

Make the Most of Our Recession-Resistant Industry with a Griswold Franchise Opportunity



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Deciding to become a small business owner through a franchise investment is a smart move. The franchise model has a long history and is popular with entrepreneurs because of all its built-in advantages, like a defined business model, corporate support, networking opportunities, and more.

With that said, not all franchise opportunities are the same — some are simply better than others, which is why investors must do their homework before committing to a brand. A few key considerations should be: how long has the brand been in business? How strong is the industry it operates in, and what kind of support does it offer franchisees?

As the very first non-medical home care franchise in the US, Griswold offers a boutique approach to care that sets us apart from a crowded field. Furthermore, we go the distance to make sure our franchisees are set up for success. In this eBook, we'll take a look at the strength of our recession-resistant industry, where the Griswold Home Care brand sits in it, and how we help our franchisees see meaningful growth.



We had an opportunity to join a family, rather than just invest in a business. It seemed like there was a community amongst the franchisees, owners helping owners, and it was a community we wanted to be a part of. Everybody we dealt with at Griswold made the whole process easy, right from the start.”

— **Brandon Harrison & Viking Dietrich, Griswold franchisees**



What Defines a Recession-Resistant Market?

Industries that are recession-resistant are typically those that provide essential goods or services and therefore aren't as vulnerable to the effects of outside economic influences, pressures, and trends. Education, government, and law are three industries that are good examples. Healthcare is another. Looked at slightly differently, these industries either provide an absolute necessity the public will always keep needing and buying, or they see demand rise due to whatever challenging conditions the economy may be under.

Senior care is another industry that's considered recession-resistant due to its demographic. Every day, 10,000 Americans turn 65, a number that's expected to represent over 20% of our population by 2050. If today's statistics bear out, most of them will want to age in place — that is, stay in their homes for as long as is safely possible.

Furthermore, there are some important trends that are contributing to the strength of the senior in-home care industry. They include:

- **The Cost-Effectiveness of In-Home Care:** private insurers, Medicare, and the Veterans Administration are just three entities that have recognized the cost-effectiveness of in-home vs. institutional care for seniors or those with chronic illnesses. More and more private insurers, in particular, are covering the cost of home care, making it more affordable and accessible to the seniors and their families who need it.
- **An Emphasis on Prevention and Wellness:** in recent years, our healthcare system has made a meaningful shift toward prevention and wellness, and the home care setting is conducive to both these goals, with professional caretakers often being the first to spot potential health problems in the elderly or encouraging healthy lifestyle changes. In fact, many seniors and their families select in-home care precisely as a way to assure wellness and prevention, something our industry has been relied on for a long time.
- **A Shortage of Nursing Home Staff:** nursing homes and assisted living facilities have long had their share of unique challenges to deal with, and perhaps even more so today. Many of them have closed permanently as a result of the Covid-19 pandemic, and many of those that are still operating are suffering severe staffing shortages. Given this, more and more families are relying on in-home senior care for their loved ones.





“I think one of the nice things about Griswold Home Care is that we keep things simple. It’s not a complex, complicated business. It’s very easily done, very easily managed. It’s very helpful when you have an issue, you can call another Director to see how they’ve approached things and they’re always willing to help with open arms.”

— Joe Bachich, Griswold franchisee

Are you ready to become part of our important and robust industry? Reach out today!

What Sets Us Apart?

Our boutique-level approach to in-home care is something other brands can only aspire to. It’s been at the heart of our offering for four decades and continues to define the Griswold name and our commitment to our clients, their families, and our franchisees. When you become part of the Griswold family of franchisees, you’ll benefit from:

- A time-tested business model that takes the guesswork out of things
- Thorough pre-opening training on every operational facet of business
- A suite of home care services to offer your community
- Expert in-house marketing to reach your best customer
- Recruiting tools to help you find and hire qualified staff
- And so much more!





Your Location — We Know It's Everything!

We also know how important it is to identify and define a franchise territory that will allow you to grow your business and meet the needs of as many people as possible. That's why we've developed a process that allows us to conduct in-depth market analyses of potential franchise locations that take into consideration:

- Demographics, including the number of seniors in a given market, the number of disabled citizens, median household income, and more.
- The number of inpatient rehab facilities, as well as the percentage of common patient conditions like stroke, hip replacement, brain disease, and more.
- Discharges and readmissions for all major hospitals in the area.
- The number of skilled nursing facilities in the area and their average number of residents per day.
- The number of hospice patients and what percentage of them receive home care vs. facility care.
- The number of home care providers in the given area as well as how many patients they treat.

Being able to evaluate a potential territory in such detail is a tremendous advantage to franchisees, one that only a premier opportunity like Griswold Home Care can offer, and that will immediately position you to take full advantage of our robust and important industry.





A Meaningful Life. A Rewarding Career

In the end, we all want to go to work each day feeling like we're making a difference, even in small ways. A Griswold Home Care franchise opportunity will mean your chance to become an important resource your community can turn to time and time again. You'll be giving seniors, the disabled, and the chronically ill the option of staying where they feel the most comfortable — at home. You'll carve out a meaningful life while earning a meaningful living, all with our complete support!

If you're ready to take the next steps to find out more about how to become part of our recession-resistant industry with a Griswold franchise investment, we'd love to hear from you! Reach out today!





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