

FRANCHISE ALERT #5: Senior-Related Franchises

OWNER'S ROLE: Owner/Operator or Manage-the-manager (semi-absentee)

SKILLS REQUIRED:

Owner/operator model - networking skills, building relationships with referral sources, general people, and business skills

Manage-the-manager model - People management, business acumen, team leadership

NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED! Your people and business management skills coupled with a caring attitude and customer orientation are what matter. Industry training is provided.

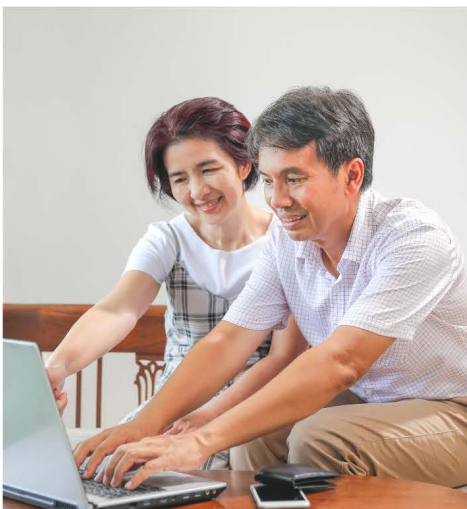
UNIQUE CHARACTERISTICS OF [OLDER ADULTS](#):

- The demographic of people over age 60 is HUGE - 75 million Americans
- People who reached age 65 in 2019 are expected to live another 20 years
- By 2040 (only 17 yrs away) over 20% of the US population will be aged 65+
- Most older adults wish to remain in their homes and "age in place"
- Per AARP, many adult children live 283 miles from their older parents.

THESE OLDER HOMEOWNERS CREATE A LOT OF BUSINESS OPPORTUNITIES!

SENIOR-RELATED FRANCHISES: these are businesses that cater directly to older adults or service them as part of their customer target market

- Regular cleaning, [maintenance, and repair services](#) are thriving.
- [Pet care services](#) are increasing for sitting, walking, grooming, pet waste removal, doggie daycare, and all things pets.
- Helping older folks downsize are moving companies, estate sales, and junk removal services.
- Aging in place requires being mobile and fit. There are [boutique fitness concepts](#) geared to older customers like stretching, personal training, and yoga.
- Wellness and medical spas offer cosmetic and anti-aging services like cryotherapy, LED light therapy, hormone replacement therapy, vitamin IV drips, infrared sauna, contrast therapy, and more.
- Providing in-home skilled and non-skilled care continues to have unmet demand.
- Out-of-town adult children need help locating a facility to transition parents who can no longer live independently. Facility location and matching services continue to grow with demand.





HOW MUCH DOES A SENIOR-RELATED FRANCHISE COST?

Owner/Operator: Total Investment starts around \$100K

Minimum financial qualifications start at \$90K liquidity \$250K+ Net Worth **Manage-**

the-Manager: Total Investment starts at \$200K

Minimum financial qualifications start at \$150K Liquid \$450K Net Worth

HOT MARKETS: Nine states represent 50+% of older adults - CA, FL, TX, NY, PA, OH, IL, MI, and NC. States with over 1 million seniors include GA, NJ, VA, AZ, WA, MA, TN, IN, MO, AND WI.

NEXT STEP: 3 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
 - Follow **Select Franchises** on [LinkedIn](#) and on [Facebook](#)
 - Send me a friend request on [Facebook](#)
 - Subscribe to our [Youtube](#) channel
 - Be informed on [Instagram](#) and [Tweet](#) me your questions

It's my pleasure to provide insightful economic data and information to you about [senior-related franchises!](#)



Anna Wilds, CFE
Certified Franchise Executive
Franchise Economist and Elite Franchise Advisor

Learn. Launch. Live Your Dreams.



anna@selectfranchises.com



706-736-0579



www.howtoselectfranchises.com



@annawilds