

MyElderAdvocate®



FRANCHISE **KIT**



Nearly 60 Percent Of Elder Caregivers Are Employed And Must Outsource Caregiving Duties To Non-Family Members.

By 2030, America's senior population is expected to nearly double. Approximately 71 million people, or almost 20 percent of the population are projected to be age 65 or older; 2.3 percent of the population will be age 85 and older. This changing demographic will present ongoing challenges for a great many family members.

The emotional and financial stress of care-giving can easily undermine loved ones' ability to make sound decisions for older adults. Limited amounts of time, money and knowledge can leave families vulnerable, too. They need someone with effective intervention and problem-solving techniques on their side. That's why My Elder Advocate is perfectly positioned to help families throughout the country.

Consider the growing number of couples who have elderly parents living, yet still have children of their own relying on them for financial support. This "sandwich generation" is just one group needing guidance from professionals who understand senior care and nursing home issues.

My Elder Advocate is the only overarching elder advocacy franchise in the United States. Our services are not funded or subsidized by hospitals or nursing home placement services, making us the only service not beholden to a separate related entity that holds the checkbook. Our franchisees will never be obligated to serve or protect the interests of any hospital, nursing home, insurance company, private healthcare service provider or government agency. Our fee-based approach ensures that we speak only for our clients and their families.

We are excited that you have downloaded our My Elder Advocate franchise kit and hope you gain a better understanding of the market we serve. This initially home-based franchise opportunity offers a unique way to build a meaningful career and make a difference where there will be a tremendous need for years to come. We invite you to explore this opportunity for yourself and we look forward to hearing from you.

Jack & Claudine Halpern
My Elder Advocate Founders

"My Elder Advocate made our lives easier for us to cope with mom's injuries and handled the bureaucracy of the hospital and rehab."

- Aileen S.

"My Elder Advocate enabled my father to accept help. As a result of your contact and work in Maryland, he lived another three years and passed away peacefully!"

- John P.

About Us

Jack Halpern, founder and CEO of My Elder Advocate, is a 41-year veteran of the elder care industry. His commitment to protecting the rights and dignity of elders has earned him a reputation as an uncompromising elder advocate.

Claudine Halpern, founder and COO of My Elder Advocate, has translated her husband Jack's vision into a dynamic working model. By coupling her entrepreneurial background and operational experience, she created the kind of processes that provide franchisees with thoughtful guidance from start to finish.

Together, Jack and Claudine deliver a franchise opportunity that will help countless elders and their families nationwide. Industry insiders have been quick to realize that My Elder Advocate fills a huge gap in the elder care industry, and they applaud the systemized approach to tackling elder care rights and issues.

My Elder Advocate was founded in 2008, and since then, their special brand of advocacy has touched thousands of elders in nursing homes across the country. Today, more and more families need an advocate in their corner as they navigate the difficult and sometimes confusing pathways of elder care. The choice to franchise, rather than grow organically, came naturally after seeing the advantages of having local, community-based advocates who can be available for visits and facility inspections.

Currently there is no true competitor in the senior space. There are no other senior-based franchise models focused on elder advocacy that are independent and only focused on the elder. The opportunity is wide open and the future is bright for our home-based franchise model.

If you are passionate about helping families and elders in crisis, and you are looking for a home-based franchise that you can quickly expand, take the next step and learn more about The Elder Advocate franchise opportunity.



“I have a fierce sense of right and wrong, and my commitment to protecting the rights and dignity of elders is why I spend so much of my time educating other elder care professionals, regulators and politicians about our broken senior care system. We need caring professionals who are passionate about championing the cause of elder care rights in their respective communities.”
- Jack Halpern

FAQs

DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE FRANCHISE INDUSTRY OR HEALTH INDUSTRY TO OPERATE A FRANCHISE?

We understand that the majority of new franchise owners do not have prior experience in owning their own business. You do not need any experience as a business owner or franchise business operator. You do not need any particular licenses or a health care background, either, but you do need a passion for elder advocacy.

WHAT OTHER SKILLS DO YOU CONSIDER CRITICAL FOR MY SUCCESS AS A FRANCHISEE?

Besides the obvious love of helping others, supervisory and leadership skills will allow you to expand the business. As your local reputation grows, you will need to hire other advocates in your area to expand your client base. The ability to network in your community is also important to your success.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Initially, you are required to attend five (5) days of training at our facility in New York City. Training includes learning our proprietary MEA Method, and understanding both local and long distance care management. Part of your training will be dedicated to classroom learning, where you will study our systems and processes. A significant part of your training will be putting practice to work and conducted in the field.

CAN I WORK FROM HOME?

Initially and will be re-evaluated after a year.

DOES MY ELDER ADVOCATE OFFER FINANCING?

No. All financial responsibilities are outlined in our Franchise Disclosure Document. The range of investment, which includes your franchise fee, training, initial marketing and home office setup will be between \$87,650 and \$125,000.

DOES MY ELDER ADVOCATE OFFER A MULTI-UNIT OR MASTER FRANCHISE OPPORTUNITY?

Yes. We can discuss this at length as you move through the process. The skills required to operate a master franchise are different than managing a single territory. In addition, we would need to evaluate your financial strength and your available liquid capital, you would be required to have a physical office.

WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTY FEES?

The initial franchisee fee is \$39,500. You will pay ongoing royalties of 8%, and once national regional advertising funds are established, you will contribute up to 2% of your gross monthly revenue.

HOW LONG WILL IT TAKE TO OPEN MY BUSINESS ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

There are a number of factors that determine how quickly you will be able to open your business, such as local business laws, your adherence to the detailed plan and your participation in the networking and planning requirements. In general, we hope to have you operating within 90-120 days of the sign date.

WILL YOU HELP WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some franchisees are better equipped than others to monitor and manage their social media presence.

The Approval Process

STEP 1

HAVE AN INITIAL CONVERSATION with our Director of Franchise Development and discuss your background, territory availability, and the financial qualifications necessary to own a My Elder Advocate franchise territory.

STEP 2

COMPLETE THE LGA (Let's Get Acquainted form). Our Franchise Sales Team and My Elder Advocate founders, Jack and Claudine Halpern, will review your application.

STEP 3

SCHEDULE A Q&A SESSION with our Director of Franchise Development and the franchise owners, Jack and Claudine Halpern. The purpose of the initial discussion is to provide you with an opportunity to understand the elder market and learn more about what we do.

STEP 4

ATTEND A DISCOVERY DAY in New York City. Your visit will give you a complete overview of what it is like to be an owner of a My Elder Advocate franchise. Our Discovery Days are typically conducted in one day and we are fairly flexible to adjust our schedule around your planned trip. Your visit will include a thorough overview, a field visit to a placement center and a conversation with one of our clients.

STEP 5

SIGN FRANCHISE AGREEMENTS and schedule your introductory session with our team to prepare for your training session.





At some point during an elders life, a fall, stroke or other debilitating illness or condition will require a crisis intervention. It only takes one bad decision or miscommunication to understand how dramatically this will affect the elders caregivers.

My Elder Advocate provides peace of mind to our clients and their families. We provide you with everything you will need to learn how to assess each situation and navigate families through elder-care issues and challenges. Our franchise system offers many advantages to becoming a business owner, including:

- Low Start-Up Costs
- Multiple Revenue Streams and Residual Income Opportunities
- Extensive Hands-On Training
- No Health Care Experience
- Streamlined Operational Procedures and Systems
- Large Territory
- Executive Model with Huge Expansion Opportunity
- Initial Home-Based Business Model Reduces Overhead

If this sounds like an opportunity that you want to discuss further, we are willing and waiting!

Remember: The FIRST STEP is setting up a call with our Director of Franchise Development, John Armatas. You can reach John at 855-844-8377.

We hope you will make the decision to join our My Elder Advocate family, where **YOU WILL MAKE A DIFFERENCE.**

My Elder Advocate is the only overarching elder advocacy in the US. MEA provides peace of mind to our clients and their families.

**MyElderAdvocate**[®]