



A Right Place for Seniors



Referral and Senior Placement Service

A Message from the Founder

Thank you for considering A Right Place for Seniors Referral and Placement Services franchise – one of the best ways to realize your dreams of independence and service to others in the booming senior healthcare industry.

When I first started my healthcare career as a trained RN, I knew my desire to care for others would provide me with a long and fulfilling career. I didn't know that with the aging of America, my passion would become an incredible business opportunity to grow and show other people how to serve others and have their own business – without any healthcare experience whatsoever. Incredible!

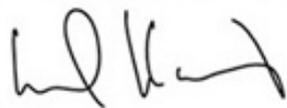
Unlike other senior healthcare franchises that require medical or health care training and equipment to provide care services to succeed, A Right Place for Seniors Referral and Placement Services simply helps seniors and their families to find their best living solutions and senior care service options – absolutely free!

Our franchisees help families make safe and informed choices and are paid directly by the senior care providers they refer upon placement of their clients. It's a simple, but effective business model. Why? Because the search for senior care, usually in a time of crisis, is a stressful, overwhelming and confusing process. There is a critical demand for a service like ours to match the need with the best care alternatives for a loved one. It's a highly emotional and frustrating time for our clients and we reduce their anxiety, do the legwork, and get paid to help! It's a great feeling.

I'm sure you've heard all the statistics about the new opportunities that longer life-spans and the growing population of seniors represent to industry. But most of the noise has been about job growth to serve these seniors. I'm talking about the business growth opportunity. Why invest time and money in job training, certifications and overhead and wait for your income opportunity, when you can invest in a business to take advantage of the industry growth now?

When you invest in A Right Place for Seniors franchise, you'll receive a turn-key operation based on our proven "best practices," complete with extensive training, national marketing, technology solutions and corporate support. Our low start-up costs, no equipment or inventory requirements, and no medical/healthcare experience requirements will save you significant time and money in establishing your own, fulfilling and rewarding business in the senior healthcare services industry.

I invite you to read and learn more. If you're at all like me, this opportunity will open your eyes and change your life in ways you never imagined.



Michael Kaiser, RN
President & CEO





Our Mission

To help find the right location, situation and care services for Seniors and their loved ones in their time of need without cost, stress and worry, and to provide our support with the dignity, respect, care, compassion, and attention to detail they deserve.

Our Vision

To recognize each client's unique situation and match facilities, services and resources to meet their needs and ensure that both providers and clients receive satisfaction, peace of mind, and benefit from every placement we perform.

Our Values

Service to others: By placing the needs and care of others first, we enjoy tremendous rewards in both spirit and compensation beyond our greatest expectations.

Connection: Make connections between seniors in need and their best care-giver options by being a comprehensive resource and evaluation service for every viable and reliable solution available that meets their individual needs.

Integrity: To provide our services without judgment, preference or bias, and in full confidentiality.

Care and Compassion: To always treat our clients with care and compassion, ensuring the solutions we provide honor who they are and eliminate needless worry and confusion for all.

What Makes A Right Place for Seniors A Good Franchise Choice?

- No medical/healthcare experience required.
- No trained/certified healthcare employees required.
- Booming market – 10,000 people turn 65 every day in the U.S. now. By 2040, the U.S. population age 65 and over will double to over 80 million or 20% (1 in 5) of the population.
- Lifespan is increasing – In 1970, lifespan expectancy was 70.8 years, by 2013 it increased to 78.9 years.
- Low start-up costs, low overhead.
- No equipment or inventory.



About our Franchise:

A Right Place For Seniors franchise business is based on:

- Assembling and having a comprehensive understanding of all the viable options for senior living alternatives, care service options, and resources available to seniors and their families in the areas we serve.
- Our ability to position and promote our brand through web, community outreach, events and marketing to our prospective clients and to building partnerships with those providing facilities, services and resources.
- Defining our services as provided with care, compassion and always free of charge to our clients and to compensation from referral fees generated upon placement - across multiple revenue streams.
- Reducing costs and increasing profit potential without requiring medical/healthcare training certificates, or trained care service employees and medical equipment to operate.
- Training, both initial and ongoing, to fully support our franchisees and help them remain current with healthcare laws, trends and policies as they continue to provide evaluation and placement services with confidence.

How Our Franchise Territory is Based:

A typical franchise territory is a population of up to 250,000 people assigned by zip codes based from a franchisee's business address with opportunities to purchase additional contiguous 100,000 populations. Depending on location and population density, the territory may be more than one city or less than one city.

To ensure our core values remain intact throughout our franchise system, we will carefully select our franchise locations and partners.

An Exciting Healthcare Business

A Right Place For Seniors franchise requires no prior medical or healthcare training or experience - only the desire to help others and build your own business is needed. With our comprehensive web platform technology, it is simple to manage and operate your business with a computer and phone. Because no trained care service employees and medical equipment is needed to provide our services, you have the flexibility to establish and grow your business with a low overhead - doing all the work yourself and adding evaluation and placement service employees when and if needed.

Americans are living longer and the population of people age 65 and older are already providing incredible opportunities for evaluation and placement services – 40.2 million in the U.S. today. By 2040, this number will double to over 80 million, ensuring decades of demand and growth consistency for all senior care service providers.

A Right Place For Seniors franchise is one of a relatively few businesses that allow entrepreneurs to take control of their future, build independence, and achieve a higher calling that only caring and compassionate service to others can provide. To paraphrase a famous credit card slogan: "Getting paid to help find the right location, situation and care services for Seniors. Cool. Eliminating worry and providing peace of mind. Priceless."

Who Owns A Right Place For Seniors Franchise?

Out of ten owners, generally four will be owner operated by individuals who have a passion for being hands on in their business. Three will be husband and wife management teams, and three will be manage the manager operations.

Owner Operated

This individual has unique and personal interests that create a real passion for work and derives enjoyment from providing a positive experience for others. This individual may have experienced the process of evaluating services, placing a family member, or finding senior resources for a neighbor or friend, and recognizes the opportunity to help others while growing a business. This individual will usually have the desire to work with our customers throughout the life of the franchise. A salary, bonus and commission position can be enjoyed by this owner in addition to the profit beyond the break-even point on a monthly basis. He or she may also employ and work alongside a staff to manage the business. This provides the flexibility to come and go from the business as desired.

Manage the Manager

This individual prefers to manage the business, not operate the business. This managing process is defined by having a small office that allows the owner to come and go as one pleases holding systematic meetings with key personnel in the field. In addition, this individual can utilize his/her respective sales and marketing, operations or administrative experience. This individual will often recruit a spouse, partner, family member or in many cases prefer the more traditional methods of building a staff to grow the business. This form of ownership yields a strategic opportunity to manage multiple units and supplement or even replace your annual income.

Husband/Wife Team

The husband/wife team use complimentary skills and share in division of labor. Generally one spouse will enjoy the sales/marketing components - working with and evaluating facilities, services and resources as well as running advertising, operations and scheduling - while the other spouse will handle customer service, placements, administration and inside sales support.

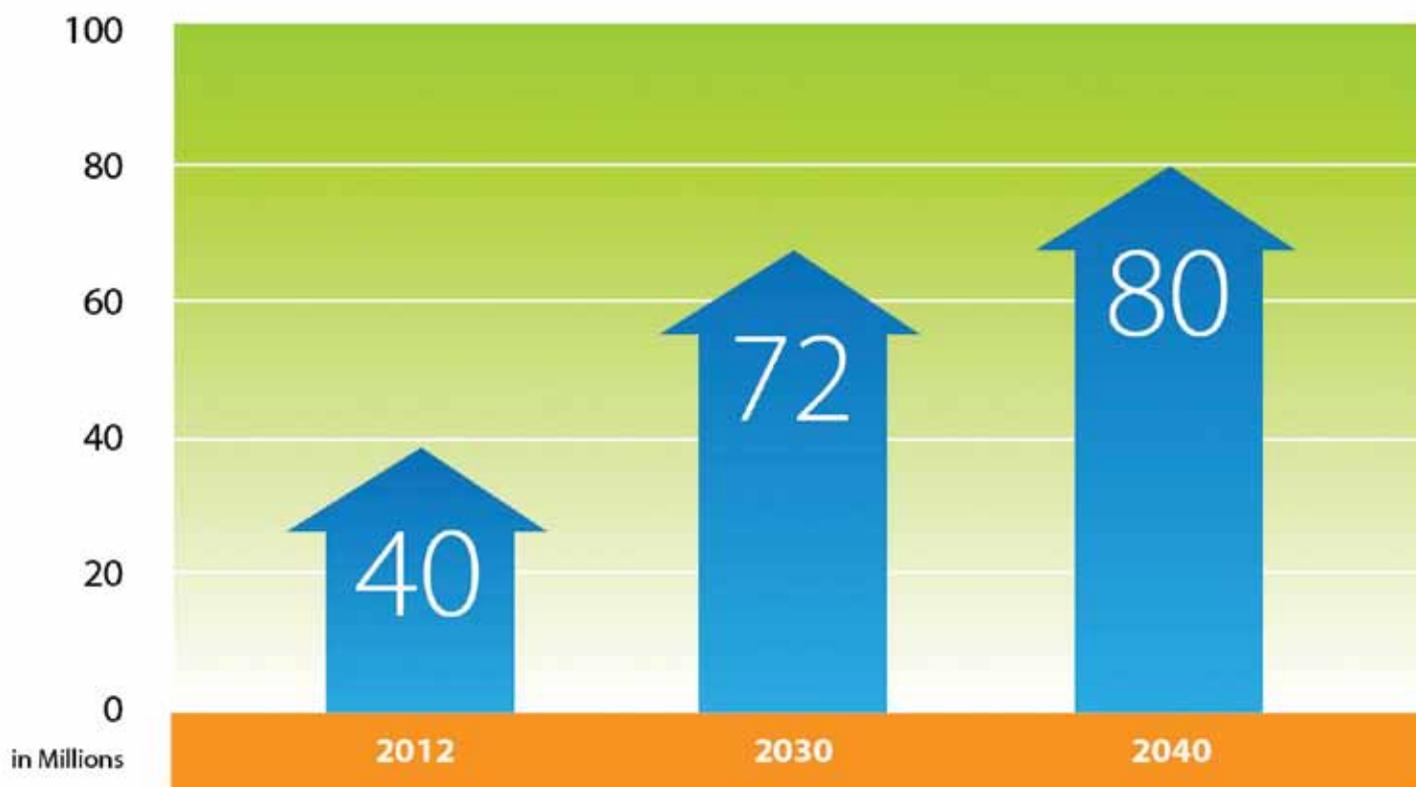


U.S. Senior Care Services/The Industry

The U.S. “Elder Care” service industry was a \$249B segment of our economy in 2012 and projected to grow 5.2% per year through 2016 to \$319.5B. Skilled nursing facilities are the largest segment of the market, but home health care services and assisted living facilities will see the most rapid growth.

Industry services are comprised of these types: skilled nursing care facilities, home health care services, social services, continuing care retirement communities, assisted living facilities and by provider – for-profit, non-profit. All these services are paid through Medicaid, Medicare, private insurance and out-of-pocket.

U.S. Senior Population: 2012 - 2040



There will be approximately 72 million people over the age of 65 in 2030, and more than 80 million just 10 years later in 2040. People of this age tend to require assistance because of the natural decline of physical and mental capabilities. The Bureau For Labor Statistics projects that the growth of industries related to the care of the elderly will occur at a rate of 70% between 2010 and 2020.

Currently, there is a complex fabric of care services and resources – both public and private – designed to support seniors and their families with assistance at the national, state, regional and local levels. Navigating and connecting to these alternatives has given rise to a growing business segment of evaluation and placement services, to which A Right Place For Seniors belongs.

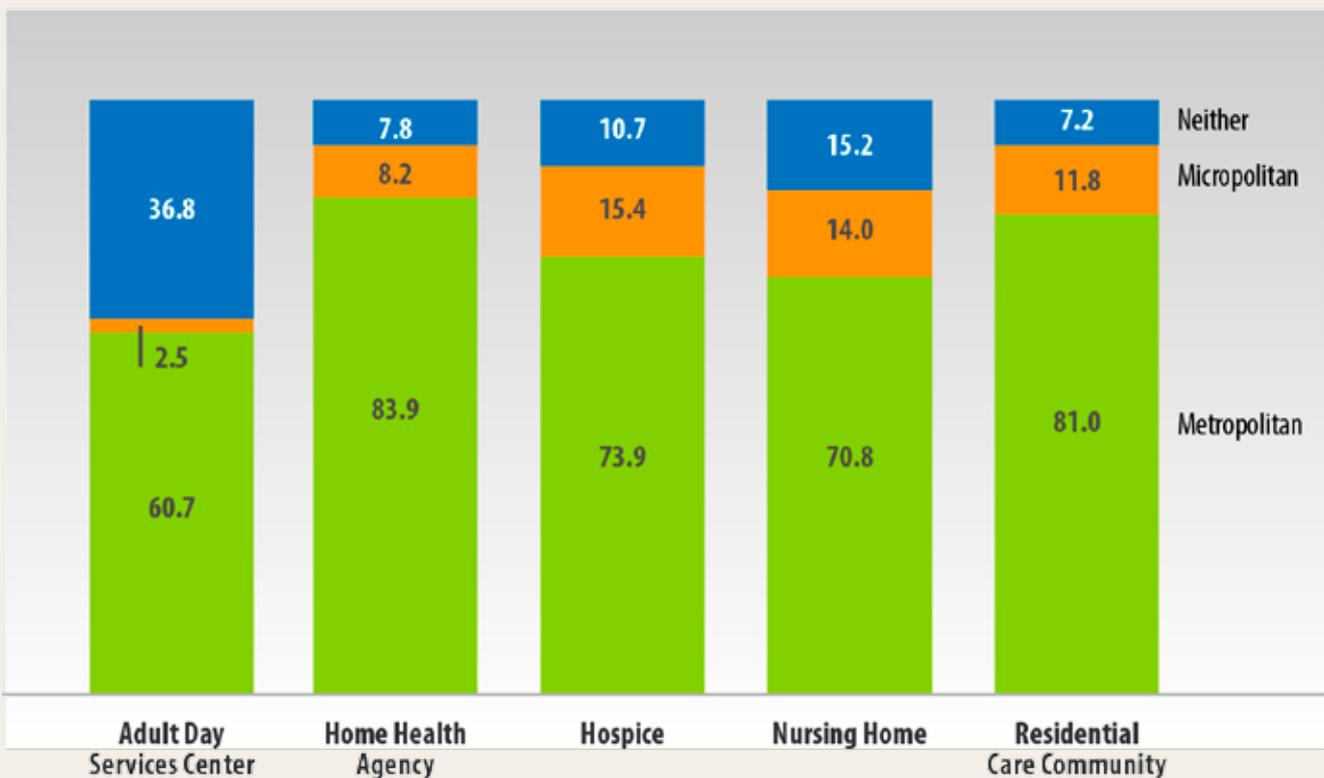
“70% of people turning age 65 can expect to use some form of long term care during their lives.” – U.S. Department of Health and Human Services

With the aging population, it will be less common for a family member to take care of a senior as it is now, placing a greater burden on younger family members. An increased need for nursing home, home health care and resources will require more evaluation and placement services like A Right Place For Seniors. There were 11 possible caregivers for each family member requiring care in 1990. By 2050, this ratio is projected to be four to one. The care of seniors will increasingly fall on outside (non-family) service providers, hence the incredible growth in the Senior Care Services.

Where is the Need For Evaluation & Placement Services?

The vast majority of providers in five long-term care services sectors were in metropolitan areas. This distribution reflects the higher population density in these areas. (Figure 2)

Figure 2. Percent distribution of long-term care services providers, by provider type and metropolitan statistical area status: United States, 2012

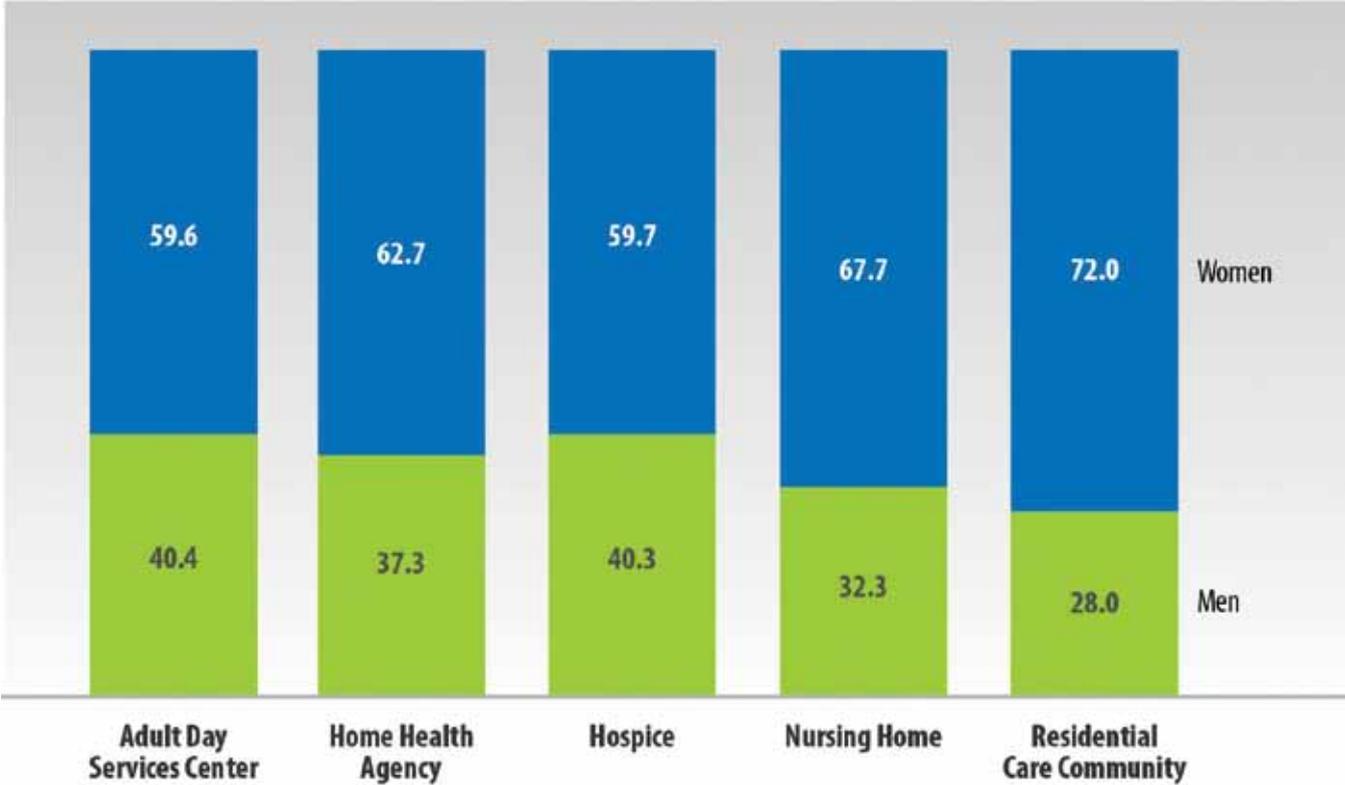


NOTES: Percentages may not add to 100 because of rounding. Percentages are based on the unrounded numbers.
 SOURCES: CDC/NCHS, National Study of Long-Term Care Providers and Table 1 in Appendix B.

Who are the Primary Users of Services?

The users of long-term care services were overwhelmingly women (Figure 21), primarily because women outlive men by five years.

Figure 21. Percent distribution of users of long-term care services by provider type and sex: United States, 2011 and 2012



NOTES: Denominators used to calculate percentages for adult day services centers, nursing homes, and residential care communities were the number of participants enrolled in adult day services centers, the number of residents in nursing homes, and the number of residents in residential care communities on a given day in 2012. Denominators used to calculate percentages for home health agencies and hospices were the number of patients whose episode of care in a home health agency ended at any time in 2011, and the number of patients who received care from Medicare-certified hospices at any time in 2011. See Appendix A and Technical Notes for more information on the data sources used for each provider type. Percentages may not add to 100 because of rounding. Percentages are based on the unrounded numbers.
 SOURCES: CDC/NCHS, National Study of Long-Term Care Providers and Table 4 in Appendix B.

Customer Profile/Demographics

Who are the audiences that we target for A Right Place for Seniors evaluation and placement services?

Primary – decisions about services for seniors fall on family members. 65.7 million people in the U.S. (one in four) were unpaid family caregivers to an adult or child in 2009. Of these, two-thirds are women. Fourteen percent of caregivers for older adults are themselves age 65 or more. As the population ages, more adult children of seniors are assuming responsibility for care and care decisions. A Right Place For Seniors provides our services to this audience free of charge.

Secondary – of equal importance as our primary audiences are the providers of care services for seniors, both for profit and non-profit entities, continuing care retirement communities, assisted living facilities, transportation services and more. A Right Place for Seniors receives referral fees from these providers upon referral and placement of a client.

What are the Services We Provide?

We provide objective and comprehensive information to help family caregivers make difficult decisions, save time and money, feel less stress, and to let them know they are not alone as they deal with the many challenges of caring for aging parents, spouses and loved ones. We provide evaluation, placement services and resources in these areas:

- Assisted Living
- In-Home Care
- Board and Care
- Retirement Homes
- Independent Living
- Memory Care
- Other Senior Care Services



Our services are delivered in three steps through our Senior Care Advisors:



STEP 1: Assessment

- A personal assessment is undertaken to determine a client's financial, physical, geographic, social and emotional needs and preferences
- Education is provided about the senior care options and resources available
- Legal, financial and social resources are referred as needed



STEP 2: Care Options Provided

- Senior care services and living options that match a client's profile are presented
- We review current care violations with the client to ensure the services or situation is safe for seniors
- We schedule tours for clients and families to selected care service facilities and providers



STEP 3: Placement

- Guidance is provided through placement and transition, help is provided to facilitate a move
- Communications between communities, health care providers and caregivers is facilitated.
- Transition follow-up is provided to ensure needs and expectations are met

We conduct our services in confidentiality to protect our client's personal information and require our franchisees to pre-screen and visit any facilities and service providers they may recommend. This is critically important as today's shopper for senior services is going online for research.

A few years ago, a caregiver or adult child of a senior would live in the market of the service providers they contacted, visit them, and make their decisions based on location and price. Today, almost every search for services starts on the internet and having prior knowledge of their options provides caregivers with a faster response and a greater impact. We not only interface with clients in person, we also communicate via phone and email – in the ways they are most comfortable using.



Marketing Strategy

A Right Place for Seniors depends on two strategies to successfully reach our target audiences and build awareness and preference for our brand.

First, because we deliver our evaluation and placement services within the areas we serve, old-fashioned community outreach and participation to connect with the interests and personal lives of our potential clients is key. Family, friends, neighbors, schools, employers, congregations, service and social groups, non-profits and associations can all connect with us and be engaged. Opportunities for charity event sponsorship and donations, participation in fundraisers for clubs and religious organizations are many of the marketing tactics we found to be successful in building our brand.

By being visible at and becoming involved in local events, activities and programs, ambassadors for our services are created. They serve to further expand our community awareness and relationships by pro-actively recommending us to others in their time of need.

Second, our Internet Presence, Search Engine Optimization, and Social Media visibility is also key to connecting with caregivers searching for senior cares services and resources. We understand this current way of marketing in which the consumer learns and shops for product and services through the internet, social and business media. We have built our franchise marketing and sales around this digital marketing ideology to take advantage of the awesome benefits it provides.

- Our National Consumer Website presence is the most valuable tool in our marketing and sales toolbox.
- Each A Right Place For Seniors franchisee is provided their own microsite within ours that is included as part of their Marketing and Technology fee. The microsite can highlight localized services and resources, customer testimonials, and your participation in the community.
- Franchisees will be offered opportunities to use social and business media Websites like Facebook, Twitter and LinkedIn.

Marketing and Sales Support

How does A Right Place For Seniors support you?

- We'll train you how to identify key factors in assisting customers and providing the best options to meet their needs and preferences.
- We'll train you how to evaluate and establish relationships with the senior care service providers you will be placing clients with and receiving referral fees from.
- We'll provide you with the various marketing templates to promote and support your professional image including brochure templates, flyers and ads.
- How to provide interviews with editors of local and regional print, broadcast and digital media.

Frequently Asked Questions

Q: What is A Right Place for Seniors?

A: A Right Place for Seniors is a FREE Referral Source, Senior Placement Service, Resource Guide and Online Directory. Our goal is to make life easy for Seniors and families who are searching for Senior Care. We partner with Senior Care providers and make sure that the companies and or senior facilities we work with qualify under A Right Place for Seniors set of standards for best quality service and care for Seniors.

Q: What is the mission of A Right Place for Seniors?

A: The Mission of A Right Place for Seniors is to help as many seniors as possible by providing or giving solutions to the family when it comes to providing care and finding a place for those who need it.

Q: How long does it take for an application to be pre-approved?

A: The application process usually takes 24-48 hours once we receive our completed confidential application.

Q: What is it like owning A Right Place for Seniors?

A: Owning your own business takes a lot of your time, effort and commitment each and every day. However, it's also a lot of fun and very rewarding. You have the excitement and pride of ownership, and you're providing a valuable service within your community that appreciates your commitment to finding A Right Place for Seniors in the truest sense of our name. You'll help seniors find the living situations that best fit their needs of care.

Q: Can I own multiple A Right Place for Seniors locations?

A: Yes, we have multi-unit franchise opportunities nationwide.

Q: Will I have a protected territory for my franchise?

A: Yes, and that will be further discussed during our qualifying conversations.

Q: What is the recommended location size?

A: While we do not recommend any "specific" size, it does need to be large enough to accommodate yourself and all of the office equipment, and even your clients. A small office space is best, and, as this is NOT a home-based business, office space is required.

Q: If we do not have a location, will you get one for us?

A: We can certainly assist and we do work with a team of specialized Site Selection experts that can help find the best location for you.

Q: Do we have to buy all supplies from you?

A: No. A percentage of your supplies you will be required to purchase from us or our approved vendors but many of your day to day supplies can be sourced locally.

Q: How long will it take to open A Right Place for Seniors location?

A: This will all depend on the type of location that you choose to rent. If say you choose a location in a business park where the offices are already built, then you can be open in a matter of 4-8 weeks. If per chance you choose a location that needs to be built out by the landlord, then it could possibly take up to 10-12 weeks, depending on the urgency of the landlord.

Q: Do you provide a website to support my location?

A: Yes! You will benefit from the A Right Place for Seniors website as part of your monthly Marketing and Technology Fund Fee which also contains each franchisee's individual Micro-Site monthly hosting. The purpose of the National Consumer Website is to establish and promote the A Right Place for Seniors brand to attract retail business for our franchisees. You will be provided information on that website at a later time and how you will be incorporated into it.

Q: Do you provide training?

A: Yes. A Right Place for Seniors will provide initial training, ongoing training, and ongoing support as deemed needed.

Q: Who is in charge of finding employees for our franchises?

A: It is up to you to find and hire your own employees. We will recommend potential sources for you to find staff and assist you in creating the job description but ultimately finding employees is your responsibility.

Q: How do I contact the franchise department?

A: Call us at (800) 804-3840 or email info@arightplacefranchise.com

Capital Requirements

Q. What amount of capital will be required to open my franchise?

A. Including the initial fee of \$37,500, your total investment can range from a low of \$56,225 to a high of \$103,875 for a single Franchised Business. If permitted by us, you may purchase additional contiguous population or area at the time of signing your franchise agreement, which will increase your capital requirements. (Items 5 and 7 of our FDD offer additional information.)

Q. What types of fees are associated with operating my franchise once it's opened?

A. There is a Weekly Continuing License Fee of \$250 per week or 8% of Gross Revenues received from the previous week's operations, whichever is greater. There is a Marketing and Technology Fund Fee of 2% of Gross Revenues debited by EFT from your bank account each month.

Income/Expenses

Q. What will be my monthly overhead and break-even point?

A. At the appropriate time in the interviewing process, you will discuss with A Right Place For Seniors your pre-ownership business plan, which contains the financial aspects of pricing, fixed and variable expenses and your bill paying calendar. Respectively, each owner differs monthly to market, rent, advertising, and personal business choices. Your goal is to oversee a low monthly budget and accelerate your break-even point.

Q: How much income will my franchise location generate? How long is the Return on Investment (ROI)?

A: We do not provide this information or any kind of assumption on this matter.

Discovery Day

Three Steps to Your Own Business



STEP 1:

Investing in yourself is an exciting change, especially when it means becoming your own boss. You have completed step one by requesting this information in order to learn about A Right Place For Seniors, its philosophy, programs and services.



STEP 2:

Complete the enclosed [Request for Consideration](#) Form and fax or email to your consultant. We will not enter into a business relationship until we get the opportunity to know one another better. This is why we require the completion of a pre-ownership business plan, as well as participation in Discovery Day, to see if your business goals match those of A Right Place For Seniors. We are excited to expand our network with eager, qualified entrepreneurs.



STEP 3: Agenda

Time	Topic	Description
7:15	Yesterday, Today, Tomorrow	Corporate representative offers insights into industry; strategic growth and long-term planning
8:30	Firsthand Experience	Visit a model A Right Place For Seniors franchise to evaluate the business model
11:00	Marketing & Operations	In-depth discussion of your market and operational questions
1:00	The Formula	A complete guide to your start-up costs & review of your pre-ownership business plan
2:30	Marketing Research	You will research and collect web, print, broadcast, direct mail marketing costs and media kits and develop your media mix strategy to yield the highest response possible
3:30	Working Relationship	Our owners enjoy the right to customize their business to service the special needs of their local communities

At A Right Place For Seniors, we embrace a genuine love of helping others that inspires us to work as a team and treat each other, our clients and our partners as equals. If you are authentic, serious and committed to changing your life and reap the rewards both in spirit and in compensation, we invite you to take action and be your own boss.

I humbly thank you.

Michael Kaiser, RN



A Right Place for Seniors

Call today to learn more • 1.800.804.3840

Or visit online at www.arightplacefranchise.com

Corporate Headquarters: 13920 City Center Dr., Suite 290, Chino Hills CA 91709

www.arightplace4seniors.com • info@arightplacefranchise.com