



## **My Story and Welcome to our Franchise Opportunity**

Dear Prospective Franchise Partner,

I got involved in the Home Care Field in 2007 when I was offered the position to manage a private home care company for seniors in the North & West Vancouver area. Soon after, the company switched to a franchise model which I have continued to manage for several years.

A few years after leaving this company and working in the financial field for several years, my mother was diagnosed with the Alzheimer's disease and having to deal with all the issues related to this terrible condition, I soon realized that my heart and soul are longing for working with seniors again, as this was the most rewarding and fulfilling experience I've had in my life.

This personal desire, combined with my many years of business and finance experience helped me launch *Just Like Family*, as a different, more modern home care company.

We started with a small local office in the Vancouver area and since that time, the market for our services and interest in the proven benefits of living a safer and healthier life in your own home, with the help of our amazing caregivers, has increased dramatically, so after helping almost four hundred people we realized we have to do something to bring our services to the people in need throughout British Columbia and the other Canadian provinces through a franchise system.

What we offer our franchise partners is a business that is simple to operate, has a proven system in place and requires a relatively low investment to get started.

Our head office takes all the phone inquiries and depending on the territory the service is requested in, forwards them to the appropriate franchise partner.

The first (and most important) step is providing a free in-home assessment and upon request of the start of the service, the caregivers, who are individually matched with the client, are being assigned to help the client.

Quality assurance visits and periodic reports to the client's family give peace of mind the client is well taken care of and any adjustments in the care plan can be made.

Our thorough training program, a very detailed operations manual and all the legal forms necessary to run your business, together with our 24/7 support and commitment to see you succeed, help alleviate the stress that any new business owner has and help guide you to success.

We are looking for people who want to operate a low cost profitable and long-term business in the booming field of home care, but also to make a great impact in the community and help seniors live



their life in their own homes and their families have peace of mind they are well taken care of, happy and safe.

If you are interested in operating your own *Just Like Family* franchise, I invite you to fill out and send us the enclosed Franchise Application Form and we will get back to you to discuss further.

Yours truly,

Razvan Isacescu,

President/Founder *Just Like Family*



## Home Care Industry Profile

Although not too long ago the home care services market was fairly small, things changed dramatically in the last ten years.

As of 2015, 47.5 million people worldwide are living with dementia. The global number will increase to an estimated 75.6 million in 2030, and will almost triple by 2050 to 135.5 million.

In 2011, there were more than 110,000 new cases of dementia each year – or one new case diagnosed every five minutes.

The home care industry will generate \$74 billion in 2016 and is expected to generate over \$95 billion in revenue by 2018.

In Canada according to the last Census data, 747,000 Canadians were living with Alzheimer's disease and other dementias - that's 14.9 per cent of Canadians 65 and older. By 2030, this number is expected to double to 1.4 million, and by 2050, it is expected to increase to 2.8 million.

1 in 3 Canadians over 80 years of age is living with dementia, 36 per cent of Canadians know someone living with some form of dementia and 17 per cent of Canadians have someone with some form of dementia in their immediate family.

The lifetime probability of becoming disabled in at least two activities of daily living or of being cognitively impaired is 68% for people aged 65 and older.

Both seniors themselves and their immediate family would like seniors to stay in their own homes with outside help for their day to day lives.

Therefore the need for our services has increased dramatically and the trend will continue.

Our services try to help seniors achieve their goal, to grow old in their own homes, homes they lived all their lives in, raised their children in and had the happiest times of their lives in.

By us helping them with their activities of daily living, personal care, companionship, housekeeping, meal preparation and driving to medical and social appointments, seniors will be able to stay in their own homes, safe and healthy.



**Opportunity Summary**

**The *Just Like Family* Franchise offers you the following:**

- Proven success in operating our *Just Like Family* company since 2010 with double digit percentage increase in revenues year after year;
- Our *Just Like Family* name and logo are being protected by a national registered trademark and our belonging to reputable associations (we are members of British Columbia Seniors Living Association, Canadian Franchise Association and West Vancouver Chamber of Commerce) speaks for our solid and well-known name in the Canadian home care industry;
- With our comprehensive initial training and 24/7 continued support, your *Just Like Family* franchise can be easily operated, with low initial investment and overhead, as initially it can be operated from the comfort of your home;
- A large protected territory with high aging demographics;
- The possibility to service clients in any “open” territory (any territory that is not being already operated by another *Just Like Family* franchise partner);
- A comprehensive 124 pages Operations Manual plus 31 Forms necessary to run your business
- State-of-the-art website;
- All promotional literature, flyers, brochures, full graphic wrap for your car and other tradeshow materials.

***Just Like Family* Franchise start up and on-going operating costs** (these amounts are estimate only and depend on the territory and the personal financial situation of the franchise partner):

<b>NAME OF EXPENDITURE</b>	<b>ESTIMATEDAMOUNTS</b>
Initial Franchise Fee	\$26,000
Purchase (or lease), and outfitting of Just Like Family Vehicle	\$500 - \$25,000
Computer Equipment/Miscellaneous Expenses	\$550 - \$2,250
Insurance	\$1,000 - \$2,000
Training Expenses	\$200-\$2,000
Permits and Licenses	\$100- \$500
Professional Fees	\$2,000 - \$5,500
Rent, Leasehold Improvements	\$0 - \$3,000
On-line Marketing	\$3,000 - \$6,000
Working Capital	\$10,000 - \$50,000
<b>TOTAL</b>	<b>\$43,350 - \$122,250</b>



**JUST LIKE FAMILY FRANCHISE APPLICATION**

A copy of this application must be completed by each individual who has interest in a *Just Like Family* Franchise. Please print or type all information requested.

**Please also attach your resume if possible.**

**PERSONAL INFORMATION**

Name:

Address:

SIN # (optional):

Mobile/Home Phone #:

Best Time To Call:

Date of Birth:

Marital Status

Number of Dependents:

Age of Dependents

Home: Own    Rent    How Long

Last Former Residence

Have you ever been convicted of a crime or such charges pending, being appealed, or are you under indictment? Yes No

Have you ever gone personally bankrupt? Yes No

**BUSINESS EXPERIENCE – PRESENT/MOST RECENT EMPLOYMENT**

Company:

Position

Company Address:

Employed from

To

Annual Salary: \$

Supervisor/Reference

Describe Your Duties, responsibilities and employees supervised:

May we contact your present/ex employer? Yes No

Business Owned/Part Shareholder Name/Address:

How many years as an owner/part shareholder:



Average annual revenue:

Reasons for leaving the business:

**EDUCATION**

State your educational experience, including name and location of schools, diplomas, degrees.

**BUSINESS INTERESTS**

To what extent will you be actively involved in the day-to-day operations of the *Just Like Family* Franchise?

What % of the equity of this *Just Like Family* Franchise will you own?

What amount of cash will you personally invest in your Franchise?

What is the source of these funds?

Will you have a business partner? Yes No

If you will have a business partner, what is his/her name?

Do you currently have an interest in other business ventures? Details please

What are your location preferences? Are you willing to relocate?

Why are you attracted to the *Just Like Family* franchise and why do you think you will be successful in this business?

**FINANCIAL STATEMENT**

I make the following statement of all my assets and liabilities as of the day of

I understand that once my application is approved, I will be asked to provide confirmation of my assets and liabilities relative to this financial statement.

**ASSETS**

Cash: \$

Investments, Savings  
(Stocks, Bonds, other Securities): \$

Real Estate: \$

TOTAL ASSETS \$



LIABILITIES

Notes Payable, Credit Cards: \$

Mortgages on Real Estate: \$

Other Liabilities: \$

TOTAL LIABILITIES \$

NET WORTH \$

The undersigned certifies that the information furnished in this Franchise Application is true, correct and complete. I authorize *Just Like Family* to make any character, credit or criminal checks which it deems necessary and to release financing sources and other relevant information concerning me. This information will be kept in complete confidence.

Dated this    Day of    Year    Name:    Signature



## **Steps to proceed to become a *Just Like Family* Franchise Partner**

### **STEP ONE – RETURN THE *JUST LIKE FAMILY* FRANCHISE APPLICATION**

Send us your free no obligation Just Like Family Franchise Application. We will be in contact within 24 hours to discuss your interest and setup a call with our franchise office to assist you further through the process.

### **STEP TWO – DEVELOPMENT DISCUSSIONS**

The next step in the qualification process is to meet with the Franchisor. You will be required to travel to the Franchisor's head office, at your own expense, and must be willing to sign a Confidentiality Agreement before any meeting can be conducted.

### **STEP THREE – ISSUANCE OF A DISCLOSURE DOCUMENT AND FRANCHISE AGREEMENT**

If you satisfy all the initial requirements, a Disclosure Document (in British Columbia from February 1<sup>st</sup>, 2017) and Franchise Agreement will be offered for your completion. You will enter into what is called the "Due Diligence" phase of the process, which is a two week time period that allows you to review all necessary documentation, contact other *Just Like Family* Franchisees and investigate this opportunity with your own accountants, lawyers and financial advisors.

### **STEP FOUR – OBTAINING THE FRANCHISE**

Once you have completed the two week "Due Diligence" stage, you will be able to reserve your territory by paying the franchise fee. The Franchise Agreement grants you the right to develop an agreed-upon location, using the Franchisor's trademarks within the agreed-upon geographical area.

### **STEP FIVE – ORIENTATION AND TRAINING**

Once approved, and payment for the franchise fee has been made, you will work directly with the *Just Like Family* Franchise team and undergo an orientation and training program to acquaint you with the *Just Like Family* operations.

### **DISCLAIMER**

*Just Like Family* and/or their representatives do not guarantee the success of your franchised company. No *Just Like Family* employee or representative of is authorized to make representations or guarantees as to your success. Your success depends on your personal ability and commitment as a professional business person.

*Just Like Family* reserves the right to refuse any potential candidate on said requirements above. *Just Like Family* practices equal opportunities for each candidate and does not discriminate age, race or religion.



## **Frequently Asked Questions on our Franchise Opportunity**

### **How much money can I make?**

*The advantage of owning a home care business is that sky is your limit! The money you will make will depend on the amount of work and professionalism you and your employees will put in. Our Franchises can be easily operated with a comfortable profit margin and your franchise revenues can be increased by double digit percentages every year.*

### **What kind of support can I expect?**

*We offer our Franchisees thorough training and operations manual, legal forms, help with set-up, health compliance, municipal and federal compliance guidelines, on-going health related reports, sales and marketing advice, and much more.*

### **Do I need previous business experience to operate a *Just Like Family* Franchise?**

*No – this is a business that is easy to learn and operate. Our business is about building relationships, so a personable and friendly attitude will be an asset.*

### **What is the initial investment and on-going operating fees?**

*There is a onetime initial franchise fee of \$26,000 and the total investment necessary to start and grow your *Just Like Family* Franchise is depending on a certain number of factors that vary from one franchisee to another, you can have a better idea on costs involved after our initial conversation.*

### **Why buy a *Just Like Family* franchise?**

*We have been operating in the home care marketplace for over a decade and we offer our Franchisees a wealth of knowledge. With us, you are in the business for yourself, but not by yourself!*

### **How do you choose Franchisees?**

*This franchise is ideal for someone who loves people, has a passion for assisting the elderly and wants to be part of the booming senior care industry and our growing wholehearted Family.*



## **Benefits of Buying a Franchise and Franchise Industry Statistics**

- Franchises in Canada, historically, have an excellent record of success. According to industry sources, purchasing a franchise in Canada gives you up to a 90% chance of operating a successful and profitable business. That is because franchisors offer you a brand, a business system and a proven formula for success.
- Compare this 90% figure to the track record of independent businesses that have a 5year failure rate of over 80%.
- Canada has the second largest franchise industry in the world after the U.S. One franchise operation exists for every 450 Canadians.
- The Franchise Industry in Canada currently generates approximately \$68 Billion annually and continues to grow.
- Approximately 1 out of 5 consumer dollars are spent on goods and services at a franchise.
- Approximately 78,000 individual franchise operations do business in Canada with over 1,300 brand names.
- It is estimated that a new franchise in Canada opens every 2 hours 365 days a year.
- Franchising employs over 1 million Canadians and 1 out of every 14 working Canadians is employed by a franchise.
- Of all of the franchises opened in Canada within the last 5 years, 86% are under the same ownership and 97% are still in business.
- The fastest growing sectors in franchising are: seniors care, health care, fitness, healthy fast foods (organic food) and green oriented businesses.
- Franchising is the preferred Canadian small business expansion model.
- Canadian banks support franchising companies due to its outstanding track record.

*Source: Canadian Franchise Association, Federal Business Bank, Royal Bank of Canada*