

YOUR FIRSTLIGHT® HOME CARE FRANCHISE OPPORTUNITY

We are business owners
problem solvers listeners
communicators team players
networkers storytellers good
friends advisers community
leaders visionaries maximizers
teachers inspiration helpers
coaches marketers hope
recruiters lifelong learners
freedom heroes innovators
brand builders { **caregivers** }.



From serving others in your community to building a rewarding business and legacy is FirstLight® Home Care right for you?

The facts are pretty compelling. Franchising works and it works well. Investing in the right franchise is an investment in your future. The future saleability and potential wealth building related to franchising make this business format **the choice** for thousands of Americans.

From food, to retail, to service, to manufacturing, franchising touches all of our lives on a daily basis. As an owner of a franchise business, brand consistency, proven operational methods, training and ongoing support, marketing and technology support, and discounted pricing through aligned provider partners give you a decisive advantage. We're excited that you have taken the first steps to learn more about one of the most exciting franchises in the United States. Investing in FirstLight Home Care is an investment in being your own boss while getting the help and support you need to grow with a higher potential to achieve your goals.

Franchise Businesses		Percent of U.S. Private Sector
Jobs	8,880,325	6.0 %
Output	\$890 Billion	3.1 %
Establishments	782,000	2.6 %

FirstLight Home Care is a leading provider of non-medical home care, helping individuals achieve the quality of life they deserve. The company has set a new standard in home care by creating an unmatched Culture of Care that drives industry-leading client and employee satisfaction. FirstLight is a lifeline not only for seniors, but for people recovering from illness, injury or surgery; adults with disabilities; new and busy mothers; and anyone 18 years of age or older who needs extra assistance. Care can be provided at private residences, as well as independent and assisted living communities. With nearly 90% of seniors indicating their desire to remain in their homes (source: AARP), why wouldn't you consider such a dynamic business opportunity?





From establishing values we all believe in to fulfilling a great need in our communities this is growth you can count on.

FirstLight® Home Care is built upon a culture of care, rooted in family values, that comprises several disciplines which allow us to provide the very best companion and personal care for our clients. Our aim though is to provide everyone associated with our company – clients, their families, caregivers, business owners, referral sources and our communities at large – an experience that meets and exceeds expectations. At FirstLight Home Care, we strive to convey well-being, and personal and corporate accountability, with a commitment to ongoing improvement and excellence, in everything we do.

The home care market is growing rapidly. Last year in the United States, 12,000 people turned 65 each day with nearly 90% of them indicating their desire to remain in their homes (source: AARP). As a result, FirstLight Home Care has awarded over 200 markets in the United States since our inception in 2010. We have also been the recipient of numerous awards, including Entrepreneur magazine's Franchise 500, Franchise Business Review's Top Franchisee Satisfaction, and Franchise Times and Forbes Top Franchises. We are humbled and honored to be recognized by these industry groups and publications, as well as by our very own franchise owners. FirstLight Home Care is setting a new standard in the home care industry!

From franchise owner and client satisfaction
to fastest-growth opportunities
FirstLight consistently earns top honors.



Top Franchisee Satisfaction
2014 – 2018

Top Veterans Franchise
2015 – 2019

Top Innovative Franchise
2018



Top Franchises
2015 – 2018



500 Top Franchises
2014 – 2019



500 Fastest Growing
Franchises – 2019



Best Franchises
2018





From 160 years of franchise experience to 140 years in home care **this is expertise you can rely on.**

Exceptional Care

FirstLight® Home Care was designed from the ground up to be a completely new approach to high-quality home care. Our management team brings over 160 years of franchise experience and 140 years of home care experience and the development of a major, national home care company to the creation of the most comprehensive, reliable, attentive, best-managed and values-driven organization in the industry. Every facet of the home care market was studied to provide our clients truly exceptional care. And that exceptional care starts with our people.

Extraordinary People

FirstLight Home Care is filled with people who have “been there” – and who are there now. We understand the challenges families face when caring for loved ones across town or across the country. That means helping our franchise owners find and hire the kinds of people we would trust with our families – so that your clients can trust and rely on them. Here are just a few reasons why our caregivers are unique. Our caregivers are:

- Direct employees (not contractors)
- State-licensed, where required
- Thoroughly screened and background-checked
- Required to complete our rigorous care training
- Trained and required to uphold HIPAA compliance requirements regarding the privacy of every client’s personal health data
- Certified through our unique Culture of Care orientation





From compassionate care to conscientious best practices **this is our culture of care.**

Our Culture of Care philosophy is at the heart of FirstLight® Home Care. It comprises the beliefs and values which guide us every day as we serve others. Among our values is this promise to our employees and clients:

At FirstLight Home Care, the genuine health and well-being of others is our greatest concern. We vow to provide first-class personal service for our clients so that they may enjoy the warmth, independence and relaxed comfort of their home or any setting.

As a franchise owner, our Culture of Care philosophy, commitment to Service Excellence and Caregiver Bond will be a cornerstone in differentiating you from other home care providers in your market. FirstLight Home Care's strategies, tools and support enable you to provide a world-class customer experience for families and referral sources. The business result: a clear competitive advantage!



"The level of support I received during my opening through my growth phase has been overwhelming. I could not be happier with my choice to become a part of the FirstLight family. I have been provided with the tools and support I need for success, and in the process have been able to help many families in their times of need. This is truly a rewarding and fulfilling franchise to be a part of!"
— Eric Friedrich, St. Simon's Island, GA





From collaboration and respect to pride and continual growth this is service excellence.

Service Excellence: We Are FirstLight® Home Care

- We foster healthy relationships for life.
- We are always receptive and anticipate the needs of others.
- We are empowered to create a unique, healthy and comfortable environment.
- We recognize and appreciate serving our clients with unparalleled care, while enriching lives, enhancing community relations and spreading the FirstLight Home Care Culture of Care.
- We continually seek to innovate and strengthen the FirstLight Home Care Culture of Care.
- We believe that every service challenge presents an opportunity for us to immediately own and resolve that challenge to our client's satisfaction, and that such challenges present opportunities for us to improve.
- We foster teamwork and collaboration so that we may exceed the expectations of every client and team member.
- We constantly strive to learn and grow.
- We are proud of our FirstLight Home Care image, exemplified through our professional appearance and demeanor.
- We care for and protect the confidentiality and safety of others.
- We are responsible for uncompromising standards of care and personal attention, and we are committed to maintaining a safe environment.

The Caregiver Bond

At FirstLight Home Care, our extraordinary caregivers are the most significant members of our team in delivering our service commitment to others. By embracing each day with values of trust, honesty, respect, integrity and dedication, we cultivate our relationships to the benefit of each caregiver and the entire organization as a whole. FirstLight Home Care promotes an atmosphere where diversity is respected, quality of life is valued, personal ambitions are attained and the FirstLight Home Care Culture of Care is emboldened.





From nurturing extraordinary people to providing exceptional care **this is our commitment to families.**

At FirstLight® Home Care, our philosophy of caring for clients and their families influences every facet of our business, including the development of innovative, industry-leading tools.

Consider these 5 reasons to choose FirstLight:

Complete access to care – Families use our secure, web-based ClientFirst access tool to monitor their loved ones' schedule and communicate with caregivers on a daily basis.

24/7 peace of mind – This comes from working with trusted, highly trained caring professionals who are fully committed to providing only the best for you and your family. From exceptional care and our 7-Touch Points process to personal emergency response devices and our telephony tracking, we take care of everything so you don't have to.

Caregivers and client matching – Using a unique client to caregiver matching tool, we are able to find the right caregiver for you or your loved one. This system identifies matches based on interests and needs. The results are a smoother introduction and the foundation for a meaningful relationship.

Because "good" isn't good enough – We gather feedback from our clients and their families on a quarterly basis through a leading national third party evaluation company. Through our ongoing commitment to ask and listen, we learn where we are meeting or exceeding our goals and where we need to improve.

We'll make it right – We are 100% committed to your satisfaction. We regularly check in to ensure FirstLight safety and quality standards are being met. If you or your loved one is unhappy with our services for any reason, we are committed to resolving that issue in a timely, thorough and caring manner.





From staffing and scheduling software to intranet and back-office accounting services **this is our technology platform.**

The FirstLight® Home Care technology platform is a unique and special aspect of our franchise management system, bundling several core functions to benefit franchise owners in a structure never before seen in the home care business. We've taken our proprietary staffing and scheduling software, our industry-leading intranet offering and a robust back office accounting service (including payroll processing) and rolled these functions into an affordable and efficient framework to help accelerate the growth of your business. Plus, all of these applications are web-based for ease of access and future portability.

Our platform is further enhanced with other functionality, including credit card processing, background check system connectivity and call center services all established and linked to the FirstLight Home Care platform. This innovative FirstLight Home Care technology platform yields real, bottom-line benefits to you:

- Greater day-to-day productivity for you as a FirstLight Home Care owner
- Increased effectiveness and reliability in your technology, meaning your employees can better follow the FirstLight Home Care management system
- More time to focus on growth and development activities for your FirstLight Home Care business

Combined with our relationship with one of the largest home care technology companies in the U.S., the FirstLight Home Care technology platform gives your franchise immediate differentiation as you establish a new standard for home care in the communities you serve.



"The support I receive from FirstLight has been nothing short of amazing! The support staff's professionalism and phenomenal work ethic have not changed. Their response time is efficient and expedient, and it is such a blessing to be a part of a company where everyone operates in excellence!"

— Jacqueline O'Quinn, North St. Louis, MO





From communicating our FirstLight® story to educating and empowering owners **this is marketing and brand leadership.**

One very important area of your business is brand development and the key specialties of marketing, advertising, public relations and social media. These disciplines not only promote awareness and a preference for FirstLight Home Care services among clients and their families, but also assist with recruitment, the development of referral sources and community relationships, and the overall advancement of the FirstLight Home Care brand.

With this in mind, we have developed a differentiating brand and a strategic and robust program to provide an inspiring, structured, reliable approach to your local communication efforts. These efforts are all overseen by the National Advertising Fund (NAF).

National Advertising Fund

The NAF is managed by the Executive Director of Brand Development under advisement of the Marketing Committee, a sub-committee of the National Advisory Council (NAC). It is comprised of 1 % owner revenue and a franchisor contribution matching the average monthly owner contribution. In addition to advertising, the NAF is used for research and developing unique content, differentiating messaging and best practice Playbooks and Guides for local marketing initiatives.

In terms of media spend, our strategy targets the Exploration, Evaluation and Decision phases of the marketing funnel to capture people already aware of the home care industry and beginning to search online. Paid Search via Google is our primary tactic for developing leads in the early stages with the introduction of television, radio, print and other channels as the NAF continues to grow.

We are continually developing creative content and messaging that differentiates us from the competition by focusing on relationships and the connections made between our caregivers and clients. This authentic approach resonates emotionally with the target audience during the Evaluation phase of the marketing funnel and breaks through the sea of sameness that currently exists in the market place.





From training and support to professional customized materials this is marketing expertise.

Training

During Flight School, every FirstLight® Home Care franchise owner will attend our branding and marketing segment designed to teach you how to professionally market our brand; how to reach your target audiences; the importance of tracking every lead; keys to growth; and action steps with hands-on training.

Support & Expertise

Our internal marketing team has a combined 75+ years of experience in branding, marketing, advertising, PR and social media. They work with owners on the Marketing Committee to continually develop relevant and differentiating messaging. They are responsible for directing our award-winning national provider partners. From customizing print ads to providing support during a potential PR challenge, we provide the tools you need to feel confident and prepared in any situation.

'How-To' Playbooks and Guides

Ongoing marketing support through evolving local Marketing & Communications Playbooks and Guides help ensure that you maximize your growth potential. They provide situational consultation, advice on a variety of topics including local media analysis, support with advertising needs and resources, as well as ways to leverage your microsite, social media and public relations.

Customized Materials

Professional, impactful print materials at significantly reduced prices are available. You'll also have key apparel and promotional items at your fingertips. These tools can be used immediately to convey your commitment to quality and excellence and help promote your business.

- Business materials (business cards, letterhead, envelopes)
- Sales collateral (brochures, sales flyers, pocket folders, recruiting materials)
- Print ads, web ads and direct mail pieces
- Display and event materials (posters, banners, counter cards, vehicle wraps)
- Radio and TV commercials (designed for local station tagging)





From assistance with value-added products to strategic support and cost savings **this is the benefit of partnerships.**

FirstLight® Home Care has teamed up with a select group of technology and service providers who not only share our passion for excellence but who themselves are committed to the highest ethical standards for doing business. This ensures that our clients, families, caregivers and other team members are supported by provider partners who are focused on 100 % customer satisfaction. Based on this unique collaboration, FirstLight Home Care provides an unparalleled operating system to help enable our collective prosperity.

Personal Monitoring & Emergency Response Systems

We understand the value of the peace of mind our clients and their families gain from personal safety monitoring and alert systems. That's why we offer a comprehensive suite of easy-to-use solutions that feature advanced technologies to effectively manage medication schedules and provide immediate assistance and response in the case of emergencies. These systems are developed and serviced by leaders in the medical alert industry and work around the clock to ensure our clients' safety and give welcome reassurance to their families.

- Personal Medication System – An intelligent reminder system that automatically dispenses correct doses of medications and vitamin supplements according to doctor's orders
- Medical Alert Monitoring – Personal emergency response system that provides help to clients whenever they need it. Compatible with traditional landline, digital and VoIP phone services

Additional Provider Partners

FirstLight has negotiated pricing with many provider partners covering a wide array of services for our franchise owners. From human resources and sophisticated technology packages to legal and employee screening services, our long-standing relationships and experience as a franchisor allow us to bring these opportunities directly to you. Here is a sample of the type of provider partners that we work with:

- Human Resources
- Medical Alert Systems
- Recruiting
- Search Engine Marketing
- Vehicle Rental
- Answering Services
- Office Supplies





From a desire to make a difference to a willingness to follow a proven system **this is what it takes to achieve your goals.**

Thank you for your interest in FirstLight® Home Care. We're excited about the future of this industry and making our organization the best-known, best-operated and most preferred provider of home care services for seniors, or any adult 18 years of age or older, and their families.

Owners who have been prosperous in our organization share these characteristics:

- Enjoy being around people and performing in a fast-paced environment
- Are passionate about service
- Want to build a high-potential business that serves clients, their families and the communities in which they live
- Use their life skills and work experience to complement our proven system processes
- Utilize the FirstLight tools available to them
- Participate in the organization's ongoing training and development opportunities, such as annual conferences, Profit Mastery and leadership training

And while some business or related experience is helpful, home care experience is not required. Are you outgoing? Do you enjoy being around people? Do you enjoy a fast-paced environment and understand the value of great service? These are the questions we hope potential franchise owners ask themselves as we evaluate the big picture together.



"The best part of owning a FirstLight Home Care franchise is having access to proven policies and procedures but still be able to have the freedom and flexibility to put my own management style and culture into my business."

— Jim Crews, Scottsdale, AZ, with wife & FirstLight partner, Becky





From compatibility and trust to dedication and perseverance **this is teamwork at its best.**

A FirstLight® Home Care franchise is a great opportunity for couples or a team of people. A husband-and-wife team is often a near-perfect fit for this business if their backgrounds and service perspectives are aligned with our keys to prosperity. We also find our franchise offering has strong appeal to many entrepreneurial-minded women, veterans, family partnerships and early retirees looking for a second career.

In fact, our FirstLight Home Care two FTE (full-time equivalent) franchise requirement fits very well with many candidates. With this requirement, franchise owners take a “two-tier” approach to the business, with one person maintaining an inside focus (recruiting and client services) and the other maintaining an outside focus (referral networking and building community relationships). This approach is crucial to developing your client base at an accelerated pace.



“Discovery Day at FirstLight headquarters was THE event that solidified my desire to build a home care business with FirstLight as my franchise. From the moment that we started, it was evident that the entire FirstLight staff is very experienced, knowledgeable and dedicated to seeing me succeed. I cannot wait to attend training and learn all that they have to offer!”
– Lance Henderson, Pensacola, FL





From helping others and being your own boss to personal satisfaction and wealth building this an investment in your future.

Investing in your future is a serious decision. At FirstLight® Home Care, we understand the importance of finding the right franchise.

FirstLight Home Care is a Preferred Franchise with the Small Business Association (SBA) and has many lending relationships providing SBA, conventional, retirement rollover, lines of credit, home equity and other loan options for qualified owners. Multiple territory opportunities are also available for qualified candidates.

The initial investment for a single territory is as follows:

	Amount
Initial Franchise Fee	\$48,000
Travel and Training Expenses	\$2,125 to \$4,042
Business Premises	\$0 to \$4,800
Start-Up Supplies & Inventory	\$300 to \$900
Employment Screening	\$256 to \$384
Equipment, Signage, Graphics	\$250 to \$2,450
Advertising, Marketing & Promotions	\$4,000 to \$6,000
Grand Opening Marketing	\$1,500 to \$3,000
Other Paid Expenses	\$7,850 to \$9,850
Business Permits, Licenses & Fees	\$0 to \$7,000
Insurance as Required Under Section 7.16 of the Franchise Agreement	\$6,000 to \$12,000
Computer Equipment	\$2,600 to \$4,450
Additional Funds: 3–6 Months	\$38,000 to \$65,000
	\$110,881 to \$167,876

