



HomeCareTM
ADVOCACY NETWORK

HELPING YOU THRIVE AT HOMESM



MISSION

To be the foremost provider of meaningful and results-oriented home care connections for seniors and their loved ones.



VISION

Arming today's spectrum of caregivers with hope, high-impact resources and the promise of a better tomorrow.



VALUES

- 1 Pursue the genuine success of others
- 2 Elevate the privilege of caregiving
- 3 Embrace innovation
- 4 Prioritize relationship over task
- 5 Treat each other with dignity & respect

THE HOMECARE ADVOCACY NETWORK OFFERS TWO OPPORTUNITIES TO SERVE SENIORS AND THEIR FAMILIES.

We offer protected franchised territories that will provide companionship, personal care and dementia related services that allow franchisees to do business as:

HCAN

PURCHASED BY ENTREPRENEURS, INDIVIDUALS AND INVESTORS

Supported by HCAN

PURCHASED BY SENIOR LIVING COMMUNITIES
WHITE LABEL BRANDED

Our unique white label branding partnership with senior living providers empowers communities to compete on their own campus while expanding services off campus at the same time.

HOW WE HELP:

- ✓ Flexible, complementary on and off campus service model
- ✓ Capture on campus service opportunities currently missed
- ✓ Prevent further market share loss due to outside providers

Call us to
*discuss
your
future!*

HCAN HomeCareTM
ADVOCACY NETWORK

217-803-0109
Partner@HCANthrive.com



YOUR NEW COMPETITIVE IN-HOME SERVICES MODEL
New Opportunity. New Market. New Future.

HOW?

- 1 You partner with HCAN
- 2 We help you launch your own in-home services brand
- 3 We provide all of your resources for the launch & operation of your business

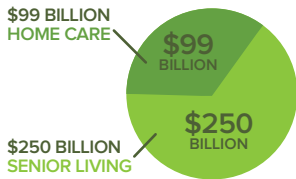


MARK & SIERRA GOETZ

For Mark and Sierra Goetz, the desire to provide consistent, compassionate senior care is grounded in life experience. For more than 13 years, Sierra's father, Terry, was a devoted caregiver for his wife, Fran. With the help of family members and professional caregivers, Terry did "whatever it took" to help Fran live a full, happy life despite the effects of early onset Alzheimer's disease. Honoring Terry's caregiving legacy, Mark and Sierra are now committed to doing "whatever it takes" to help other families meet the needs of their aging loved ones.

Helping CCRC's & Senior Living to:

- ✓ BUILD RELATIONSHIPS THAT CAN GROW INTO CLIENTS
- ✓ KEEP THOSE RELATIONSHIPS



The AARP found that 90% + Seniors want to "age in place," requiring more home care agency services. Roughly 10,000 people are turning 65 each day. It will reach nearly 12,000 people a day within the next 10 years.

HOME CARE MARKET

- ✳ SERVICES PROVIDED ANYWHERE
- ✳ NIMBLE
- ✳ TECHNOLOGY DRIVEN
- ✳ AIMED IN PART TO KEEP SENIORS OUT OF "SENIOR LIVING"
- ✳ LOW BARRIER TO ENTRY

"YOUR BRAND" + HCAN = ADVANTAGES



IN-HOME SERVICES OWNERSHIP HAS ITS PRIVILEGES.

- ✓ TECHNOLOGY SYSTEMS PACKAGE
- ✓ OPERATIONS AND BUSINESS OWNER MANUAL WITH ONGOING TRAINING
- ✓ CAREGIVER TRAINING
- ✓ MARKETING PACKAGE AND SUPPORT
- ✓ FINANCIAL MODELING & BUSINESS PLANNING SERVICES
- ✓ 24/7 SUPPORT

HOMECARE BUSINESS STATISTICS:

Median Revenue—\$1.8 million per location (HomeCare Pulse)
Median Weekly Billable Hours—1300 (HomeCare Pulse)

TAKE BACK YOUR MARKET. GROW YOUR MISSION!