

The background of the advertisement is a photograph of a young woman with dark hair, wearing blue medical scrubs and a stethoscope, smiling warmly as she assists an elderly woman with white hair. The elderly woman is seated in a wheelchair and is also smiling. They are in a bright, well-lit indoor space, possibly a hospital or care facility hallway.

Elevating Senior Care:

Nurse-Guided, Purpose-Driven
Leading Care Technology

Join a Growing Industry Focused on Enhancing the Lives of Seniors

Table of Contents

Introduction:

- Empowering Independence
- The Advantages of Home Care

Differentiators

- Purpose-Driven Care
- Nurse-Guided Care
- Leading Care Technology

Industry Insights

Franchise Support: Your Success Blueprint

Becoming an Owner: And What's Next

Opportunity Recap

- The Brand
- The Market
- The Service
- The Value Proposition
- How We Support Our Franchise Owners

Join Us Today

Contact Information

A Brief Introduction

The senior care industry presents unparalleled business opportunities.

With healthcare advancements & a societal shift towards longer, healthier lives, the demand for senior care services is at an all-time high.

The United States currently hosts its largest-ever senior citizen population, with over 10,000 people turning 65 every day.

Home Matters Caregiving, led by founders with 30 years of successful experience in the senior care industry, is strategically positioned to capitalize on this booming market. Our unique edge lies not only in our extensive track record but also in our forward-thinking approach supported by cutting-edge technology. Now is the perfect time to join us and embark on a journey that extends beyond caregiving. As a Home Matters Caregiving franchisee, you'll be part of a venture that addresses the expanding market and evolving needs of an aging population, shaping the future of senior care.

Our business model blends proven success with a commitment to staying ahead of industry trends. We are passionate about our missions, but we couldn't do it without our franchise owners.

Join us in creating an environment we all can age in safely and comfortably.

The Advantages of Home Care

Well-executed home care offers a multitude of advantages that redefine the aging experience. Embracing the concept of aging in place, seniors enjoy an enriched quality of life within the familiar comforts of home.

Greater Independence & Quality of Life

Age in place with safety & comfort, and thrive rather than experience a slow decline.

1-on-1 Personalized Care:

Tailored care to individual needs, avoiding the one-size-fits-all approach, with a purpose-driven care for holistic well-being.

Decreased Risk & Enhanced Well-Being:

Mitigates the risk of falls & prevents avoidable hospital visits, saves money, and provides relief for family caregivers and saves money.

Empowering Independence

Independence matters. According to the Institute for Healthcare Policy and Innovation, 88% of American adults prioritize aging in their homes. Home Matters Caregiving is dedicated to making this a reality through award-winning, nurse-guided care, cutting-edge technology, and more compassionate support. Welcome to a future where seniors thrive in the familiarity of home.

We hold aging in place as a right, not just a desire, and strive to ensure our businesses not only meet but exceed these expectations.

Differentiators

When it comes to caregiving,
we like to stand above the rest.

Purpose-Driven Care

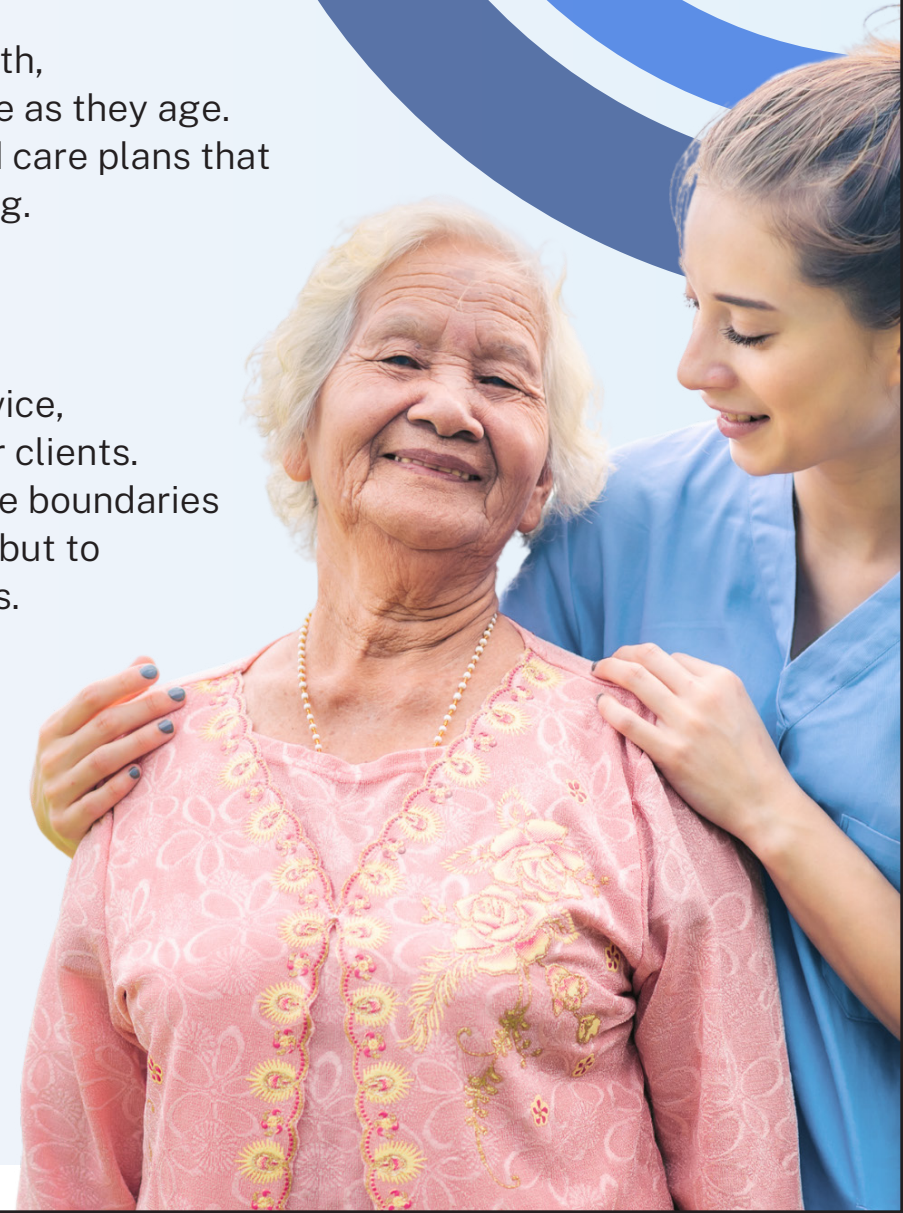
We strive to empower older adults to manage their health, maintain independence, and enjoy a higher quality of life as they age. That's why we've designed & implemented personalized care plans that prioritize key behaviors associated with successful aging.

Nurse-Guided Care

Our Nurse Guided Care approach is far more than a service, it's a commitment to elevate the care experience for our clients. Guided by our clinical leadership team, we transcend the boundaries of traditional non-medical care, aiming not just to meet but to exceed the expectations of our clients and their families.

Leading Care Technology

We have redefined senior care with our approach to technology, providing our franchisees with a distinct advantage. Our unique blend of cutting-edge technology and compassionate, around-the-clock support empowers our clients to age gracefully in the comfort of their homes for a fraction of the cost.





Industry Insights

10,000

Baby Boomers
turn 65 each day
until 2030

Surging

need for
in-home care



The home care market is expected to grow from **\$100 billion** in 2016 to **\$225 billion** by 2024.



**12 Million
Senior Adults**

currently receive
home care services



**\$153 Billion from
\$91 Billion**

home healthcare services
market in 2029



**Ratio of Seniors
to Caregivers**

is declining to 4:1 in 2030
and 3:1 in 2050

Franchise Support: *Your Success Blueprint*

Embarking on a journey with Home Matters is not just a business venture; it's a partnership designed for success. The first step after being awarded a franchise begins with Home Matters University, an intensive curriculum that goes beyond the basics, guiding you & your team from setting up your entity to becoming a licensed provider and well beyond the grand opening of your franchise.

Virtual and In-person Training

Learn through our training management system

Corporate Training Week

Shadow founders, interact with original office success

Weekly Meetings with Founders

Gather invaluable insights for your launch

Area Development Support

Receive expert guidance from Area Developers

Peer Support

Connect with growing network of peers

Launch Month

Work with founders for a successful launch

Centralized Services

Access 24/7 support services to stay ahead

Business Playbook

Access world-class playbooks, systems, & tools

Becoming an Owner *And What's Next*

Before being awarded a Home Matters Caregiving franchise and opening your doors, we need to make sure this opportunity is a good fit for you and for us. Our process is designed to help us get to know each other to make the most informed decision about our future working together.

Step 1: Request Information

To get started, please complete the form located [here](#).

Step 2: Speak with an Advisor

A Home Matters advisor will work with you to answer all of your questions and discuss the next steps in the interview process.

Step 3: Learn About the Opportunity

Your Home Matters advisor, along with our founders and area development team, will guide you through the franchising process step by step. We are excited to get to know you!

**Your success is our success.
With Home Matters, you have a
blueprint for triumph at every step of
your franchise journey.**

The Opportunity Recap



The Brand

“Doing Well By Doing Good.” At Home Matters, we’ve made it our mission to provide high-quality care for seniors that allow our clients to remain safe, comfortable, and independent at home.



The Market

The American senior in-home care market is expected to grow from \$100 billion in 2016 to \$225 billion by 2024.



The Service

Research and data form the foundation of excellence for Home Matters Caregiving caregivers and franchisees. Through cutting-edge research, they develop proven methodologies for superior in-home care. Internal operational data tracks progress, identifies areas for improvement, and ensures a focus on excellent support for care professionals and clients.



The Value Proposition

Home Matters Caregiving strives to elevate care industry standards by fostering a culture that embraces and celebrates new ideas. Our foundation is grounded in core philosophies, supporting a mission that consistently drives better care through a collaborative approach.



How We Support Our Franchise Owners

Every step we take is focused on providing great support for our care professionals. Whether it is training in licensing and marketing their franchise or how to hire qualified and dedicated staff, we are there with them throughout their franchise journey.

Join the HMC Team!

We're expanding into new territories and are on the lookout for great partners to embark on this exciting journey together. We've got an incredible service our clients love & a business built for the future. Now is the time to join our franchise, a venture that transcends caregiving, tapping into a market set for sustained growth.



Revolutionary Care Technology
World-Class Training & Support
Streamlined Operations

If you're eager to explore the exciting possibilities of becoming a franchise owner with Home Matters Caregiving, don't hesitate to get in touch with us today for more information!