



Franchise Information Report

#1 Senior Care Franchising Opportunity

Contents

What is Visiting Angels..... 3

Visiting Angels Mission and Philosophy..... 4

Our Mission 4

Our Philosophy..... 4

How Much Does it Cost to Open a Visiting Angels Franchise? 5

2017 Investment Schedule..... 6

How Much Can I Make? 7

 A Recession Resilient Business Investment..... 7

 An Affordable Investment with Superior Return 7

 2016 Key Performance Metrics for Visiting Angels Franchise Locations..... 7

How Large is the Home Care Industry? 8

Do I Need Home Care or Health Care Experience to Open a Franchise? 8

What Qualifications Should I Have? 8

How is Visiting Angels Different than the Competition? 8

Why Visiting Angels?..... 9

Visiting Angels Franchise Reviews – Interviews with Actual Owners..... 10

What Territories are Available?..... 11

How to Finance Your Visiting Angels Franchise 11

What Kind of Training and Support can I Expect?..... 12

How Long Does it Take to Open a Visiting Angels Franchise?..... 13

Meet the Visiting Angels Team14

Visiting Angels FAQs16

Next Steps 18

What is Visiting Angels

Visiting Angels is one of the nation's leading home care franchise groups. Founded in 1998, Visiting Angels has been providing at home elder care to families across the United States. Our network of elder care agencies is committed to providing families with the best possible in-home care services. We pledge to provide the families we serve with caregivers who will make it possible for their loved one to live safely and comfortably at home.

Our clients are looking for top quality senior home care services for their loved ones. We match our clients with qualified, professional elder care providers who treat their clients with compassion, respect and dignity. We help families find the senior home care provider who can meet all their needs.

Visiting Angels franchisees provide assistance with a wide range of needs. Through the placement of experienced caregivers, we assist our clients with non-medical activities of daily living. Care is provided on a temporary or long-term basis. Hourly care, overnight care and 24-hour care is available to our clients depending on need.

Some of the most common elder care services we provide include:

- Respite care for family caregivers
- Household assistance including meal planning and preparation, light housekeeping and laundry
- Personal care including bathing, toileting, dressing, grooming, and medication reminders
- Providing transportation for errands, shopping, doctor's visits, or to activities



Regardless of the type of care we are providing, our goal is the same:

To provide compassionate care that makes independent living possible.

When you choose a home care franchise from Visiting Angels, you'll be able to make a positive impact on your community. We currently have territories available throughout the United States and internationally. Our franchise opportunities come with ongoing support and are backed by a team of home care professionals who have been leading the industry for more than 30 years.

Visiting Angels has been ranked by *Entrepreneur Magazine* as one of the top rated and fastest-growing franchises in America. Join a franchise that will provide you with professional advancement and a sense of personal pride and accomplishment. Join Visiting Angels!

Our Mission

Visiting Angels strives to educate, support and provide the compassionate, professional resources needed to deliver the best care possible to families across America. Our at home care services make it possible for seniors to remain independent in their own homes.

Our franchises provide non-medical home care; yet, central to our mission is restoring hope by assisting in healing the emotional, spiritual and physical well-being of the individual. We accomplish this through relationship building and effective communication with clients, families and health care providers.

Our Philosophy

Visiting Angels is not just about obtaining clients - it's about keeping clients. Our track record in client retention far surpasses industry averages. The cornerstone of our success is our dedication to building meaningful relationships. Our Directors have extensive experience in private duty elder home care and have developed a "Personalized Service System" which emphasizes building strong and lasting relationships; not just with our clients and caregivers, but with our franchisees, as well.

Visiting Angels Mission and Philosophy

The care and keeping of the seniors and disabled in our communities is essential work that simply cannot be overlooked. Visiting Angels elderly home care franchise owners are passionate about helping families find compassionate care that enables their loved one to live safely at home and to age in place. We're looking for entrepreneurs who want to make a difference in people's lives and who understand the important role an elderly home care franchise plays in their community and the lives of the people they serve.

The primary goal has been developing long lasting personal relationships that take the sting out of elder care placement.



How Much Does it Cost to Open a Visiting Angels Franchise?

The total startup costs for a Visiting Angels franchise is between \$80,000 and \$100,000. Franchisees often utilize third party financing to assist with startup costs.

The initial high startup costs and large asset requirements required by many franchise systems makes it impossible for many good people to pursue their dreams. At Visiting Angels, we know that people with the right ethics and attitudes can succeed as long as they receive quality training and support. Our goal as a franchisor is to find people who will be great at running the business for years to come — not simply to find people with the resources to make the initial investment

At Visiting Angels, we care about caring. If you are passionate about providing care to those in need, you are likely to find owning a Visiting Angels franchise a successful and personally rewarding experience.

Unlike other franchise opportunities, at Visiting Angels Net Worth typically isn't something we consider when interviewing potential franchisees. Our concern is that potential franchisees have the ability to access between \$90,000 and \$100,000 in order to effectively launch a new location.

On the following page, we have provided our 2017 Investment Schedule.



2021 Investment Schedule



Investment Ranges From \$123,660 to \$154,425

Item	Amount	Payment	To Whom Paid	Payment Due
Initial Franchise Fee	\$51,950 for 100K Population \$59,950 for 200K Population \$79,950 for 325K Population	Lump Sum	Franchisor	At Signing of Agreement
Printing / Supplies	\$1,500	As Incurred	Suppliers	30 Days Prior to Opening
Insurance, Licenses, Deposits, Lease	\$5,000	As Incurred	Insurance Companies, Government	2 Weeks Prior to Opening
Travel, Lodging Expenses During Training	\$1,500 to \$2,000 Per Person	As Incurred	Purveyors	As Incurred
Computer/Software	\$0 to \$3,000/\$1,450 to \$3,000	As Incurred	Purveyors	As Incurred
Minimum Royalty	\$1,485–\$1,875	1 st Three Months	Franchisor	Monthly
Advertising Fee / Plus Local Ads (first 3 months)	\$1,275 /\$1,725 to \$3,600	1 st Three Months	Franchisor	Monthly
Additional Funds ^{1, 2}	\$50,000	As Incurred	Employees, Suppliers, Local Media	As Incurred
Workers' Comp. Insurance	\$9,500	Initial Deposit for Workers' Comp.	Insurance Carrier	2 Weeks Prior to Opening

Note: All amounts, except the Initial Franchise Fee, represent best estimates of beginning expenditures. The estimates vary depending upon location of the business, payroll costs and other factors unique to each location. These are our best estimates at the time of preparation of this document. We encourage you to independently investigate the expenses not paid directly to us. You should also have adequate funds available to pay for living expenses, in addition to adequate operating capital. The amounts may vary according to your personal needs, mode and source of living.

You should review these figures carefully with a business advisor before making any decision to purchase the franchise.

¹ This estimates the first three months of expenses towards operating the Franchised Business. Expenses include payroll costs and working capital. The above examples do not include any funds that would be necessary for your personal living expenses during the start-up phase of the business. These figures are estimates and we cannot guarantee that you will not have additional expenses. Your costs will depend on factors such as: how closely you follow our methods and procedures, your management skills, experience and business acumen, local economic conditions, the local market for our product or service, the prevailing wage rate, competition, and the level of sales reached during the start-up phase of the business. The amounts are based on spending approximately \$1,000.00 per month on advertising for the first 3 months in business and having sufficient funds for payroll on up to 10 full-time cases (40 hours per week at \$9.00 to \$12.00 per hour) for 2 weeks prior to receiving payment from clients. There are no figures available toward determining how many of our franchisees have required similar amounts of additional funds.

² California agencies may require additional financial resources.

©2021 Visiting Angels is a registered trademark of Living Assistance Services, Inc. Each Visiting Angels agency is independently owned and operated.

How Much Can I Make?

A Recession Resilient Business Investment

While everyone dreams of success, few are insulated from failure. A Visiting Angels franchisee enjoys the benefits of running a business that is resilient to economic down turns. The number of adults age 65+ is growing every day and will continue to grow far into the future. As our loved one's age, we all struggle with the tasks associated with caring for them. Many families struggle to balance raising children and caring for aging parents. Home care services are essential for these families.

It is an unfortunate but true statement that the health care industry continues to thrive regardless of the state of the overall economy. While any business can suffer from poor management or customer service, we believe our franchisees have the right attitude, skills and training to experience success far into the future.

A Visiting Angels franchisee is a passionate individual who understands the important work they do for families in their area. Our franchisees care about caring. At Visiting Angels, we find that those franchisees who are most passionate about meeting their client's needs and providing compassionate at home care are destined for success.

An Affordable Investment with Superior Return

Visiting Angels is proud to provide our franchisees with one of the most affordable points of entry in the franchise industry. Low royalty rates and a solid return on investment makes a Visiting Angels home care franchise one of the most sound investments in the franchise industry.

Initial Investment	\$47,950 + \$50,000 Capital
Minimum Royalty	\$1,185.00
Franchise Fee	\$43,950 for 100K Population \$51,950 for 200K Population
Average Net Profit	15-18%

2016 Key Performance Metrics for Visiting Angels Franchise Locations

Average Gross Revenue	\$1,200,000
Highest Volume Store	\$8,000,000

How Large is the Home Care Industry?

The Home Care industry is one of the most stable and growing industries. Joining a home care franchise enables you to build a business with a solid foundation. Currently, the home care industry is about a \$75 billion industry. Growth rates are expected to continue in the 1.5% to 2% range for the foreseeable future. As Baby Boomers continue to age, the need for qualified at home care will only be increasing.

Do I Need Home Care or Health Care Experience to Open a Franchise?

No. While experience as a home care provider, a family caregiver or in the health care industry can be helpful, it is not necessary. We find that it is more important that our franchisees have a real passion for the work they do. Ask yourself, are you:

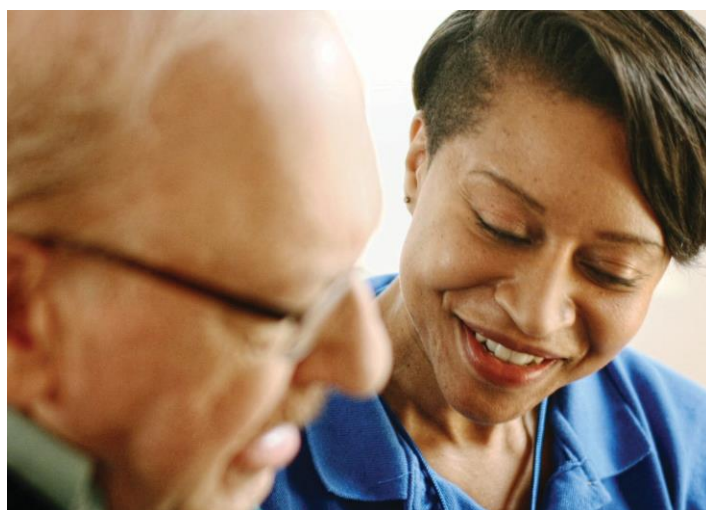
- Concerned for those who cannot take care of themselves?
- Can you understand the fears and concerns of families who have a loved one who is ill or in need of care?
- Is it important to you that seniors and the disabled receive the quality care they need to live safely at home?
- Would you like to help someone live safely at home and avoid a move to assisted living?
- Do you have basic business skills?
- Are you passionate about providing a superior level of customer service?

If you can answer yes to these questions, you already have a solid foundation upon which to build your success as a Visiting Angels franchisee.

What Qualifications Should I Have?

To become a Visiting Angels franchisee, you don't need to have previous experience owning a business or be an expert in the medical field. While business ownership and/or experience with home care or the medical industry is a plus, we are looking for entrepreneurs with the following qualifications:

- Entrepreneurial Skill Set
- Managerial Skill Set
- Active Listening Skills
- Good Business Acumen
- Caring and Compassionate Personality
- Ability to Follow a System Based Business



How is Visiting Angels Different than the Competition?

Visiting Angels is the only home care company to engage in a consistent national advertising campaign. Visiting Angels invests over \$8 million in national advertising initiatives. This consistent and ongoing advertising initiative allows us to deliver an average of 150 client leads each year to each of our franchisees. Visiting Angels has been ranked #1 for franchisee support in the home care industry by Franchise Business Review. Visiting Angels ranks #3 in all industries with more than 250 units. Our average franchisee grossed over \$1,200,000 in revenue in 2016.

Why Visiting Angels?

Answering “Why Visiting Angels?” is so different for so many. Some have dreamed of owning a business since they were young. Others are looking for a career change – remove the drudgery from the job and focus on what they love – some- thing that gives back to the community.

When you compare our franchise fee for a single unit to any other in the homecare industry, you’ll find what’s been true for years – our franchise fee is by far the most cost effective. We have the most experienced Directors in the homecare industry and a library of marketing and support materials in the thousands; setting the stage for a quick start and long-term potential success. Ask anyone on our corporate staff what the greatest asset to the company is and you’ll hear the immediate response: Our experienced Directors and our national network of franchise owners. They all share the same vision...our mission!

Support comes in many forms, all integral to the success of our organization. We support our franchisees with:

- National advertising and branding campaigns on the Internet, radio and TV
- Annual conferences with featured guests, breakout sessions and one-on-one retraining
- Regional group support meetings scheduled throughout the year
- Individual consultations with members of our Operations Team
- Monthly Webinar Teleconference Trainings
- Q&A Library containing years of guidance information
- Extranet website with hundreds of proprietary marketing pieces and display ads
- Optimized and customized website
- Internal Social Media platform connecting all of our franchises

Our Corporate Headquarters generates thousands of qualified homecare leads each month and disperses them to our franchisees from our 24-hour call center using our automated lead distribution system. Our Operations Team then follows up with our franchisees to assist in the process of converting leads into actual business clients.

Talk to one of our advisors and our franchisees about our royalty model and the enormous market potential of our protected territories. In the end, we’re confident you’ll answer the why yourself.



Visiting Angels Franchise Reviews – Interviews with Actual Owners

To understand why our franchisees chose Visiting Angels, it's essential to ask them. Each franchisee comes to us for different reasons. Job changes...A desire to own a business...A passion for creating a legacy for the family...The reasons are as varied as our network of franchise owners.

Below you will learn why some of our franchises chose Visiting Angels and why they continue to love being a part of the Visiting Angels family.



"We did look into a few other home care agencies, but I will tell you that after many, many phone conversations with many, many people, the support from Visiting Angels was absolutely by far superior than anybody that we ever spoke to from any other franchise."

- Suzanne, franchise owner in Savannah, Georgia



"The thing that I like the most...about this franchise [Visiting Angels] is the support that we get from our home office. The thing they [owners of Visiting Angels] tell us all the time is do the care as you should, do the best care you can and the money will come."

- Patty, franchise owner in Newport News, Virginia



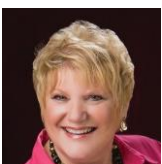
"What a wonderful group of people supporting the franchisees...I get many leads a week [from Visiting Angels Corp] and they are converted into clients for us.....these are clients that are truly interested in home care. I just ended my second year [as a Visiting Angels franchise owner] and we have had tremendous growth....the support of the franchise is amazing."

- Lydia, franchise owner in Tucson, Arizona



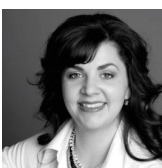
"If you have problems with caregivers, you want to know how to grow your business, whatever you need, you get two hours of their time [in the one-on-one meetings]. They [Visiting Angels Corp] have all the answers and it's a great resource."

- Sheryl, franchise owner in Los Angeles, California



"We go out and people say 'Wow, we've heard about you [Visiting Angels]. You guys do a great job,' and part of that is because of the branding the corporate office does for us. If you're going out to close a client, if you're out marketing or networking, you're getting the important things that you need [from Visiting Angels Corp] to make your business successful."

- Peg, franchise owner in Orlando, Florida



"It's incredibly gratifying to get to give somebody that care that they want so they can stay in their homes and be in the place they love. So, there's a huge sense of satisfaction in providing care to seniors where they want to be...in their home."

- Kelly, franchise owner in Olympia and Tacoma, Washington and Newberg, Oregon

What Territories are Available?

We currently have large, protected territories available throughout the United States and Internationally. Franchisees have the ability to advertise and accept clients throughout their metro area without buying additional franchise locations. Other Visiting Angels locations are prohibited from soliciting referrals from within your protected territory.

For more information about available territories, please [visit our website](#) or call (800) 365-4189.



How to Finance Your Visiting Angels Franchise

We encourage potential franchisees to utilize our third-party vendor partners to assist with financing needs. Our vendors are affiliated with the Small Business Administration (SBA). Some franchisees have borrowed against their own equity or 401K plans to assist with financing. We encourage you to meet with your financial advisor to discuss your options.



What Kind of Training and Support can I Expect?

Training and support are essential to success in any endeavor. When you go it alone, it's infinitely harder to succeed. Having a network of individuals you can trust to lend support, guidance and advice makes it possible to achieve your dreams. At Visiting Angels, we believe in providing our franchisees with the comprehensive support they need to succeed as a franchise owner.



Our franchise owners begin their relationship with our brand during start up training. Our kick-off training lasts a week and is conducted by our leadership team. We'll cover everything you need to know about starting your Visiting Angels franchise. From staffing to policies and procedures, our kick off training is designed to provide a strong foundation for you to build upon. You'll be exposed to a wealth of information during this initial training period. However, we don't expect you to memorize everything. You'll have full access to our on-going training and a library of information.

Ongoing support is essential to your success with Visiting Angels. Throughout your time as a franchise owner you can expect to have access to a wide range of training and support programs. Here's just a brief look at some of the ways we partner with our franchisees.

Client Leads

All our franchise locations enjoy access to qualified leads generated by national advertising campaigns and distributed by our 24-hour call center.

Annual Conferences

From unique and timely breakout sessions to popular recurring topics, our annual conference is loaded with opportunities for you to learn and improve your business practices.

Regional Group Support Meetings

When you take advantage of our senior home care franchise opportunities, our Regional Support Meetings can help you fine tune your operations and systems for success.

One-on-One Operations Teams Consultations

Looking for a bit of personalized attention to deal with issues unique to your location? Our Operations team is always available to provide guidance and support.

Monthly Webinar Teleconference Trainings

Twice monthly, those taking advantage of our senior home care franchise opportunities can participate in convenient webinars that discuss company developments, continuing education, and industry tips and trends.

Robust Assortment of Marketing Pieces and Display Ads

Visiting Angels has been providing access to senior home care franchise opportunities since 1998. We have an extensive library of marketing collateral for you to take advantage of. We'll help you grow and succeed.

Q&A Library and Extranet Website

With senior home care franchise opportunities from Visiting Angels, you have access to nearly 20 years of knowledge and expertise. Learn from those who have come before you.

National Advertising & Branding Campaigns

Enjoy the benefits that come with advertising with major national media outlets including Fox News, CNN, and HGTV. Visiting Angels also advertises in leading newspaper and on radio stations around the country.

Optimized and Customized Local Websites

Take advantage of our senior home care franchise opportunities and receive a customized website targeted to your local market.

Local Articles Produced by Professional PR Firm

Get the word out about your new franchise. Our public relations firm can help you get the attention of local media outlets.

Local Agency Newsletters

Take advantage of local agency newsletters to share information with your clients and their families.

New Information Daily

We want all our franchise locations to succeed. Every day, we'll keep you informed and knowledgeable about leading industry trends.



How Long Does it Take to Open a Visiting Angels Franchise?

The time needed to open a Visiting Angels franchise will depend based on the state license requirements. On average, we find that most locations will open within a 3 to 6 month timeframe.



Meet the Visiting Angels Team

At Visiting Angels, we are proud to have an experienced team of home care professionals leading our company. Our directors have up to 30 years of experience in home care administration and home health care. The depth of our directors' experience is critical to the success of our franchisees. You won't find a more experienced group anywhere!



Lawrence Meigs, President and CEO

Larry Meigs, co-founder of Visiting Angels, believes in putting caring first. Larry has served as the President and CEO of Visiting Angels since our founding in 1998. He has extensive experience in franchise development and understands what entrepreneurs are looking for in homecare franchise opportunities. His strategic leadership ensures those taking advantage of our homecare franchise opportunities have the support they need for phenomenal growth.



Pat Drea, Chief Operations Officer

Pat Drea, Chief Operations Officer, joined Visiting Angels in 2005. Pat manages company-wide operations support efforts with a focus on the Eastern Region of the United States. She is a 23 year veteran of the private duty home care industry, and truly understands the needs of those interested in homecare franchise opportunities.



Karon Austin, Vice President of Operations

Karon Austin, Vice President of Operations, joined Visiting Angels full-time in 2008. Karon primarily focuses on providing support and facilitating the growth of our homecare franchise opportunities in the Western Region of the United States. Karon has 30 years of experience in the home care and health care industry. She previously served as an Advisory Director of Visiting Angels.



Cathy Berg, Director of Operations

Cathy Berg, Director of Operations, joined the Visiting Angels team in 2009. Cathy focuses on assisting our franchise owners in the Central Region of the United States. She has over 25 years of executive leadership and management experience in the private duty home care and health care industry.



Scott Parrish, Senior Vice President

Scott Parrish, Senior Vice President, joined Visiting Angels in 2008 as a corporate General Manager. Promoted to Senior Vice President in 2009, he oversees all corporate departments and ensures our Corporate Headquarters functions as an integrated team focused on franchise support.



Dave Ritterling, Vice President of Development

Dave Ritterling joined the Visiting Angels Corporate Team as the Vice President of Development in 2004. Dave steers our homecare franchise opportunities to ensure the best candidates are awarded a Visiting Angels franchise. Dave has also owned a successful Visiting Angels franchise for over ten years.



Richard Bitner, Vice President of Marketing

Rich Bitner is responsible for building the Visiting Angels brand by implementing strategic marketing initiatives that fuel growth. His 30 years of experience in media, marketing, advertising, and public relations enables him to develop successful marketing strategies for our company. He also provides national, regional and one-on-one marketing training consultations to franchisees.



Dan Drennen, General Manager

Dan Drennen joined Visiting Angels in 2009. As General Manager, Dan is responsible for organizational compliance and managing the day-to-day operations of the corporate office. He has vast knowledge and expertise in the areas of risk management, loss control and sales.



Dave Plank, Director of National Business Development

Dave Plank has been a member of the Visiting Angels Corporate Team since 2005. He manages both our national advertising initiatives and regional cooperative advertising programs. Dave has built the Visiting Angels Family Advantages Program and our preferred vendor partnership program. He is our representative at national trade shows and sits on the Visiting Angels Franchise Advisory Council.



Jerry Capaccio, Director of Franchise Development

As Director of Franchise Development, Jerry Capaccio drives our homecare franchise opportunities. His impact is seen in the development, sales and future growth of our franchise territories. Jerry has over 20 years of experience in both single- and multi-unit management.

Georjean Sweis, Sales and Operations

Georjean Sweis has over ten years of experience in the homecare and senior living community industries. Georjean holds an Advisory Board member position for the Private Duty Home Care Association and has been recognized in Caring Magazine as a leader in the homecare industry. Georjean received her MBA with a focus in finance, and offers extensive guidance and support to our franchisees.

Visiting Angels FAQs

How much does a Visiting Angels franchise cost?

Total startup costs, including operational costs for the first year of the business, range from \$80,000 to \$100,000.

How much money do I need to become a franchisee?

Opening a Visiting Angel franchise will require an initial investment of \$100,000.

What makes Visiting Angels different than competitors?

Visiting Angels is unique because we start at the very first dollar with our lower rate and not at a graduated rate.

How much are royalties?

Royalties start at just 3.5%, significantly lower than most franchise opportunities. Upon reaching volume threshold, royalties fall to just 2.5%.

How can you provide support to franchisees at just 3.5% royalty?

Since our franchisees are doing so well, the 3.5% royalty projects very well for us (2.5% for franchises at greater volume) in the long term.

Are your royalties paid weekly or monthly?

Monthly. We don't want franchisees to be constantly writing checks to us.

What are the hours of operation?

Most Visiting Angels have normal business hours during the day, between 8:00 am and 6:00 pm. Franchisees are also available 24 hours a day to answer questions from clients.

How can I get a copy of the Visiting Angels FDD?

Once we've had a chance to introduce ourselves and learn about you, we will send you a copy of our Franchise Disclosure Document.

Will the Protected Territory provide enough freedom for me to do business?

We provide the freedom to advertise and accept clients throughout your metro area without buying additional franchises. Other Visiting Angels franchises will not be permitted to solicit to nearly all referral sources within your protected territory.

Is your experience in the homecare business sufficient to make a difference in helping me start my business?

Our Support Directors have extensive experience in private duty home care. Each has owned or owned and operated private duty home care agencies for up to 30 years each. You won't find another company with so many directors with such deep experience in our business.

When I have questions about the business, who will answer them?

All questions are answered by an actual Director of our company with years of experience in private duty home care. It's not unusual for us to provide answers to your questions from more than one of our Directors. We strive to never assign you to a company representative with nominal experience or without a background in our specialty of homecare. You are investing in a franchise in order to receive the best consultation possible.

Do all states require licenses?

There are many states that require private duty home care agencies to be licensed and the number is growing (similar legislation is pending in a number of states). If there is no license requirement in your state at present, just wait and there will be soon. We provide computerized Policy & Procedure files that can be used for licensing applications in many states.

Are your franchises licensed in the states that require licensing?

Yes. Having the required license not only provides credibility for your agency, it also opens doors to referrals. Doors tend to be closed to agencies that are perceived as circumventing state law.

Do your franchisees have ongoing contact with each other?

Yes. They leave messages on various topics on our Visiting Angels blog. They e-mail each other, they meet at our regional meetings and annual conferences, listen to presentations from other franchisees, and participate in franchisee discussions. In addition, all questions we receive via our Intranet, as well as answers we respond with, are sent by e-mail to all the franchisees in our system each week.

Are you generating any homecare client leads for your franchisees?

Yes. We're distributing thousands of homecare leads each month to our franchisees generated by our website, www.visitingangels.com, publicity articles, and national advertising. These leads are automatically distributed to the nearest Visiting Angels Franchise Office. Our national call center processes incoming calls 24/7 for our franchise group.

How easy is it to find your website?

Our website (www.visitingangels.com) has achieved first page ranking on most major search engines, using numerous keyword searches. We believe that our internet presence is second to none in our industry and our website is among the best optimized websites on the internet.

Do you have professional Internet specialists to help you maintain your Internet rankings?

Yes. We employ a professional Internet consulting firm that promotes our websites to Internet search engines.

Does your website provide any additional services for your franchisees?

Yes, the Visiting Angels Extranet Website is designed to provide each of our franchisees with download capability. The Extranet includes numerous files that are utilized in all aspects of our business. Each Visiting Angels franchisee has a password to access the site. Some examples of items that can be found on the Extranet include: Power Point presentations, our Q&A library, logos, advertisements, and brochures. In addition, our most current training materials can be found there as well.

How do you generate publicity for your franchisees?

Public Relations firms create press releases and articles for our franchisees. Many of these articles have been published in newspapers and magazines. We have also received publicity on television stations in numerous markets. This publicity has helped generate many more leads for our franchisees.

Have you participated in any independent studies of Franchisee satisfaction in your program?

Yes. Visiting Angels was ranked in the top 2, large sized Senior Care franchise systems for franchisee satisfaction (www.Franchisebusinessreview.com).

Do you have a cooperative advertising program for national advertising of homecare services for the franchisees?

Yes. Our cooperative advertising program advertises the homecare services of our franchisees in nationally circulated media, internet, print media, radio, and TV.

Do you finance the initial franchise fee?

We don't provide any in-house financing. We advise applicants on how to obtain financing on their own. The finance packages offered by other franchise companies carry interest rates as high as 34%. We don't want to have anything in our contract that will be detrimental to our relationships with our franchisees.

Next Steps

Before you can open your new Visiting Angels home care franchise, we need to make sure this is a good fit for you and for us. That's why we've developed a Mutual Evaluation Process to help us both learn more about each other and make an informed decision about your future.

Step 1: Request Information

To get started, [please complete our online form here](#).

Step 2: Review Our Brochure

Review our franchising brochure to learn more about Visiting Angels and how our approach to at home care is unique to the industry. [Click here to view the brochure](#).

Step 3: Speak with an Advisor

A Visiting Angels advisor will work with you to answer questions and discuss the next steps in the interview process.

We look forward to getting to know you!