

# WELCOME TO 1HEART

## A MODERN FRANCHISE IN AN ESSENTIAL INDUSTRY

When you invest in a senior care franchise with help from elderly care franchise, you'll do more than make a smart business investment. You'll also invest in a better community! The 1Heart Caregiver Services Home Care franchise opportunity is the vehicle you can use to help drive the success of your senior care journey.





# INDUSTRY OVERVIEW

The senior care industry is one of the fastest-growing sectors in the U.S. economy—and for good reason. With the aging population surging and healthcare needs rising, the demand for compassionate, in-home care is stronger than ever. For aspiring business owners, this is more than a market opportunity—it's a mission with meaning.

## The Aging of America

About 70 million Americans will be age 65+ by 2030—that's 20% of the U.S. population



Americans turn 70 years old every day



Senior population projected by 2050



Senior population desire to stay home

## Economic Impact & Spending Power

Americans are living longer, but not always in good health. As chronic conditions like heart disease, stroke, Alzheimer's, diabetes, and COPD become more common, more seniors need daily support—driving rapid economic growth in the senior care industry.



projected size of long-term care market in 2026



of discretionary wealth Baby Boomers control



Boomers spend on yearly out-of-pocket healthcare



# HOW 1HEART STANDS OUT



## **Lower Investment**

Start a business with a smaller upfront cost in a stable, recession-resistant industry with a solid potential return.



## **Minimal Brick and Mortar**

Operate without the need for expensive storefronts or high-overhead office space.



## **Affordable Multi-Territory Opportunities**

1Heart makes it easy to expand into multiple territories.



## **Built-In Systems for Scalability and Growth**

1Heart provides ready-to-use systems that scale & grow with your business.



## **Training Through 1Heart Business Academy**

Get expert training and ongoing support—no senior care experience required.



# WHAT DO YOU GET AS A 1HEART FRANCHISEE?

When you franchise with 1Heart, you gain access to our exclusive 1Heart Business Academy—a comprehensive training and support program designed to help you launch, license, and grow your senior care business with confidence.

*Here's what you can expect:*

## **1. Personalized Training**

Learn how to confidently manage your senior care business through step-by-step, hands-on instruction and support.

## **2. Licensing Support**

Get expert guidance on securing your home care license so you can launch faster and with peace of mind.

## **3. Ongoing Education**

Access continuous training and resources to improve your services and grow your client base.

## **4. Dedicated Franchise Consultant**

Work one-on-one with a support specialist who helps you stay on track and hit your business goals.

## **5. Exclusive Territory or Territories**

Operate in a protected area where you're the only 1Heart provider.

## **6. Proven Marketing & Sales Tools**

Use tested strategies to attract clients and establish your presence in the local market quickly.



# ARE YOU A GOOD FIT?

Our ideal candidate is someone who wants business ownership with the passion to follow the proven 1Heart Caregiver Services senior care franchise business model and system.

## Qualities of a 1Heart owner:

- Compassion, patience, and a strong sense of integrity in serving clients
- Strong leadership, communication, and relationship-building skills
- Motivation to grow a successful business and achieve results
- Ability to meet initial investment requirements
- Management background or traits



Flip to the next page to hear about our **E2 Visa Program** for candidates!





# E2 VISA FRANCHISE PROGRAM

Start Your American Dream with the 1Heart E2 Visa Franchise Program

Looking to move to the U.S. and start your own business? The E2 Visa Franchise Program is your pathway to doing just that—and 1Heart Caregiver Services is here to help you succeed.

## What Is the E2 Visa Program?

The E2 Visa allows entrepreneurs from treaty countries to live and work in the U.S. by investing in and running a business. Franchising with 1Heart streamlines your visa process by offering a proven, scalable business model already recognized by immigration officials.

## Common Questions

- ? Do I need senior care experience?**  
No. A caring heart and entrepreneurial spirit are what matter most.
- ? How can I fund my investment?**  
Options include personal savings, family support, or investors with shared ownership.
- ? Can I apply for the visa from outside the U.S.?**  
Yes. You can apply from your home country and still receive Franchisee support remotely.
- ? How long can I stay in the U.S.?**  
E2 visas can be renewed every 2–5 years, indefinitely, as long as your business remains active and compliant.
- ? Is my country eligible?**  
Over 100 countries qualify. Check with the U.S. State Department or ask us for help confirming.



# SCALABLE OWNERSHIP

## Ownership Roles

1Heart Franchisees can operate their business under two types of ownership models: Owner Operator or Manage the Manager.



### Owner-Operator (CEO role/Manager)

Franchisee will run the day to day of business. This includes marketing, hiring and managing employees, goal setting, and achieving.



### Manage the Team

Franchisee will hire a 2-person team to oversee the day-to-day tasks. Franchisee runs the budget, manage the financials of the business, and oversee the company.

## FDD ITEM 7

### TOTAL INVESTMENT

Single Unit Territory - Approximately

**\$140,000**

*More for larger markets*

## FDD ITEM 19:

**\$3.4 Million**

in Gross Sales

**\$763,270**

Net Income