

PATH TO FranchiseBLISS

A systemized approach positions Senior Helpers franchisees for success

Since 2002, Senior Helpers has been a leader in the in-home senior care category through its credible and specialized programs. The Senior Helpers discovery process is designed to give prospects a complete evaluation of the brand. As they move through the seven steps, both the prospective franchisee and the corporate team have the opportunity to determine whether Senior Helpers is the right fit. What exactly does the Senior Helpers discovery process look like and what can prospective franchisees expect? Here is a behind-the-scenes look at the experience.

Step 1: First Call

After a prospective franchisee shows interest in the brand, the Senior Helpers team conducts an initial call reviewing territory and the investment required. Also reviewed during this call is the candidate's personal goals regarding owning a homecare business and why they think they would be a good fit.

Step 2: Concept Discussion

This is the first step in learning more about the Senior Helpers brand and is a one-hour live webinar, hosted by the VP of Franchise Development, to discuss the company's history, vision and brand differentiators. At the conclusion of this call, the Franchise Disclosure Document (FDD) is sent to the candidate.

Step 3: Training & Operations Discussion

The second webinar discusses the support the company gives franchisees, through operations and opening training. Step-by-step guidance is provided for office setup, operational policy and procedures, staffing, financial planning, licensing and regulations. Senior Helpers provides ongoing support through organizational chart analysis, training systems to ensure the franchisee's stay in-line with industry trends, KPI monitoring, marketing, compliance and operational reviews.



Step 4: Marketing & IT Discussion

The third and final webinar is designed to give prospective franchisees a complete understanding of Senior Helpers marketing and IT systems and covers ways to drive new business. The team provides marketing programs and collateral to support all aspects of the company's programs, including commercials, radio spots and a robust digital marketing strategy.



Step 5: Validation

Franchise candidates get the opportunity to speak with current franchisees. They can ask questions and gain the perspective from current owners running their own successful franchise.

Step 6: Interview with Senior Leadership

The sixth step involves a call with Senior Helpers CEO Peter Ross, so candidates can get an in-depth understanding of the company's vision, core values, and direction as they move ahead in the process.



Step 7: Meet the Team Day

The seventh and final step of the process is the "Meet the Team Day." Once candidates are approved, they are invited to visit the corporate headquarters in Towson, Maryland. Candidates attend meetings with key members of the executive team, where they will receive a comprehensive overview of each department. Once all parties have agreed to move forward, the candidate is awarded the franchise and signs the franchise agreement to conclude the discovery process—signaling the beginning of the pre-opening process.



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