



Information Packet



Why Coastal Caretakers ? How You Will Make a Difference

Help seniors age at home by providing safety, security, maintenance and home accessibility.

In today's society, families can be spread across hundreds of miles. As seniors face changing needs in their lifestyle and care, adult children must cope with added responsibilities to their schedule. Nursing homes and assisted living facilities present some options for care. However, they do not address the complex and fundamental rights to autonomy that many seniors strive for. Seniors interested in Aging-in-Place can maintain healthy lifestyles and relationships with friends while receiving quality and affordable care. These benefits help keep seniors at home and give adult children and family peace of mind.

Coastal Caretakers Franchising programs give you the opportunity to offer high quality and customized service solutions. The combination of Aging-in-Place and home maintenance services offered can give seniors and their loved ones high quality services.

Services your Franchise may Offer

- Accessibility Modifications
- Home Security and Alert Systems
- Weekly home and safety checks
- Fall Prevention Programs
- All Weather-related and Emergency Preparedness
- Home Maintenance





The Market

For years we have been warned about the looming, profound impacts that ensue with aging of the US population. Currently there are **46** million people age **65** and older in the United States. According to the Census Bureau, that number will reach **98** million by **2060**. Although seniors are living longer, healthier lives, they still need a hand when it comes to home maintenance, security, safety and accessibility renovations. That's where you can help.



Proven Business Model

Aging-in-Place services offer viable alternatives for residential senior care. By staying at home, aging populations can save money, improve security and maintain relationships with family members without dependency. Coastal Caretakers offers a paradigm that keeps seniors and disabled individuals safe, comfortable and secure through lifestyle and health changes. Because of the efficacy and high renewal rate of Coastal Caretakers' services, customers quickly see the value of monthly services. This model can offer you the opportunity to achieve reliable, recurring and growing income through securing additional services for your clients.

The Coastal Caretakers Franchise system relies on an approved network of contractors and service suppliers rather than an in-house team of employees. This means you can get started with little to no overhead and minimal expenses.



Coastal Caretakers is committed to your success. As a franchisee, you will receive ongoing support and coaching, including the following items:

- Operations Manuals
- Initial Onboarding Training and Monthly Trainings for the First Year to ensure Systems and Procedures are effectively placed
- Site selection assistance if Needed
- Marketing and Advertising Support
- Access to Supplier Programs
- Customer-service Techniques, Employee Recruiting, Scheduling Guidelines, and Administrative Procedures

Ongoing research and development programs keep the Coastal Caretakers franchise in line with market demands so franchisees can stay ahead of the competition both locally and nationally.

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