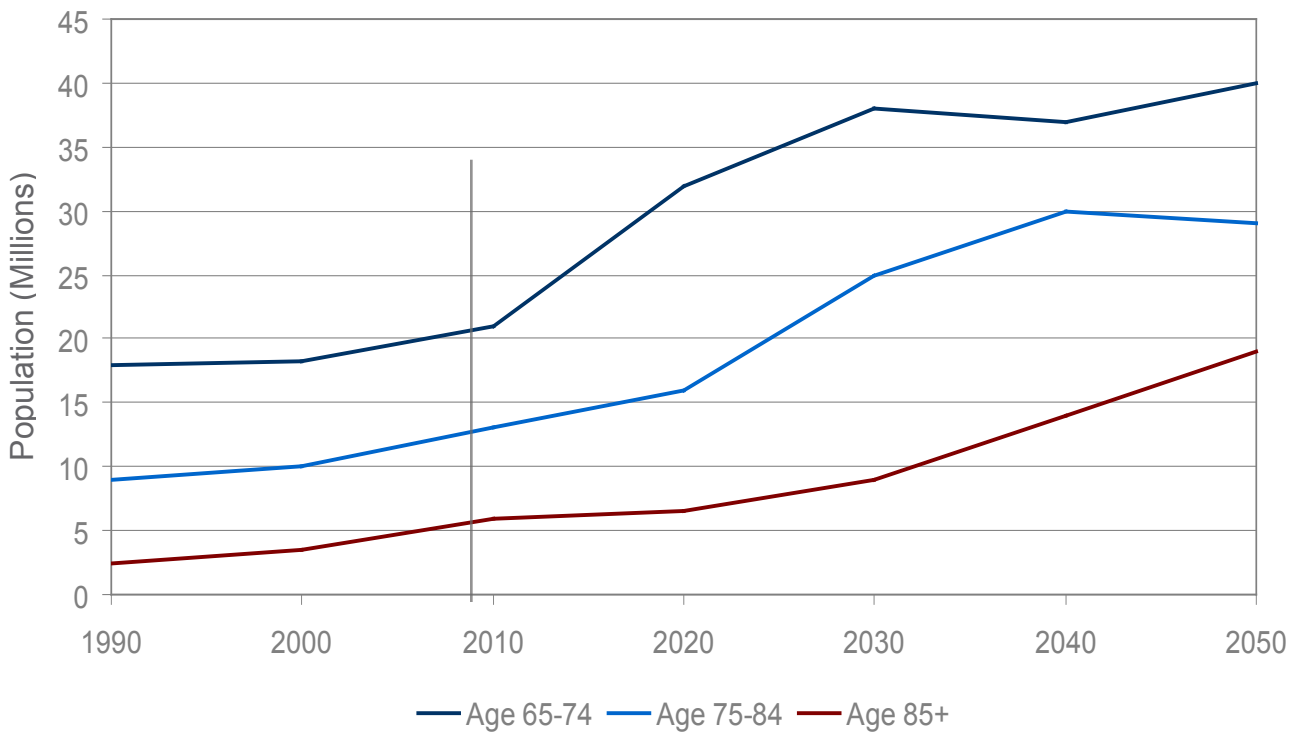


Just a few reasons to consider becoming a part of the **Caring Senior Service** franchise family.

- \$50,000 - \$75,000 total investment
- All-inclusive, **turnkey** business model
- Low, fixed operating cost
- Ongoing business assistance
- No industry experience needed
- Multi-Unit model for future growth
- Pre-packaged marketing materials & system
- Complete operations training & support
- Integrated safety care products
- Exclusive territory rights
- Growing client base
- Payroll processing

Projected Senior Population Growth



Source: Population Division, U.S. Census Bureau

Business Initiation, Training & Support

With over 18 years of combined senior home care and franchise experience, we offer a proven senior home care franchise model. Our comprehensive start up, training and ongoing support will set your business on the right track. Caring Senior Service is the only senior care franchise that offers a true **turnkey** business solution so you can hit the ground running after our complete training program. We are your business resource center so you can focus on what is really important...growing your business.

Our franchise fee includes complete office setup, staffing and payroll processing, and a corporate-based support team (Operations Support Center). The Operations Support Center assists your office with incoming calls and works with you or your staff to schedule appointments with potential caregivers and clients. You will also receive complete operations and marketing training, as well as a designated Business Development Manager to regularly provide business support and advice. Below is our three stage process that will assist you with the establishment of your own Caring Senior Service business.

<p>1 Quickstart</p> <p><i>To get your business going, we will assist/provide you with:</i></p> <ul style="list-style-type: none"> > Your office selection > Required licenses & permits > Equipment, furniture and business supplies > Key staff recruitment > Initial market research 	<p>2 Training</p> <p><i>We teach you how to:</i></p> <ul style="list-style-type: none"> > Identify referral sources > Interview & hire staff > Operate home care software > Assess client needs > Create service plans > Match clients & caregivers 	<p>3 Ongoing Business Support</p> <p><i>Your business will grow as we provide support with our:</i></p> <ul style="list-style-type: none"> > Operations Support Center > Payroll services > Marketing materials > Ongoing background checks > Continuing education program > Industry knowledge base
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About Us

Caring Senior Service is a provider of Personal Assistance Services (PAS). We offer non-medical services and a strategic line of safe care products to seniors who need assistance with daily activities, but want to remain independent in their own homes. Our resources and experience in the industry help change the lives of seniors and their families by giving them the control they need to age in place.

Caring Senior Service first opened its doors in 1991 in Odessa, Texas, and has since expanded into 9 states with over 30 offices. We continue to expand our service line because we've recognized that services alone do not fit all needs and budgets for seniors and their families. We lead the industry with in-home safe care products and have cultivated relationships with several technology companies to ensure future growth among our service offerings. This vision, along with our 18 years of senior care experience, has allowed us to grow into a valued company within the communities we serve.

"You have developed and implemented accountable care for the elderly (and) distinguished us from the many. And you have added new integrity and high values to your leadership team which makes your vision for Caring Senior Service so authentic and honest. We are very pleased to be a part of the "family of Caring". Thank you for giving us the opportunity."

-Jane Daume, Franchise Owner

"I believe I speak for myself and other franchisees that (your) conferences have always been enlightening and an important reminder of why we're in this business. I continue to be excited about the profession and stimulated by your leadership."

-Rick Perry, Franchise Owner



Discover how a

Caring Senior Service

franchise can help change lives.

If you are looking for a stable business in today's economy and an opportunity to help people in need, you've come to the right place. The driving force for the home care industry is the growing desire among aged individuals to remain in their homes. Research shows that nearly 90% of the senior population want to receive care at home. Learn more about the senior home care industry and how our non-medical, in-home care business offers an opportunity to develop a significant asset and earn significant income while being able to help people in need.

Call us at **866.528.7905**

Or visit us at **CaringFranchise.com**



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