary depending on where you'll be located).

When you franchise with Always An Angel Homecare, you'll receive one-on-one training from the experts at our Franchise Support Center as well as at your location. Your initial franchise fee helps to offset some of the costs incurred during your onboarding. Best of all, the total initial investment covers just about everything you'll need to get your business up and running, including equipment, technology (like computers and our approved software), required insurances, and marketing expenses.

In order to comfortably manage the investment, we look for franchisees who have a net worth of about \$150k, with liquid assets totaling about \$60k. We want our franchise owners to be able to nurture their business during its early days while they are still identifying a client base. Many franchisors don't offer much assistance when it comes to financing, but Always An Angel has taken extra steps to help our franchisees start off strong. We've partnered with Benetrends to help you jumpstart your business with a customized program that utilizes a comprehensive suite of funding options!

If you're looking for a way to start a new business without breaking the bank and receive the guidance of a well-established



**20% DISCOUNT**  
FOR MILITARY  
VETERANS THAT HAVE  
BEEN DISCHARGED  
HONORABLY!



team, you'd be hard-pressed to find a better opportunity than Always An Angel Homecare. We can help you enter the senior home care industry with a strategic plan of action that can help you achieve sustainable growth.



# Training and Support

Even if you have little experience in the industry, Always An Angel Homecare can get you up-to-speed on how to run a senior home care business. Our Christian faith core business values guides us in all of our interactions, including those with our franchisees. Not only is it in our best interest to support our franchisees from a business perspective, being there to guide you down the right path is in line with our morals and values. When you franchise with us, you'll be joining a close-knit team that's committed to helping you grow your new business.

Our franchisees take part in a five-day training program at our franchise support center. During this time, we'll teach you and up to two additional members of your staff about our business model from the ground up. We'll cover topics like how to find and sign new customers, making the most of our approved software, how to find qualified caregivers, and how to implement an effective marketing campaign. This is a great opportunity to learn



everything you can, so come prepared to take notes and ask questions.

We know that it can be difficult to implement everything you learn in a classroom setting right away, so we'll spend two to three days with you on-site at your new location. There, we'll help prepare your business for opening and ensure that you're correctly applying all of the strategies you learned during your training.

Of course, [the support](#) doesn't end once you've opened for business. We've developed a number of resources to help keep our franchisees going strong. Ongoing training will be offered available to keep franchisees up-to-date on the latest trends in our industry, helping them to offer in-demand services to their clients. We provide our franchisees with access to our vendors for marketing materials, making it easy for them to continue generating a buzz in their community. We'll conduct periodic field visits to review your methods and progress, and provide feedback as needed. And of course, our team is always just a phone call or email away when you're in need of remote support.

**“ WHEN YOU FRANCHISE WITH US, YOU'LL BE JOINING A CLOSE-KNIT TEAM COMMITTED TO HELPING YOU GROW YOUR NEW BUSINESS. ”**



# The Process

The process of purchasing an Always An Angel Homecare franchise is simple! We've streamlined it so you can spend less time worrying about the small things and more time focusing on the big picture of your new business. Here's a sneak peek at a few of the most important steps in the process.



## Step 1: Research Us and Reach Out

We've developed a comprehensive website that lays out a lot of information about the investment. Spend some time reading up on our brand! If you have questions, or if you'd like to move forward in the process, contact us using [this simple form](#). We'll be in touch soon to set up a time to talk. In our initial conversations, we'll get to know more about you and your reasons for wanting to start a senior home care franchise. While we welcome franchisees who don't share our Christian faith, it's important to us that our franchisees share [our core values](#). If it seems like we'd be a good fit, we'll move on to the next steps in the process.



## Step 2: High level company overview

This is a short web presentation where we will give you a quick history and overview of Always An Angel Homecare. We'll talk briefly about the homecare industry and talk about some of our vendor partners.



## Step 3: Reviewing the Fine Print

We'll send you a copy of our Franchise Disclosure Document (FDD). The FDD is a complex legal document that spells out every aspect of purchasing a franchise, including your obligations as a franchisee. We will schedule a separate call to go through it together. Take at least two weeks to review it on your own time -- we recommend you hire a franchise attorney to ensure all your questions are answered. While you're learning more about us, we'll conduct some background checks to ensure that you're a good fit for our brand.





### Step 4: Discovery Day

This will take place at our franchise support center. It starts with dinner out the night before with the Always An Angel franchise leadership. The next morning, we will introduce you to the rest of the team, take a quick look at the internal systems you will be using, and order lunch in. We'll give you a peak at how to market your services, and territory analysis. You will end the day with a fireside chat with the founders at their home.



### Step 5: Signing the Franchise Agreement

Once you've gotten to know our team and have carefully reviewed the FDD, it's time to sign the franchise agreement! Your initial franchise fee will be due at signing. Once this is taken care of, we can get started on opening your new business.



### Step 6: Training and Preparing for Opening

You'll take part in our five day training program at our headquarters and will learn the secrets that have made our business model so effective. Our team will also put you in touch during this time, with our real estate partners, helping you find the perfect office space. We will discuss with you how to properly prepare a marketing campaign to spread the word about your services to potential customers in your area. And we'll make sure to give you the tools you'll need to find the qualified staff necessary to provide those great services.



### Step 7: Grand Opening and Beyond

You're ready to open for business! Our team will guide you throughout the planning to ensure that everything is ready to go. We'll also continue to support you once your business is open, with recommendations to help you find new clients and providing you with feedback and strategic guidance when it's necessary. You can look forward to keeping things running smoothly by utilizing the tools and methods you learned in your training and can count on us to support you as you grow.

# Our Ideal Candidate

The ideal Always An Angel Homecare Franchise candidate doesn't come from any one particular background. We recognize that all types of life experience can translate into useful skills in our line of work. Rather, we're looking for franchisees who have a passion for helping others and enriching their communities while also growing their business. It's important that our franchisees are dedicated to our mission and are willing to implement the time-tested business model we've developed. Do either of these descriptions ring a bell? If so, you might be a good fit for our brand:

- Are you a corporate executive who has been putting your skills to work for a large company? Are you tired of watching company presidents and CEOs reap the rewards of your hard work? Opening an Always An Angel Homecare franchise is a great way to put your business acumen to work for yourself. When you purchase one of our franchises, you can decide for yourself when you'd like to work, and how you'd like to delegate tasks. Best of all, when your business does well, you'll enjoy the bulk of the profits!
- Are you a married couple looking to go into business together? So were our founders! We know firsthand that starting a family business is a great way to leverage a strong partnership into a great financial opportunity. Our franchise model is great for couples because it's simple to divide up tasks to suit one another's strengths. Running your own business can give you the freedom to spend more time with family, take vacations when it's convenient for you, and prioritize the parts of your life that are important to you.

These are just two examples of prospective franchisees who would be a great fit for Always An Angel Homecare. We're always looking for qualified investors, [so contact us today](#) to tell us more about your background!

We hope that this investment overview has been informative. The best way to learn about our franchise offering is to [contact us](#) and request a franchise overview presentation. Of course, you're always welcome to contact us with specific questions as well. We're excited to hear from you soon!





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