



Franchise Kit



More than 40 years ago, two brothers, David, and Stephen Savitsky, founded a home care company in Queens, New York called Tender Loving Care. Over the next 20 years TLC evolved, changing its name to StaffBuilders Home Health Care, and becoming the third largest provider of homecare in the United States.

The success of StaffBuilders led the Savitsky's to expand their footprint in the healthcare space by founding ATC HealthCare, one of the largest Health Care Recruiting Companies in the country. Then, in 2011, going back to their homecare roots, by founding CareBuilders at Home. From the beginning, it was their goal to build a home care franchise brand dedicated as much to the care of its franchise partners and employees, as to the aging clientele it serves.

Today, CareBuilders at Home has become one of the leading home care franchise brands and the only model that provides complete back-office support to our franchise partners. Our franchise opportunity is unmatched in the home care industry, providing our franchisees with the greatest opportunity for success in the shortest amount of time.

Why CareBuilders

Comprehensive Back Office Support

- Caregiver Payroll Funding
- Billing & Collections
- Licensing Assistance

Revenue Generating Brand Programs

Top of the Line Technology

Dedicated Sales Training

Business Coaching

Exclusive Territories

Marketing Match Incentive





"Love is in the Care"™

Owning a CareBuilders at Home franchise allows you to strike a balance between providing excellent care and maintaining financial sustainability. By running your home care business efficiently, managing costs, and adapting to market needs, you can achieve both financial success and a sense of fulfillment by making a positive impact on the lives of others.

In addition, compared to some other franchise opportunities, home care can be considered a relatively low investment option. With traditionally lower initial franchise fees compared to franchises in industries such as fast food, retail, or hospitality, the ability to scale without the need for additional overhead, and the full suite of back office support, including caregiver payroll funding, a CareBuilders at Home franchise is more accessible for aspiring entrepreneurs with limited capital.

Comprehensive Home Care Solutions

CareBuilders at Home provides personal care, companionship, and wellness services that ensure client safety, promote independence, and improve the quality of life for seniors, people with disabilities, and others in need of assistance at home. Services are provided anywhere the client calls home.

With such an important mission, we are a values-forward company, fueled by tenacious entrepreneurs, with an innate desire to help others.



Our Services

- Hourly Care
- 24/7 Care
- Overnight Care
- Live In Care
- Virtual Caregiver
- Companion Care
- Transportation
- Medication Reminders
- Personal Care
 - Bathing Assistance
 - Dressing Assistance
- Light Housekeeping (including Laundry)
- Meal Preparation
- Pet Care



Comprehensive Back Office Support

Our biggest differentiator is your greatest asset

The CareBuilders at Home model is designed to provide our franchise partners the greatest opportunity for success by providing an industry-leading, full suite of back-office administrative support. These items include the following:

- Billing & Collections
- **Caregiver Payroll Funding**
- State Licensing Assistance
- Human Resources Support & Caregiver Benefits Management
- Workers Compensation & General Liability Insurance
- Payor Source Contracting Assistance
- Sales, Marketing, and Public Relations support
- Top of the line technology to manage the daily operations of your business

Why HomeCare, Why Now?

The senior care industry is growing swiftly and is anticipated to reach \$1.7 trillion by 2028

30% of people who take advantage of non medical home care are under the age of 65

At least 70 percent of people over the age of 65 will require some form of home care in their lifetime



What makes us Different

REVENUE PRODUCING BRAND PROGRAMS



Brain Health & Fitness Program

Our Brain Health & Fitness Program is designed to stimulate cognitive development through consistent physical and mental exercise & activity to promote independence, reduce falls, and improve quality of life.

- Games
- Journaling
- In home scavenger hunts
- Ice breaker games
- Low intensity exercise

Virtual Caregiver

CareBuilders at Home virtual care services are provided through a cutting edge, voice-activated, technology that transforms our clients TV into an on-demand video call providing a instant connection to friends, family, and their care team at CareBuilders.

- Subscription based service
- Daily Check in & Chat Calls
- Virtual Medication Reminders



Personal Assistant Services

Our new Personal Assistant Services provide task specific services, with no minimum hours requirement, providing a cost effective alternative to traditional hourly home care and allowing our clients the option to get only the services they need, exactly when they want it.

- Personal Care Visits
- Housekeeping Visits
- Transportation Visits
- Wellness Checks



Quick Start

Training Program



The "How to's" of Home Care

- Navigating the Health Care Maze
- How to: Recruiting & Retention
- How to: Inquiry Training
- How to: Client Assessment
- How to: Developing a Care Plan
- How to: Service Agreement, Forms & Documents
- How to: Home Care Sales
- How to: Home Care Marketing
- Key Performance Indicators
- Benchmarking for success
- How to: Care Management
 - Care Plan oversight
 - When/How of Reassessments
 - Client Communication & Follow Up
 - Caregiver Selection
 - Managing Client expectations
 - Client Satisfaction

Experience Matters

Our franchise partners are backed by more than 120 years of health care experience. In addition to our full suite of back office support, our franchisees are provided comprehensive training and industry education by subject matter experts to ensure each franchisee has the greatest opportunity for success from day one.



Getting Started

- State Licensing (If applicable)
- State Specific Quick Start Guide
- Industry Overview
- Business Planning
- Competitive Analysis



Operations

- The "How to's" of Home Care
- KPI's & Benchmarking
- HR, Recruiting & Retention
- Risk Management & Compliance
- Contracting
- Technology



PR & Marketing

- Website Development
- Digital Marketing (PPC, SEO)
- Social Media Management
- Local Listings & Reputation Management
- Collateral Material & Swag Store



Sales

- One on one sale coaching
- Development of sales plan
- Establishing local direct referral relationships
- Revenue Producing Brand Programs

Contact Us



516-893-2911



JCornelius@carebuildersathome.com



1983 Marcus Ave
New Hyde Park NY 11042

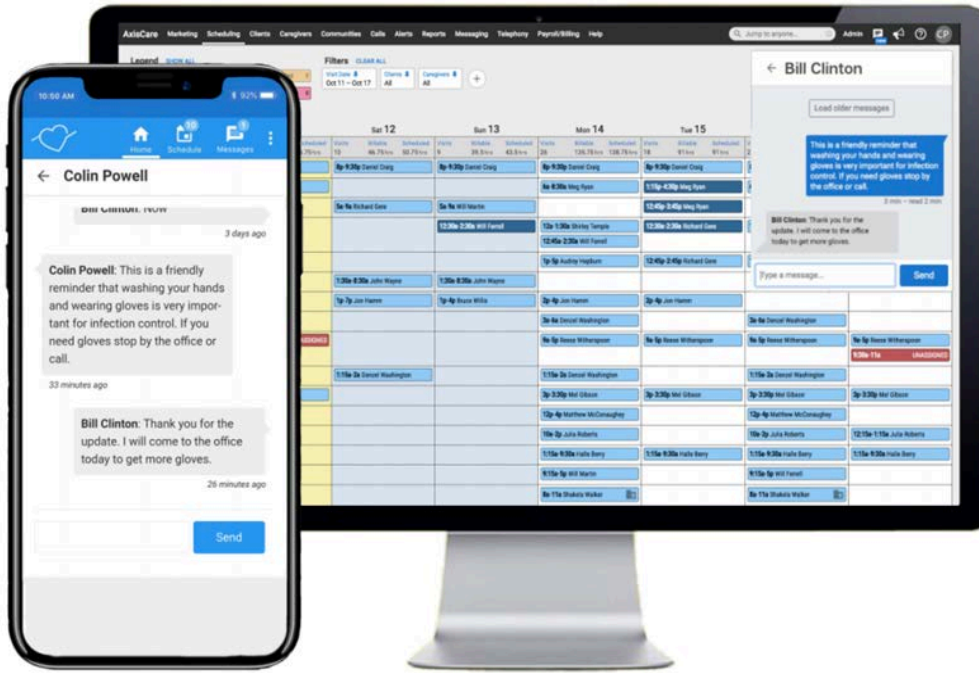


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Top of the Line Technology

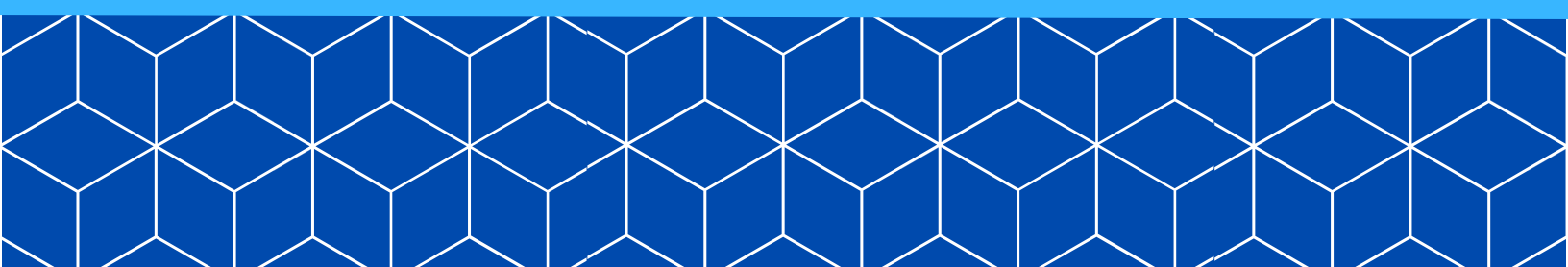
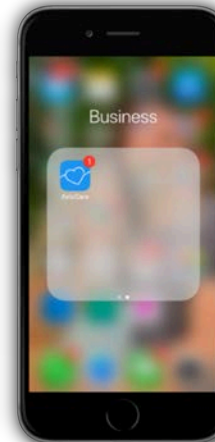
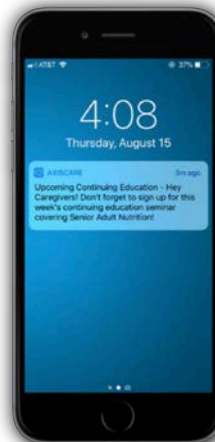
Operations Software

Axis Care is an internet based, all-in-one, platform that allows you to grow your agency, manage caregivers, deliver care, and optimize overall operations.



FEATURES & BENEFITS

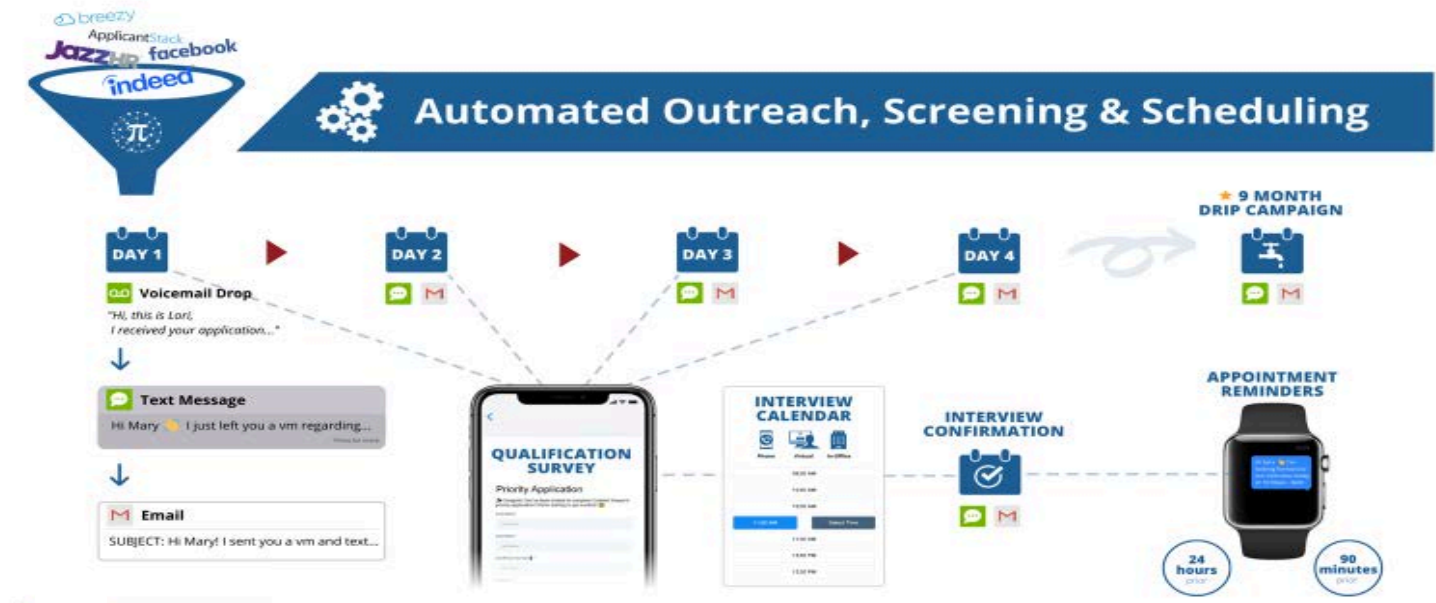
- Built in telephony w/ GPS locator
- Automatic alerts for missed clock ins
- Built in CRM makes staffing & scheduling caregivers seamless
- Caregiver Mobile App
- Fully electronic forms / docs for client signature allows your office to be completely paperless



Top of the Line Technology

Recruiting Software

Our partners at Pre-Intent have made recruiting easy with their automated outreach and engagement platform. This program was designed specifically for recruiting front line talent and allows our franchise partners to connect, qualify, schedule, and hire top candidates faster than humanly possible.



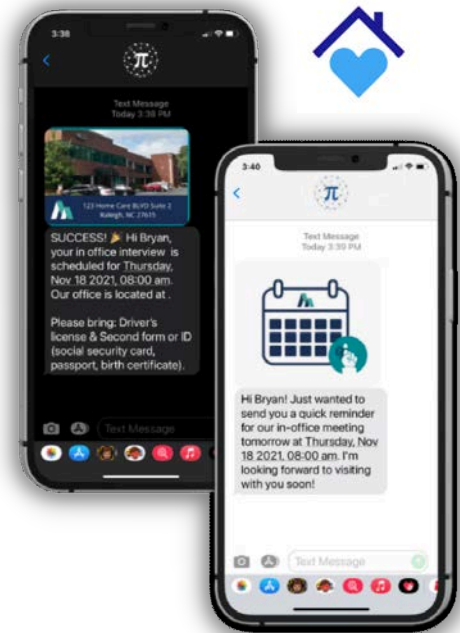
FEATURES & BENEFITS

Less Work

No more phone-tag or calendar-tag to try and fit in an interview. **Pre-Intent** syncs with your schedule in real-time and lets the candidate choose a time and date that works for both of you.

More Interviews

Automation connects with more candidates faster, significantly increasing the number of interviews scheduled while reducing hiring times by 70% or more.



Owning a CareBuilders at Home Franchise means

Doing Good,
While Living
Well

FINANCIAL FREEDOM

CareBuilders at Home Franchisees Report High ROI

Our most recent Franchise Disclosure Document (FDD) includes an Item 19, in which franchisees who have been in business for the past calendar year report their earnings. A copy of this document will be provided to you as part of your discovery process. In 2024, our franchise owners reported \$1.848 million in average annual gross revenue.

Considering our franchise startup costs range between \$110,700 to \$165,500, you can see the potential for revenue in our senior care franchise. CareBuilders at Home offers in-house financing to cover accounts receivable and payroll.

ANNUAL
GROSS
REVENUE

Average
\$1,848,551

Median
\$1,443,200

High
\$3,964,066

Low
\$360,544

2025

Item 19

CONTACT US



516-893-2911

Jessica Cornelius
Director of Franchise Development
JCornelius@carebuildersathome.com

WWW.CAREBUILDERSATHOME.COM



GROSS MARGIN
PERCENT

Average Median
33.97% 34.16%

High Low
48.18% 22.40%

2025



Territory & Investment

By providing complete back-office support and funding the caregiver payroll, taxes, insurance, and more, we're able to keep our investment level lower than others in the industry and significantly reduce your upfront capital.

Total Investment Range: \$115,200- \$168,800

•**Liquid Capital: \$150,000**

•**Minimum Net Worth: \$250,000**



\$49,500

FRANCHISE
FEE

30 - 40K

65 PLUS
POPULATION
PER TERRITORY

9%

ROYALTY
(INCLUSIVE OF BACK
OFFICE SUPPORT)

\$10,000

LAUNCH
FUND

20% Discount on second territory if purchased at the same time as the first!



VET★FRAN®

CAREBUILDERS AT HOME IS A
PROUD PARTICIPANT IN THE
VETFRAN PROGRAM AND PROVIDE
ALL MILITARY VETERANS 10% OFF
THE INITIAL FRANCHISE FEE



5 Step Discovery Process

1

Introductory Call

When you fill out the form requesting more information, we'll schedule a call with you to get to know you a little better and see if you're qualified to become a CareBuilders at Home franchise owner.

2

Brand Presentation

we'll walk you through the ins and outs of CareBuilders at Home. You'll find out about the why behind the brand, what makes us tick, and why we're just a great franchise investment choice.

3

Franchise Disclosure

We'll provide you with a free copy of our latest Franchise Disclosure Document (FDD) for your review. The FDD covers in-depth information about CareBuilders at Home, including a line-item breakdown of the initial investment in Item 7 and earnings reported by franchisees from the previous calendar year in Item 19. It's a good idea to review the FDD with an attorney or an accountant to help you better understand the investment opportunity.

4

Franchisee validation.

There's no greater testament to the success of a franchise system than franchise owners validating the business model. You'll be able to talk one-on-one with franchisees, who can tell you everything you need to know about operating one of our home care franchises.

5

Meet the Leadership Team

We'll either meet virtually, or you'll fly out to our company headquarters to get to know our Executive Team and our franchise support team. Your personal interactions will tell you a lot about who we are at CareBuilders, and it will tell us a lot about you, too. It's a great time to start building relationships. It's also the perfect time to get answers to any lingering questions.



“ Life is inherently risky. There is only one big risk you should avoid at all costs, and that is the risk of doing nothing”

-Denis Waitley

Contact Us

Jessica Cornelius

Franchise Development Director

jcornelius@carebuildersathome.com

Phone: 516-893-2911

www.carebuildersathome.com/franchise