

FRANCHISE INTRODUCTORY & FINANCIAL INFORMATION PACKAGE



Home Care Network Inc.
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Canadian Owned & Operated

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Introductory Franchise Information Package

A Healthy Future

- THE NEED FOR THIS SERVICE IS CRITICAL. Seniors constitute one of the fastest growing groups in Canadian society today along with what is called the “Sandwich Generation”, those with elderly parents and small children. The senior population will grow even faster in the next century, particularly when baby-boomers begin turning age 65. As the population of Canada’s seniors continue to increase dramatically, more and more of our elderly are remaining at home rather than going into retirement communities or nursing homes. They are able to accomplish this by getting a little extra help in managing their everyday life.
- One of the key issues for this population group will be the need for alternatives for care to deal with the various conditions that come with aging that make everyday activities difficult. This is creating a virtually guaranteed expansion in the home care consumer market. We offer services to the ever-growing market of senior citizens, rendering our market immune to changing economies. Best of all, our business allows us the satisfaction of helping seniors, families and those recovering from an illness or injury to continue to live at home.
- The type of care needed most by these three markets is not medical care, but supportive care. They don’t need, or want, a nursing home, extended care or too burden family and friends, but they do need some services to remain independent in their own home.
- **Home Care Network Inc.** offers in-home care and assistance providing trained, insured and bonded caregivers for a variety of care giving needs. Whether it’s for extra assistance after a stay in the hospital an aging parent who needs extra help or companionship to remain in their home, respite for the husband or wife who cares for an ailing spouse or for those that require house-keeping assistance allowing for more *free time*. **Home Care Network Inc.** offers highly personalized and flexible care giving services.



OUR LIST OF SERVICES:

House Care:

- Complete House Cleaning
- Window Washing
- Interior Design

Personal Care:

- Bathing and Dressing Assistance
- Companionship
- Respite
- Laundry & Meal Preparation

Yard Care:

- Lawn Cutting
- Snow Removal
- Flower Care

Additional Services that you may offer:

Minor & Major House Repairs - Light Handy man services - Child Care - Assistance to Doctors, Errands, Special Events... - Relocation Assistance.

Medical Services that you may offer: If Qualified

Med. management – palliative care – foot care – wound Care - transfers

ADVANTAGES OF A HOME CARE NETWORK INC. FRANCHISE

- Be part of an exploding business that will continue to grow well into the next century.
- Brand Recognition
- Home-Based Service Oriented Business.
- High Cash Flow Business with very little overhead costs.
- Minimal territorial restrictions.
- High profit potential in a relatively short period of time.
- No stock or inventory
- Low investment level requirements
- No medical or health care experience required.
- Low monthly Franchise and Marketing Fee
- Lessen your operational learning curve, by taking advantage of tried and tested operating systems
- We are on the leading edge of this industry. There is very little competition right now - making this a ground floor opportunity.

Enjoy satisfied customers, confident they are receiving customer service excellence delivered consistently with Commitment & enthusiasm.

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If you have...

1. A Desire to Help Others
2. Strong People Skills
3. Good Management Skills
4. The Desire to Be Your Own Boss
5. The Need to make a Difference in your Community
6. The financial ability to make the Commitment
7. A Comprehensive Business Background

**We'll train you, regardless of your background,
in every facet of the business.**

Then you should consider a new opportunity with **Home Care Network Inc.**

Home Care Network Inc. is excited to be expanding its unique, high-quality professional service business through franchise opportunities across Canada to better serve the national needs of our clients.

Now is your chance to become part of a **rapidly growing industry**. If you have a commitment to excellence, boundless energy and a desire to succeed, follow these steps:

1. Review the **Home Care Network Inc.** Franchise Introductory Information Package and carefully browse our web site. Learn more about **Home Care Network Inc.** Services.
2. Complete a Confidential Personal Introduction Form, which provides us with your background information, qualifications and resume. Just as you need to determine if **Home Care Network Inc.** is right for you, the company will need to learn a bit more about you.



3. Evaluate your commitment to owning and operating your own franchise. Examine your personal and financial situation. Does **Home Care Network Inc.** offer a good fit?
4. Subsequent to an in-depth meeting and continuation, a Non-Disclosure Agreement must be executed. We will hold the specific Franchise area for fourteen (14) days, in order for you to finalize business, financing, and legal requirements for the start-up of your Franchise business.
5. Upon execution of the Non-Disclosure Agreement you will meet with the **Home Care Network Inc.** President and Directors. This is your opportunity to meet with Management Staff, so that we may get to know each other better and discuss the business in more detail.
6. Next you will be provided with **Home Care Network Inc.'s** Detailed Franchise Agreement package. Review the information with your attorney and accountant. Signature of all parties is required on the last page of this document, verifying review.
7. Discuss any concerns/questions with a member of **Home Care Network Inc.'s** team. **Home Care Network Inc.** will conduct appropriate screening and finalize the agreement.
8. At this time, you will sign the Franchise Agreement to become a **Home Care Network Inc.** Franchise. You will provide **Home Care Network Inc.** the agreed upon amount owing on your Franchise Agreement and will, in-turn, receive a copy of **Home Care Network Inc.'s** Confidential Operations/Training Manual.
9. **Home Care Network Inc.** will assist you with your business set up.
10. **Plus** continuous support for the duration of your contract.



OUR MANAGEMENT TEAM:

Deborah Donick - President/Founder

The driving force behind **Home Care Network Inc.'s** initial and ongoing development, Deborah draws upon 19 years of experience in the service industry which has enabled **Home Care Network Inc.** to become not only a well-respected but a real value to the Edmonton community.

Harmen Van Andel - National Director, Marketing & Communications

Home Care Network Inc. puts Harmen's abilities to use in the production of all promotional pieces, artwork and website design and management. His 15 years of experience in the Technical systems area and Graphic Design fields keeps these systems running at peak performance.

Our team, whose talents/skills and heart, created this company, combine the knowledge and know-how as well as the commitment needed to successfully manage **Home Care Network Inc.**

Ready to take control of your future?

A Healthy Future

- Our unique approach in how we hire and obtain our caregivers is leagues ahead of the competition. As you hire sub-contracted caregivers you are allowing people to become "self employed" yet still having you as their number one support system. Our caregivers decide which client they wish to work for and when they want to work. The days of telling people when and who they must work for are over.
- Ownership and Management must have a very high profile in every aspect of the running of the business to ensure that the quality and service are always of an exceptionally high standard.
- If you have an Entrepreneurial spirit, then we have an opportunity that can lead to great achievement!



A Healthy Future Con't

- You can have a healthy financial future by helping people to improve their quality of life while doing something that you really enjoy. There are very few franchise opportunities out there that can truly enable you to enhance people's lives as dramatically as **Home Care Network Inc.** can.
- In today's unstable economic conditions, why not invest in a stable business in a growing industry?

Come and explore the exciting challenges and rewards awaiting you at **Home Care Network Inc.** It's more than a business, it's a lifestyle...a team....an opportunity to shape your own future in a fast growing industry destined to keep growing into the 22nd Century.

If you are seeking a unique business opportunity with an associate that shares your vision, enthusiasm and commitment to excellence, you'll want to learn more about what **Home Care Network Inc.** has to offer.

YOUR COMMITMENT:

Franchise Fee=\$33,500 + Reserved Funds Required= \$10,000
TOTAL INITIAL FINANCIAL COMMITMENT = \$43,500.00
Royalty Fee = 7% Monthly - Marketing Fee = 3.5% Monthly

Franchise Investment Includes:

- 5 days initial Franchisee training.
- 5 Days of in territory pre-sales and on the job training
- Confidential sales, marketing and technical manuals.
- All required start-up supplies.
- Initial supply of business cards, letterhead and envelopes, etc...
- Initial supply of marketing materials (flyers, brochures, decals, etc)
- Ongoing support
- Annual Franchise meetings
- Low monthly Marketing and Royalties fees
- Web site, email address's, on-going tech. support



Comprehensive On-Going Support Program

The range of support services you will receive with **Home Care Network Inc.** is comprehensive and reflects the depth of thoroughness of our program. The **Home Care Network Inc.** Support Program includes:

- Business Advisor on Call; this is an assigned Senior Manager who provides practical advice, guidance and support on issues - operational, marketing, human resource and financial - in running your business. Help is a phone call or email away.
- Our **Home Care Network Inc.** website for franchise owners provides notices, FAQs, updates, new releases, best practices and other vital information for **Home Care Network Inc.** Franchise Owners.
- Franchisee and Sub-contract access on our professionally designed web site
- Comprehensive Operations Manual; A thorough, detailed manual and guide to developing and managing your **Home Care Network Inc.** franchise are part of our system. It is filled with information, strategies, ideas, procedures, guidelines, forms, advice and helpful hints. Establishing the business, recruitment and hiring, managing for home care and staffing, marketing effectively - all are covered step by step. This series includes: Operations, Policies & Procedures, Marketing & Advertising and our Continuing Guidance Manual. We are constantly updating them to provide the latest information to assure your success.
- Organization and Administration; we also provide you with a full set of operating forms and administrative materials to get you up quickly and keep you running smoothly. Most of these are ready to use, customized templates.
- Marketing & Sales; we have proven effective strategies and techniques for educating, reaching and attracting business and staffing. You get step by step instructions for developing and delivering your message for your market.
- Comprehensive Training; Our team takes you step by step through the conceptual and practical. The goal is for you to have the skills and knowledge you need to assist you in operating your franchise.



Home Care Network Inc. will be there even before you open your business:

- We'll help you decide whether to join the **Home Care Network Inc.** family.
- We'll provide straight-forward answers to your questions, as well as an objective assessment of our mutual compatibility.
- We'll help you determine if your geographic area of interest can support a **Home Care Network Inc.** franchise.
- We'll train you, regardless of your background, in every facet of the business.
- We'll provide you with proven sales and marketing programs and professionally produced promotional materials.
- We'll help you set up your business, implement our systems, and initiate your sales and marketing strategy.
- We'll continue to present you with the newest and most innovative services, allowing you to better serve your clients, generate new ones and increase your bottom line.
- National Sales and Marketing efforts
- National contracts signed and distributed by Head Office

Ready to take control of your future?

Come and explore the exciting challenges and rewards awaiting you at **Home Care Network Inc.** It's more than a business; it's a lifestyle...a team...an opportunity to shape your own future in a fast growing industry destined to keep growing into the 22nd Century.

Now is your chance to become part of a rapidly growing industry. If you have a commitment to excellence, boundless energy and a desire to succeed, **call us today.**

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Financial Information next page



Financial Information Request – Page 1

Now that you know about **Home Care Network Inc.**, we would like to know about you. This Confidential Personal Introduction Form gives you an opportunity to introduce yourself to **Home Care Network Inc.**

APPLICANT’S NAME _____

Age: _____ Date of Birth: _____ Social Insurance Number: _____

Residence Address:

Street: _____ Apt. _____

City: _____ Province: _____ Postal Code: _____

Telephone: (_____) _____ How long at this address? _____

E-Mail Address: _____

Previous Address:

Street: _____ Apt. _____

City: _____ Province: _____ Postal Code: _____

How long at this address? _____

Spouse’s Name: _____ No. of Dependent Children: _____

Ages: _____

Other Dependents: _____

Occupation:

Present Occupation: _____

Business Address: _____

Street: _____ Apt. _____

City: _____ Province: _____ Postal Code: _____

Telephone: (_____) _____ Fax: (_____) _____



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EDUCATION

Grade School _____ Year Completed _____

High School _____ Year Completed _____ Diploma Received ____

College/University _____ Year Completed _____ Diploma Received ____

BUSINESS EXPERIENCE

From: _____ To: _____

Name of Firm & Address: _____

Position: _____

Annual Income: _____

From: _____ To: _____

Name of Firm & Address: _____

Position: _____

Annual Income: _____

From: _____ To: _____

Name of Firm & Address: _____

Position: _____

Annual Income: _____



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BUSINESS REFERENCES:

Individual & Position: _____

Company: _____

Address: _____

Individual & Position: _____

Company: _____

Address: _____

Individual & Position: _____

Company: _____

Address: _____

PERSONAL REFERENCES

1. _____ Address _____ Telephone (____) _____

2. _____ Address _____ Telephone (____) _____

3. _____ Address _____ Telephone (____) _____



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CREDIT REFERENCES - Banks:

- 1. _____ Address _____ Telephone (____) _____
- 2. _____ Address _____ Telephone (____) _____

Investment Company or Stock Broker:

_____ Address _____
Telephone: (____) _____ Fax: (____) _____

Credit Cards Held:

- 1. _____ , Address _____
- 2. _____ Address _____
- 3. _____ Address _____

QUESTIONNAIRE

Have you declared bankruptcy in the last three years? _____
If yes, When? _____

Circle areas of management in which you have experience:

- | | | |
|-----------------|---------------------|-------------|
| Accounting | Administration | Advertising |
| Budgeting | Business Management | Computers |
| Marketing/Sales | Merchandising | Personnel |



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Financial Condition as of _____ (Date)

Assets

Cash on Hand and in Banks \$ _____
 Notes on Accounts due me (collectible) _____
 Real Estate _____

 Cash Surrender Value of Insurance _____

 Stocks and Bonds _____
 Autos _____
 Miscellaneous _____

Total Assets

Liabilities

Notes payable to banks \$ _____
 Notes & Accounts due Others _____
 Loans on Life Insurance Policy _____

 Real Estate Mortgages and Assessments _____
 Unpaid Taxes _____

Total Liabilities

\$ _____

NET WORTH

Do you have any judgments, liens or suits pending? _____

If "yes", please explain _____

Investment & Working Capital Available:

\$10,000 ____ \$15,000 ____ \$20,000 ____ \$40,000 ____ \$50,000 ____
 \$75,000 or more ____

Time Available? _____

Will you devote yourself full time to this business? _____

If no, give your intention as to your division of time: _____

Do you plan to have a partner? _____ Will he/she be active? _____

Please explain fully: _____

If a partnership is intended, a complete form must be filled out for each partner.



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Where is your choice of market?

1st _____

2nd _____

3rd _____

Desired Income - First Year? _____ Annually in 5 Years? _____

The above information is true to the best of my knowledge. It is expressly understood that this application is not binding up **Home Care Network Inc.** as this questionnaire is intended to assist in evaluating my personal and financial qualifications (as a franchisee). Approval is hereby given to check all or any references listed, including financial references.

Date: _____ Signature: _____

Print Name: _____

Mail or fax your completed Confidential Personal Introduction Form to:

Home Care Network Inc.
9297 - 172 Street
Edmonton, Alberta T5T 3C3

Attention: Deborah Donick, President

Or Fax: **(780) 487-1872**

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