



Franchise Information Report

#1 Senior Care Franchising Opportunity

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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 40 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!



Visiting Angels Mission & 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.

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.

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 \$100,000 and \$150,000. 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 \$120,000 in order to effectively launch a new location.

On the following page, we have provided our 2022 Investment Schedule.

2022 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.

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	\$59,950 + \$50,000 Capital
Minimum Royalty	\$1,875
Franchise Fee	\$51,950 for 100K Population \$59,950 for 200K Population
Average Net Profit	15–8%

2022 Key Performance Metrics for Visiting Angels Franchise Locations

Average Gross Revenue	\$1,550,000
Highest Volume Store	\$11,000,000

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 \$97 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 \$12M 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 #4 in all industries with more than 250 units. Our average franchisee grossed over \$1.55M in revenue in 2020.

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—something that gives back to the community.

When you compare our franchise fee for a single unit to any other in the home care 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 home care 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, 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
- Exclusive intranet 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 home care 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 love being a part of the Visiting Angels family.



Suzanne, franchise owner in Savannah, Georgia

"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."

Patty, franchise owner in Newport News, Virginia

"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."

Lydia, franchise owner in Tucson, Arizona

"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."

Sheryl, franchise owner in Los Angeles, California

"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."

Peg, franchise owner in Orlando, Florida

"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."

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

"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."





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 & 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. On the next page you'll see a brief look at some of the ways we partner with our franchisees.

Training & Support

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 Team 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.

Robust Assortment of Marketing Pieces

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.

Angel Resource Center (ARC) Exclusive Intranet

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 time frame.

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 40 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

In 1998, Lawrence Meigs co-founded Visiting Angels to fulfill a vision for a home care company with a difference—putting caring first. He then opened the very first Visiting Angels franchise location in Havertown, PA. Serving as President and CEO since the company's inception, Lawrence has continued to combine his extensive experience in franchise development with strategic leadership, ensuring exceptional support for our franchisees and resulting in the phenomenal growth of Visiting Angels.



Scott Parrish, MBA Executive Vice President

Scott Parrish joined Visiting Angels in 2008, and served as the first General Manager. In 2009, he was promoted to Executive Vice President. Scott has oversight of all corporate departments and ensures that Visiting Angels corporate functions as an integrated team, focused on franchise support. Prior to Visiting Angels, Scott had a 21 year career in the United States Navy, where he served as an officer and Naval Aviator. Scott held varying positions of increasing responsibility including Maintenance Officer, Operations Officer and Executive Officer.



Dan Drennen Senior Vice President Brand Administration

Dan brings a wealth of experience to Visiting Angels in the areas of risk management, loss control and sales. For over 29 years, Dan has held positions as National and Regional Account Manager, managing accounts for Fortune 500 organizations. Dan also served as Vice President of Progress Financial Resources, an investment advisory arm of a regional Philadelphia bank. Dan has also worn the entrepreneurial hat in the past, starting his own company, SecurData Services, LLC. Dan is responsible for brand compliance, legal and regulatory affairs and managing the day-to-day operations of the corporate headquarters.



Richard Bitner Senior Vice President of Marketing

Richard Bitner has been with Visiting Angels since 2002 and has 30 years of background in media, marketing, advertising and public relations. His previous experience includes serving as a Digital Production Coordinator for Gannett Publishing and regional consulting in website development and internet marketing. Richard is responsible for building the Visiting Angels brand by implementing strategic marketing initiatives fueling growth. He enjoys developing successful marketing strategies for home care clients, prospective franchisees and the national media. Richard also provides national, regional and one-on-one training consultations to franchisees on both digital and traditional marketing.

Meet the Visiting Angels Team Continued



Karon Austin, MPA, RN Senior Vice President of Operations

Karon joined Visiting Angels full time in 2008 previously having served as an Advisory Director. Since 1980 Karon has held a variety of executive level positions in private duty home care, home health and hospice including CEO and Vice President of Home Care in a distinguished multi-state healthcare system. As the Senior Vice President of Operations, Karon provides oversight of the national operations team that supports the Visiting Angels franchisees across the United States. Karon's passion for serving caregivers, clients and their families through home based care grows stronger each year.



Cathy Berg Associate Senior Vice President of Operations

Cathy joined Visiting Angels in 2009. She has over three decades of executive leadership experience in the home-based care industry. Prior to joining Visiting Angels, Cathy was the President and co-owner of a home care agency and operated the private duty and skilled care divisions. She led the company to a statewide presence with 10 locations. She also held other prominent roles in the home care industry and served as President of the Minnesota HomeCare Association. Cathy was introduced to home-based care in 1982 and it fast became her passion to help others receive care in the comfort of their home.



Dave Ritterling, MA, MM Senior Vice President of Global Operations

Dave Ritterling has been a Visiting Angel for over 20 years serving seniors in Colorado as a franchisee for 16 years and as a member of the corporate team since 2004. In his current role, Dave oversees the international operation and provides support to the United States and Canadian franchisees. Previously, Dave held corporate management positions in large firms, including the Eastman Kodak Company, and proudly served as an Air Force Officer. Dave steers our new franchisee and resale development efforts ensuring the best candidates are awarded a Visiting Angels franchise.



Jerry Capaccio, CFE Associate Senior Vice President of Franchise Development

Jerry Capaccio joined Visiting Angels in 2013 as Director of Franchise Development. Jerry's experience is key for development, sales and future growth in expanding new franchise territories and existing resale opportunities. With over 20 years of leadership experience in the retail industry, working for a fortune 100 company, Jerry's management experience ranges from single unit over \$500 Million in multi-unit it management. Most recently his responsibility was overseeing sales on a regional level in business-to-business activity for Best Buy in the United States.

Meet the Visiting Angels Team Continued



Bonnie Reid Vice President of Program Development

Bonnie joined Visiting Angels in 2011. Bonnie has over 35 years of leadership and management experience in the healthcare industry. In the decade prior to assuming her current role, she worked with a national home health and hospice provider as a Director of Professional Services. Later, as a clinical consultant, she provided support and education on Medicare rules and regulations, compliance issues, licensure, survey preparation and response, quality improvement, and program development and implementation. In her current role, Bonnie is responsible for planning and developing educational programs for caregivers and office staff that benefit and support the ongoing needs of the Visiting Angels community.



Jeannie Vestrum, RN Program Development

Jeannie joined Visiting Angels in 2017. She has worked as an registered nurse for over 40 years, mainly in the field of hospice and palliative care as a direct care provider and hospice coordinator in her home state of Minnesota, and later worked as a Regional Hospice Consultant for Heartland Hospice. She served on the Board of Directors for Minnesota Network of Hospice and Palliative Care and volunteers in her community as an Advance Directive Care Plan trainer. In her current role, Jeannie works in Program Development, creating educational programs for caregivers and office staff that benefit and support the ongoing needs of the Visiting Angels community.



Rick Mabe National Director of Business Development and Managed Care Operations

Rick joined Visiting Angels in January 2020. Rick is a transformational healthcare leader with over 30 years of experience developing and executing strategies to grow regionally and nationally. Rick has worked with Fortune 50 Managed Care companies in various senior executive leadership roles as well as with long term care nursing homes, assisted living, hospice, home health care and personal care. He is the proud recipient of Aetna Healthcare's Servant Leadership Award.



Paul André Director of Operations

Paul joined Visiting Angels in March 2020. While living in South Africa, Paul launched, developed, and managed his own multi-location business in the sports industry. Paul worked as an area director for a private duty home health company and a regional director managing clinical nurses, operations, marketing, and sales for regional hospital systems, as well as national healthcare companies who provided care for patients in their home.

Meet the Visiting Angels Team Continued



Greg Bean, MHA Director of Operations

Greg joined Visiting Angels in October 2019. Greg began his career in healthcare as a Hospital Corpsman in the United States Navy. After serving his country, Greg worked as a paramedic, life flight and critical care nurse in California. Greg has 25 years of working in both skilled and private duty home care including opening two private duty companies. Greg has held the positions of Director, Regional Director and National Director of Operations for home care and community-based organizations such as Bayada and Butterfly Effect.



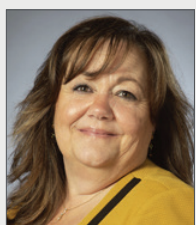
Sean Cary, MPH Director of Operations

Sean joined Visiting Angels in 2018. Sean has worked as a senior healthcare executive with over 20 years of experience in the healthcare spectrum from healthcare systems to independent operations. From his experience as System Director of Post Acute Care at Baylor Scott & White Health, Sean understands how to create operational strategies, objective goals, operational efficiencies and profitability. Prior to joining Visiting Angels Sean served as the Senior Vice President at Ascension at Home with responsibilities for all home care and hospice operations across the organization.



Barbara Faust, RN Director of Operations

Barb joined Visiting Angels in 2017. Barb is a registered nurse and has worked in the Home Health and Hospice Industry for 20 years. During this time Barb fulfilled multiple roles of Consultant, Senior Administrator, Regional Administrator and execution of start-up businesses in the industry. In her current role, Barb provides both operational support to franchise owners as well as planning and developing education for franchise office staff.



Patti Payne, MS Director of Operations

Patti joined Visiting Angels in January 2021. Patti began her career in home care in 2003 with Bayada Home Health Care. Patti had numerous roles with Bayada including being a director of an operations specialists team that supported Bayada offices nationwide. Patti's expertise in operations, team development and organizational dynamics have led to many successful outcomes.



Darien Zimmerman, MSN, RN Director of Operations

Darien joined Visiting Angels in 2018. She is a nursing and home care executive with over 30 years of home care leadership and practice experience. Darien has a proven track record of success building and directing home care business across multiple locations and multiple service lines. In her career, Darien has held the positions of a Division Director for Bayada Home Health Care and Vice President for Visiting Nurse Association of Greater Philadelphia.

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 \$100,000 to \$150,000.

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 (3% 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 home care 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 40 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 home care. 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.

Visiting Angels FAQs Continued

Are you generating any home care client leads for your franchisees?

Yes. We're distributing thousands of home care leads each month to our franchisees generated by our website, 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 (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, our exclusive intranet, the Angel Resource Center (ARC), is designed to provide each of our franchisees with download capability. ARC 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 ARC include: PowerPoint presentations, 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 (FranchiseBusinessReview.com).

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

Yes. Our cooperative advertising program advertises the home care 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!**