

BRIGGS[®] Home Care

A Franchise Opportunity

The Business of Care

Building a Business Out
of a Passion for Caring

Call 833-960-CARE (2273) | briggshomecarefranchising.com

Making a Difference

Brief Introduction

The Briggs Home Care mission is to provide the same heartfelt care that we would expect for our own family members – consistently delivered with compassion and professionalism.

Families have peace of mind knowing their loved ones are treated with kindness and dignity by professionals highly trained in specialized care, and our clients experience better health outcomes.

More than ever, older Americans prefer to age at home. They've worked hard for their retirement and want to enjoy it as long as possible. Home is familiar, comfortable, and safe.

At Briggs Home Care, it's our vision to provide our clients and their families with calming peace of mind, knowing that their loved ones are attentively cared for in the safety and comfort of their own home. Along with better health outcomes, their families know their loved ones are in good hands, because we know it is good to be cared for, but it is great to be cared about.



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Why Briggs Home Care Franchise?

You want a company with a passion for home care and the experience to build the franchise into a successful business opportunity.

Briggs Home Care's leadership team has 80+ years of combined experience in the home care and healthcare industries, including sales, marketing, operations and more.

Premium care services are the Briggs Home Care franchise cornerstone, and we've developed a franchise model that helps franchise owners build a solid referral network in large, protected territories to grow the business through private-pay and private long-term-care insurance clients.

The Briggs Home Care leadership uses this expert knowledge to help franchise owners attract and train compassionate and talented caregivers, who are the backbone of the franchise, providing the clients with the best possible care.

Technology also sets Briggs Home Care apart from the competition. SmartCare by StackCare is a network of motion sensors that unobtrusively learns a client's routine and behaviors. If the client deviates from the pattern and causes concern, a loved one and/or agency is alerted to bring help.



The Benefits of Starting a Franchise

- ♥ You have the backing of an experienced franchise development team.
- ♥ You become part of an established brand with a tried-and-tested business model, so you're not starting from scratch.
- ♥ With Briggs Home Care, you become privy to extensive home care and healthcare industry experience and a stellar reputation with instant brand recognition.
- ♥ You receive unmatched training and ongoing support to ensure you have all you need to make your Briggs Home Care franchise thrive.
- ♥ Briggs Home Care is an affordable franchise opportunity, with an **estimated initial investment range between \$97,285 and \$146,440, which includes the \$50,000 franchise fee.**
- ♥ The average Briggs Home Care Franchise has an **average gross annual revenue of \$1,468,852.**



Industry Insights

In many ways, home care is the safest, most accessible, and most affordable way to offer care to older Americans.

- ♥ **In 2020, 16.5% of Americans were 65 years old or older.** By 2050, that number will reach 22%.
- ♥ The demand for care increases with longer lifespans, and every day in the US, **10,000 Baby Boomers are turning 65.**
- ♥ The home care services market in the U.S. in 2022 reached \$142.9 billion. **The compound annual growth rate (CAGR) is 7.8%.** Americans turning 65 and the rise of chronic conditions are responsible for this growth.
- ♥ According to the Bureau of Labor Statistics, job growth in the **home health services industry between 2022 and 2032 will be around 22%,** much faster than the average of prior years.
- ♥ In a 2020 survey of health plan executives, **97% agreed that home healthcare is in the insured's and insurers' best interests.** 95% agreed treating members at home is more cost-effective.



The home care services market in the U.S. in 2022 reached \$142.9 billion.



Briggs Home Care Franchise Support

At Briggs Home Care, we don't only take excellent care of our clients; we take incredible care of our franchisees. By giving our franchise owners everything they need, they can concentrate on providing the best, most attentive, most compassionate care possible for their clients and their families.

As such, support for our franchise owners includes:

- ♥ One week of intensive training for the franchisee and one lead staff member during the pre-opening phase.
- ♥ Ongoing support that includes refresher training, remote support, in-field and virtual visits during business operations, and assistance with finances, client services, quality control, business management, and other critical administrative tasks.
- ♥ Client Acquisition and Marketing training is a cornerstone of the Briggs Home Care franchise business. You'll receive guidance on digital and traditional marketing campaigns, marketing collateral, and continual advice to carry out the Briggs Home Care messaging.
- ♥ Technology training will assist with all compliance, billing, and managing of your Briggs Home Care franchise. The future of home care services is digital, and that's not just for our clients.
- ♥ We provide our franchise owners with development opportunities to participate in ongoing training for industry advancement and best practices, new technologies, and updated management techniques and development.



Steps to owning a Briggs Home Care Franchise

1. Complete the inquiry form
2. Participate in an introductory call
3. Review the Franchise Disclosure Document (FDD)
4. Meet the Franchise Leadership Team for Discovery Day
5. Sign the Franchise Agreement
6. Finalize your territory and site selection
7. Complete training and pre-launch processes
8. Launch your Briggs Home Care Franchise!

The Opportunity Recap

♥ **The Brand:** Briggs Home Care is at the forefront of changing how people age. Our combination of well-trained caregivers and technology gives us the tools to keep our clients at home and safe while easing the minds and hearts of their families.

It's good to be cared for. It's great to be cared about!

Just as our caregivers are committed to the well-being of our clients, we are committed to the well-being of our franchise owners. We want to see them succeed!

♥ **The Market:** The population of older Americans needing care is growing, and the demand for home care is rising. Home care is a promising industry for passionate, caring entrepreneurs.

♥ **The Service:** Our high standard of service for our clients is a source of pride at Briggs Home Care. Compassion, kindness, and high-quality, specialized care are the heart of the Briggs Home Care business model.

♥ **How We Support Franchisees:** Using training modules and highly developed client acquisition and referral methodologies, we teach our franchise owners all they need to operate a Briggs Home Care franchise. With large protected territories, proprietary marketing collateral and strategies, and on-point brand messaging, we work with franchisees to build operations that serve our clients and their families to the highest of Briggs Home Care standards.



It's good to be cared for.

It's great to be cared about.

Join Us

Briggs Home Care is seeking passionate entrepreneurs interested in fulfilling opportunities leading to rewarding careers. A caring nature is required, as is a mind for business. Experience in the healthcare industry is not necessary.

We're looking to expand into new territories with:

- ♥ A flexible franchise model
- ♥ A recognizable brand with an unmatched reputation and 75+ years of industry experience
- ♥ Comprehensive training and ongoing support designed to grow your business
- ♥ Cohesive marketing strategies and pinpoint messaging to build relationships with referral sources and gain the trust of future clients and their families



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**Contact Briggs Home
Care Franchise Today!**

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