



## Homewatch CareGivers Projects Accelerated Third and Fourth Quarter 2017 Growth



### Leading Home Care Company Increases Franchise Presence Through Strategic Expansion Initiative

Homewatch CareGivers will continue to drive its franchise growth in the second half of 2017, building on the momentum it has created in the first half of the year. The prominent home care brand, which has both U.S. domestic and international offices, announced today that it will advance its extensive franchise growth initiative as it closes out 2017. This plan will allow the company to provide its high quality at-home assistive services to a greater number of clients across the nation while zeroing in on attractive markets including Florida, Texas, California, Minnesota and Pennsylvania.

Widely known for providing person-centered, customized services for the elderly and families of those in need of supportive home care, Homewatch CareGivers has expanded strategically throughout the first half of 2017 with accelerated growth planned for the second half. More than 15 new franchisees have purchased Homewatch CareGivers offices in the last 12 months and seven new

franchise locations have opened so far in 2017, with four already in development and scheduled to open soon.

New franchisees have signed on to bring Homewatch CareGivers' superior services to the company's targeted growth territories.

"2017 has been a great year. We met a new system-wide revenue high in May and with franchise expansion top of mind, we're on pace to have a very strong year for our growing network," said Julie Smith, president and COO of Homewatch CareGivers. "Increasing our footprint puts thousands of people in touch with our services and we're thrilled at the prospect of expanding to help even more communities. We look forward to a strong finish to 2017, and to enter 2018 ready to significantly broaden our reach in the United States and abroad."

The Homewatch CareGivers Franchise Support Center is actively accepting and reviewing franchise inquiries with an ideal franchisee in mind. Strong candidates have a passion for helping seniors, are active members of their communities and have strong management experience. Signaling the appeal to potential franchise owners, Homewatch CareGivers strives to provide best-in-class support and proprietary business intelligence tools for its franchisees. The home office has a unique support system in place for its franchisees and works closely with each new owner to establish a 52-week Business Implementation Plan (BIP), which addresses areas needed for a franchisee to run an efficient and successful operation in their first year.

"When our franchise owners sign on, they have a unique opportunity to make a difference for families in their communities," said Chip Baranowski, director of franchise development for the brand. "Recruiting qualified, passionate people to join the Homewatch CareGivers family, and giving back to others while following their entrepreneurial dreams is a privilege that we're eager to facilitate across the United States."

New owners are also coached through a Market Action Plan (MAP) with focused training on client acquisition, networking and strategies for community outreach, as well as creating detailed and individualized marketing plans. The home office, which is also referred to as the company's Franchise Support Center, provides an ideal model that each franchisee can systematically roll out in their respective markets, and the team offers subject-matter expert advice to help their franchisees find success on a localized level.

The Homewatch CareGivers franchise opportunity is optimal for those seeking a business venture that allows them to make a healthy living while keeping work-life balance top of mind. The estimated initial investment for a Homewatch CareGivers franchise ranges from \$83,000 to \$131,000, which includes a franchisee fee of \$49,000. Interested individuals must also have a minimum net worth of \$350,000 and \$50,000 liquid capital to ensure additional funding is available while launching their franchise. For more information about the Homewatch CareGivers franchise opportunity, visit [www.homewatchcaregivers.com/franchise](http://www.homewatchcaregivers.com/franchise).

## **About Homewatch CareGivers**

Homewatch CareGivers, based in Greenwood Village, Colorado, delivers a variety of person-directed, professional at-home services including elder care, care for individuals with developmental and physical conditions, after-surgery care and prenatal/postnatal care. With a strong involvement in the Home Care Association of America (HCAOA), the Homewatch CareGivers mission is to provide the best-in-class care for each and every client, to serve as a vital part of the continuum of care and to provide the support franchisees and caregivers need to find success and make a difference in their communities. To learn more about Homewatch CareGivers services and franchising opportunities, visit [www.homewatchcaregivers.com/franchise](http://www.homewatchcaregivers.com/franchise).