



**1HEART**<sup>®</sup>  
FRANCHISE KIT



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## MESSAGE FROM THE FOUNDER

### *Congratulations for exploring this business venture with 1Heart!*

**Y**ou are now about to embark on an opportunity to achieve financial freedom by investing in one of the fastest growing industries in the United States. It is a fact — the home care industry is seeing exponential growth as more and more baby boomers reach their retirement age.

With almost 68% of American seniors currently needing some kind of daily non-medical assistance, family members cannot always be there for their aging parents or relatives. **1Heart** aims to provide in-home care through a client-centered and service-oriented approach, **1Heart**, 1 smile, 1 family at a time.

With our services, we are able to take care of the seniors and provide peace of mind to their families – a truly rewarding act, both personally and professionally.

To own a **1Heart** Caregiver Services franchise, you do not need to be a medical professional. If you have the compassion and heartfelt desire to improve the quality of life of seniors and committed to owning and operating your own business, then you are on the right track.

To our franchisees, our goal is to help you succeed in this business endeavor. If you are someone who genuinely cares for our seniors, passionate about providing service with integrity and honor, as well as motivated to succeed in your own business, then we will help you every step of the way.

We at **1Heart** Caregiver Services will ensure that you are in business for yourself but never by yourself.



**Belina Calderon-Nernberg**  
Founder and CEO  
1Heart Caregiver Services

# WHY FRANCHISE?

# WHAT IS A FRANCHISE?

A franchise enables you to own a business and gives you the ability to sell goods or services that have instant brand recognition, and gives you the training and support you need to help you succeed. The franchise fee gives you the right to (1) use the franchisor's name for a specific number of years and (2) adopt the franchisor's established operating system.

## A FRANCHISE VS. A START-UP AGENCY

Entrepreneurs are faced with the difficult decision of choosing between buying a franchise or starting from scratch. Some individuals would rather take the chance in starting their own business from scratch, regardless of how overwhelming or exhausting it may be. But some prefer to just "plug & play" and reap the benefits of having an established brand backing up their investment.

### Start-Up Costs

#### A Franchise

Purchasing a franchise costs  
**\$40,000 - \$90,000**

#### A Start-Up

The average cost of a new small-scale business is **\$10,000**

### What You Get:



Rights to represent an established and trusted brand that has served families for years



A start-up, unknown brand



Rights to operate under a tested and proven system



Systems, procedures and methodology are played by ear



A series of comprehensive training on the Franchisor's operating system



Daily operational challenges and mistakes are charged to experience



On-going training for topics on Best Practices, Sales, Business Development, Case Management, Recruitment, to name a few



Additional expense to sign-up for trainings on business-related topics



Access to the Franchisor's support team and vendors



Flying solo with support from own personal network.

# ADVANTAGES OF OWNING A FRANCHISE

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*Take advantage of the growing need  
for senior care. Start your 1Heart business  
TODAY!*

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## Brand Recognition

A franchise provides an established brand, which may already enjoy widespread brand name recognition.

## Operating System

If you're the creative, innovative type, starting your own business is the way to go. However, your chances of business success as a franchisee are better because you are following a proven business model.

## Faster ROI

No matter how grand your opening, when you start your own business, it takes time to build a client base and local reputation. When you advertise a known brand name in your market, customers come ready-made and the cash starts flowing faster.

## Speed to Market

With expertise and hands on experience in the business, the franchisor is able to give you a To-Do-List so you can set up shop faster.

## Training

When you start your own business you must learn all business aspects on your own with "rookie mistakes" as part of your learning curve. The franchisor will provide you with extensive training to help you stay on top of your business as it grows.

## Marketing

Typically, a franchisor has established marketing practices and campaigns to help the franchisee with their local marketing efforts.



# ADVANTAGES OF OWNING A FRANCHISE

## Franchisor Support

Many franchisors provide field support specialists to help keep their franchisees on track, training them to become managers and leaders “working on the business, not in it.”

## Financing

Most new businesses require start-up capital. While most franchisors do not supply financing, many have relationships with lenders who will view that brand’s referrals more favorably than an independent business owner just starting out.



## Economies of Scale

If you’re a sole entrepreneur, you have the buying power of one. If you’re a franchisee, your franchisor can negotiate bulk rates and pass along the savings to you. Also, you will have behind you the power of a recognized brand in terms of marketing and advertising. You will just need to have a monthly contribution to a wide-scale advertising fund. But for a start-up, every penny to market and advertise your business comes directly out of pocket.

## Exit Strategy

After building their business, a franchise owner may choose to exit their franchise. Whether transferring to a family member or selling to an outside party, the franchisor will endeavor to assist with their exit strategy.

# IS FRANCHISING RIGHT FOR YOU?



Now, after evaluating the pros and cons of franchising versus starting a business, you have to self-evaluate. If you are a person who likes to innovate, has a ton of passion, a high tolerance for risk and yearn for managerial autonomy, developing a start-up may make the most sense to you.

Inversely, a structured entrepreneur with an appetite to grow and prosper under the umbrella of a successful brand name and a proven business model will find the franchising option more enticing. Though such individuals generally have a lower risk tolerance, franchise owners should expect and adapt to adverse and unforeseen circumstances that naturally arise with running your own business.

# QUESTIONS TO ASK YOURSELF BEFORE OWNING A FRANCHISE

## 1. Do you Intend to Operate the Business Yourself?

Though it is definitely an advantage, you don't really need to have previous experience owning a business or be an expert in the industry. There is no perfect formula either. As with any type of business, you have to be willing to put in the hard work, the hours, and the dedication to manage a franchise.



## 2. Are You Willing to Follow the Systems and Policies Set by the Franchisor?

This is a very important consideration, especially for those business-minded individuals who prefer to establish their own processes, practices, and rules. Franchisors have an established formula that resulted to their success. By practicing that same formula, you are replicating their success to your business.

## 3. Do You Have Your Family's Support?

Owning a business demands a lot of your time and attention. It is actually more than a full-time job, especially when you are just starting out. Your family needs to understand that the work you need to put in and their support are both important to ensure your success and a better, more stable future for them.

## 4. Do You Have Enough Funds?

You already know how much money you can invest, but you also have to know how much savings or additional income you need to live on until your franchise starts to take off.

## 5. Are Existing Franchisees Satisfied and Successful?

Speak with current and past franchisees about their experience managing the franchise. More often than not, they are willing to talk about their insights and provide information and tips.

## ARE YOU THE RIGHT FIT?

*Many of our franchisees have found success and fulfillment in building their own business. They enjoy the benefits of being an independent owner yet still be a part of an established brand.*

*The 1Heart Franchise has found success because we have individuals with the drive to succeed, the temperament to lead, and the heart to help their community.*

**Kevin Tagarao**  
**Chief Operations Officer**  
**1Heart Caregiver Services**

When you consider taking on the role as a **1Heart** Caregiver Services franchise owner, you might find yourself asking “Am I the right fit?” There is no particular skill set, experience, or background required from prospective franchisees. However, we have found that the ideal owner of our senior care franchise is driven by passion. A passion to improve the quality of life of seniors in their community and motivated to building a successful company.

Additionally, a **1Heart** owner has the following qualities:

- Compassion and patience
- Ability to motivate and manage people
- Effective relationship building and communication skills
- Devotion to provide service with integrity to clients
- Commitment to grow and achieve desired results in their own business
- Ability to meet initial investment requirements
- Healthcare background, a plus



# THE SENIOR CARE INDUSTRY

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# SENIOR CARE BUSINESS

**B**usiness experts agree that 2020 will still be a good year to start a senior care service company that can last 15 to 20 years or even more. The senior care industry belongs to the top 15 low-cost franchises that can generate long years of profitable operations withstanding different business challenges. If you have the right concept, business processes and systems like 1Heart Caregiver Services, you will thrive even during economic downturns like recessions or pandemics.

- ▶ Lower Investment Risk
- ▶ Minimal Brick and Mortar
- ▶ Affordable multi-franchise opportunities
- ▶ One of the most profitable franchise business
- ▶ ROI Significantly higher than most franchise business



Life expectancy in the U.S. has increased over the years, with statistics for men to age until 78 years old while women until 81 years of age. This is due to improvements in heart disease and stroke mortality rates, the 2 leading causes of death in U.S. It is argued though that the report is only about years in life, not about life in years, thus raising a question on the quality of life.

Life spans are not matched by increases in 'health span' – time spent living in good health. This validates that a long life with a high burden of chronic diseases such as heart disease, diabetes, stroke, Alzheimer's disease and chronic obstructive pulmonary disease (COPD) means more time living with illness and disability. These are the main causes of death and impede seniors from performing some of their daily living activities such as: bathing, dressing, grooming, meal preparation, feeding oneself, voluntary urinary and bowel control, ambulation, housework, shopping and managing money. Hence, 70 million Americans will require long-term care services by the year 2030.

*-consumer.healthday.com*

# THE DEMAND

*The health care industry's demand can weather any economic storm.*

The U.S. long term care market size was valued at USD 443.2 billion in 2019 and is forecasted to reach overall revenue of \$549.7 billion in 2024 according to Grand View Research Company, a reputable US-based market research & consulting company.

- Total spending on nursing care facilities will grow by 5.4% through 2027, according to a new analysis from the Centers for Medicare & Medicaid Services (CMS) — but that figure still lags behind the rate increase for home health agencies.

source: [skillednursingnews.com/2019](http://skillednursingnews.com/2019)

**90%** Senior Population desire to stay home

[www.marketsandmarkets.com](http://www.marketsandmarkets.com)

**10,000** Americans a day turn 65 years old

[www.pewresearch.org](http://www.pewresearch.org)

**70 Million** Americans will be 65 years old and older by year 2030, representing 20% of the population

[www.healthaffairs.org](http://www.healthaffairs.org)

**\$353.5 Billion** Worth of Home Healthcare by year 2022

[www.marketsandmarkets.com](http://www.marketsandmarkets.com)



# THE GROWTH



**83.7  
MILLION**  
Senior  
population  
projected by  
the year 2050



**42%**  
of the adult  
population  
in the US are  
baby  
boomers



**14  
MILLION**  
Americans will  
require long term  
care by the year  
2022



**82%**  
Will need some  
type of care  
and would still  
prefer to live in  
place

## Baby Boomer Generation Today



84% of boomers are  
already 50+. They buy 45%  
of all consumer goods.



27.4 million ages 55 and  
over are engaged in social  
networking



With 77% of discretionary  
wealth 68% give money to  
their adult children



Citizens age 65+ spend an  
average of \$4,769 out of pocket  
on health expenditures.



3.3 million Americans age  
55 underwent cosmetic  
procedures



Baby boomers spend \$7  
billion online shopping  
annually



47% own a smart phone



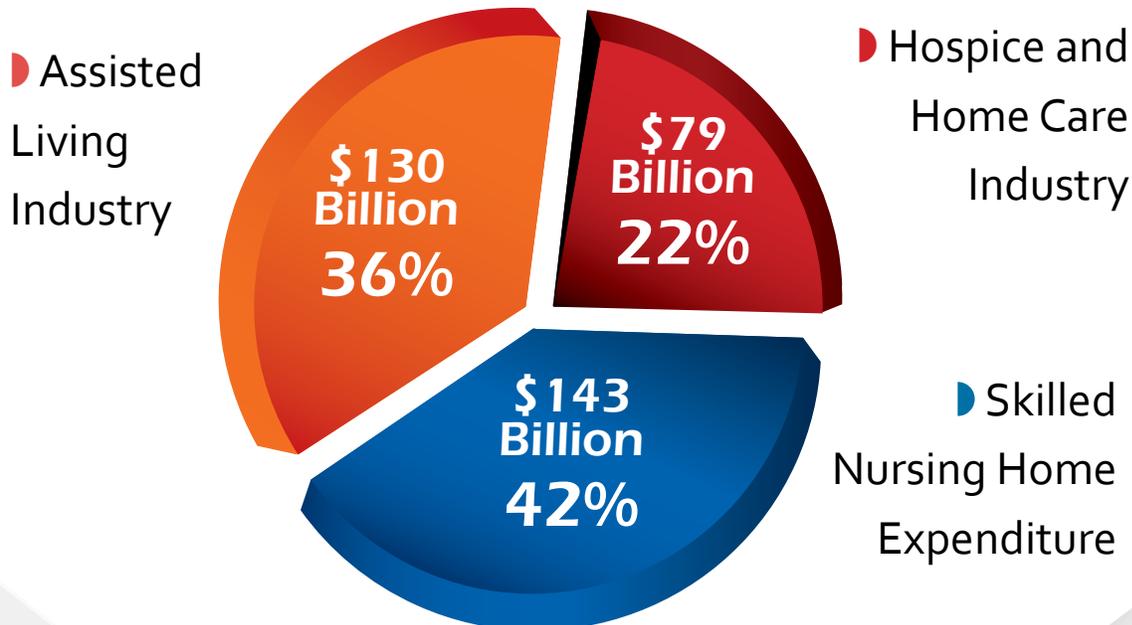
59% of boomers do not  
intend to sell their home  
upon retirement

# THE FUTURE OF LONG-TERM CARE

Seniors continue  
to be at health risk  
but will live longer.



## INDUSTRY VALUE



SOURCE: U.S. Long Term Care (LTC) Market Analysis and Segment Forecast to 2027 ©Grand View Research, Inc., USA

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# MAJOR INDUSTRY PLAYERS

## Home Care Agencies

*supply caregivers to families and senior facilities to provide non-medical care services to senior care recipients.*

## Major Players in the Senior Health Care Industry

- ▶ Referral Agencies
- ▶ Hospice Care Agencies
- ▶ Home Health Companies
- ▶ Board and Care Facilities
- ▶ Home Care Agency

	EASY START UP	MINIMAL REGULATION	CONTINUOUS INCOME STREAM	DIVERSITY OF CLIENTS
Referral Agency	✓	✓	✗	✗
Hospice Care Agency	✗	✗	✗	✗
Home Health Company	✗	✗	✓	✓
Board and Care Facility	✗	✗	✓	✓
Home Care Agency	✓	✓	✓	✓

# WHO IS 1HEART?

# THE 1HEART STORY



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It started with an American dream  
Inspired by her mother  
Driven by passion and ambition  
Fueled by the love for her children

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Like most immigrants who come to the US, Belina Calderon-Nernberg had an American Dream - to secure a financially stable future for her family. However, her dream had a cost. She was faced with the reality of being thousands of miles away from her aging parents.



When the time came that her mom was diagnosed with cancer and needed help, Belina couldn't be there all the time. Fortunately, she was able to find a reliable and compassionate caregiver who cared for her like family. This gave her the peace of mind that despite her absence due to her own work and family responsibilities, her mom was taken care of and living a full life as well.

Shortly after her mother's passing, Belina started 1Heart Caregiver

Services in 2004, founded on the commitment that no one has to feel the helplessness and frustration of not being there to care for their aging parents. With the growing success of the business, the agency opened its doors to franchising as 1Heart Caregiver Services in 2014.

Today, Belina's advocacy is sharing the same opportunity she had to those who genuinely care about helping seniors, who have the passion to provide service with integrity and honor, as well as those motivated to succeed in achieving a financially secure future by taking advantage of the booming senior care industry.

# 1HEART LEADERSHIP



**Belina Calderon-Nernberg is the Founder and CEO of 1Heart Caregiver Services**

She is an accomplished self-starter with over 25 years' business experience in HR Recruitment and Senior Healthcare Services combined. As the founder and CEO of a number of successful companies, one of which is 1Heart Caregiver Services, she provides the vision, leadership and direction that the companies need to achieve their goals. Belina's principle-centered leadership and ability to utilize corporate talents paved the way for the company to successfully achieve revenue, profit and business growth objectives over the years– an accomplishment that has equipped 1Heart Caregiver Services with the expertise and proven system to expand its business operations on a national level. Commencing in 2015, within a short period of time, 1Heart has rapidly expanded from a single office in Los Angeles to multiple locations in California and neighboring states.



**Kevin Tagarao is the Chief Operations Officer of 1Heart Caregiver Services**

He is responsible for the franchise support and development of the 1Heart Franchise Network and Corporate-owned locations. With the vision of evolving 1Heart Caregiver Services into a premier national home care provider, Kevin has made it his focus to enhance company services and streamline corporate procedures. To improve efficiency, he consolidated 1Heart's core systems by facilitating the integration of new technologies. His implementation of various corporate strategies helped improve the efficiency and effectiveness of 1Heart's system of operations to better serve families in need of home care.



**Randolph Neil Clarito is the Vice President of Franchise Development**

He is responsible for the implementation of corporate strategy to achieve the company's desired business growth and the acquisition of new franchisees. Randy is equipped with 35 years of experience in the healthcare industry, the business of master franchising and field sales management in a Fortune 500 company. He is also a corporate trainer of 1Heart, taking charge of professional development and training of corporate office managers and staff. Randolph is the co-founder of 1Heart Caregiver University with CEO Belina Calderon-Nernberg and over the period of 6 years since it started, the Caregiver University has trained more than a thousand caregivers.

# OUR MISSION

**To provide excellent care through  
a person-centered and service-oriented  
approach **1Heart**, **1Smile**, **1Family** at a time.**

**1Heart** Caregiver Services offers unique concepts, processes and operating systems with integral components taught through the **1Heart** Caregiver University™ and **1Heart** Business Academy™.



# 1HEART CARES LIKE FAMILY

**1Heart Caregiver Services** is a premier in-home care company providing professional private duty care to seniors. The company has an established, reliable and profitable business operating system with a service philosophy way beyond what other companies offer. The company has strong business presence in major healthcare and senior facilities, as well as various online and social media platforms. 1Heart services clients in their own homes, large assisted living facilities, and other senior communities.

Major hospitals and skilled nursing facilities have also partnered with 1Heart where high standard of service, professionalism and reliability are expected.

**1Heart Caregiver Services** has been in the home care business for more than 15 years. During that time, 1Heart worked tirelessly to continuously improve the systems, processes and operations to bring the company to where it is today.

Our **1Heart** franchisees greatly benefit from utilizing effective and proven systems, backed up by a support team consisting of experienced home care professionals.



# OUR CORE VALUES



## EXCELLENCE

The constant practice of operating with professionalism, accountability, reliability, and carrying out processes efficiently with a sense of initiative and interdependence while delivering results with the highest standards possible.



## INTEGRITY

The consistent habit of demonstrating sound moral and ethical principles at work. Acting with honor and truthfulness with colleagues, caregivers, clients, healthcare partners and business partners.



## HEART

At the very center of 1Heart is the innate sincerity and compassion we impart to each and every individual we encounter, as well as the company we work for and the families we serve.

# WHAT WE DO



## BASIC CARE SERVICES



### Companion Care & Homemaking

- ▶ Companionship and Socialization
- ▶ Light Housekeeping
- ▶ Meal planning and preparation
- ▶ Laundry
- ▶ Medication reminders
- ▶ Safety supervision
- ▶ Other general assistance



### Personal Assistance

- ▶ Bathing and Showering
- ▶ Dressing
- ▶ Grooming
- ▶ Personal Hygiene
- ▶ Ambulation Assistance
- ▶ Transferring
- ▶ Toileting and Incontinence Care



### Hospital Sitters

- ▶ Errands, grocery shopping, prescription pick-up, housekeeping
- ▶ Meal preparation and nutrition
- ▶ Rehabilitation reminders, physical and emotional support and companionship
- ▶ Transportation to rehabilitation sessions, doctor appointments and personal event
- ▶ Regular status updates to/from the care team and family



## SPECIALIZED CARE SERVICES:

- ▶ Dementia & Alzheimer's Care
- ▶ Post-Surgery Care
- ▶ Parkinson's Care
- ▶ Stroke Recovery Care
- ▶ Fall Prevention Care
- ▶ Hospice Care



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# THE 1HEART CARE TEAM



## Our Client Care Managers

Our Client Care Managers (CCM) are trained and experienced elder care advisors who provide expert guidance through the home care process. Each senior client is assigned a CCM who is **responsible** for closely monitoring their case to ensure they are consistently receiving high-quality caregiving service.



## Our Staffers

We pride ourselves for having a team of **reliable** staffers who are available 24/7 to assist CCMs with finding quality caregivers to match the needs of our senior clients.



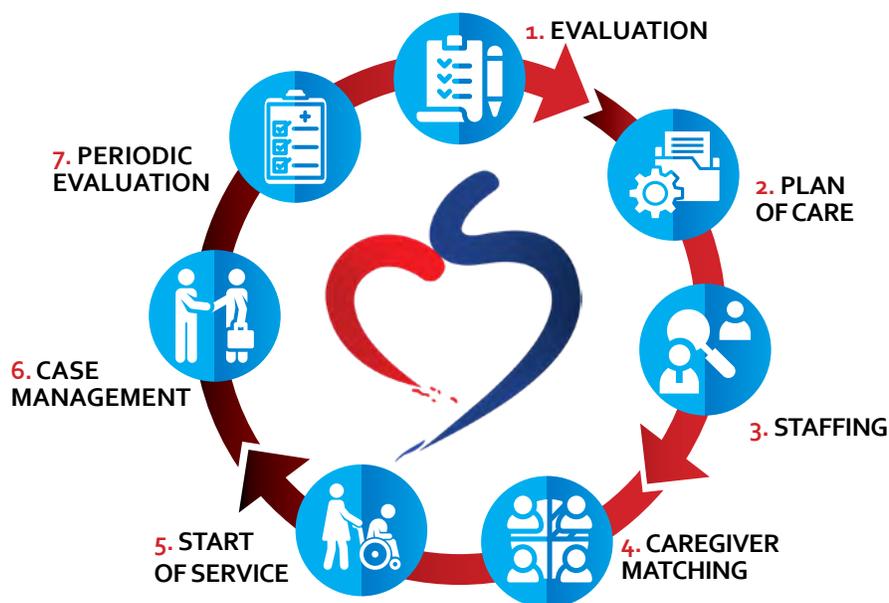
## Our Caregivers

Our caregivers are registered home care aides who are experienced and **professional**. They are extensively screened, having gone through a comprehensive hiring process which includes a 3-point interview rule, verification of employment and references, numerous background checks, a list of health checks and testing. They also go through State and industry required training to guarantee the highest standard of care is performed.

# 1HEART CIRCLE OF CARE

The 1Heart Circle of Care is our proven system which ensures the seniors we care for are getting the highest quality care possible.

The program consists of seven essential steps that flow in a continuous cycle. A dedicated client care manager (CCM) helps our clients and their families on the journey through this process.



## 1. EVALUATION

Our 1Heart Circle of Care begins when a client care manager (CCM) is assigned to your case. He or she will meet the care recipient to talk about the level of care needed.

## 2. PLAN OF CARE

Your CCM will discuss the proposed and detailed care plan with the care recipient and family members to ensure that the care recipient's specific needs are addressed.

## 3. STAFFING

The CCM will review the physical and medical condition of the care recipient with a 1Heart staffing officer to determine the best caregiver candidates for the care recipient.

## 4. CAREGIVER MATCHING

After reviewing the list of qualified team members, the CCM and staffing officer choose the best matched caregivers for the care recipient.

## 5. START OF SERVICE

At this stage, the CCM meets with the care recipient and their family to discuss the Service Agreement terms. The agreement contains customized rates that depend on the level of service to be provided. The CCM will then recommend and assign the best candidate who will start as soon as possible.

## 6. CASE MANAGEMENT

Our CCMs manage every case on an ongoing basis, making sure that the care recipient is provided with consistently excellent care and their progress is closely monitored.

## 7. PERIODIC EVALUATION

Your CCM will do regular home visits to ensure that 1Heart is providing the highest quality care and service which our care recipients deserve.

# OUR SIGNATURE SERVICES



*24 hour professional  
care services*



*Personalized care for  
every unique need*



*Reliable transport with  
care service for 4 hours*



*Providing caregivers for  
Facilities' staffing requirements*

**ADD-ON SERVICE:**



# OUR WELLNESS PROGRAM

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*The healthcare industry is defective.  
It focuses on illness.  
1Heart focuses on wellness.*

**Randolph Neil Clarito**  
**VP of Franchise Development**  
**1Heart Caregiver Services**

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Focuses on stimulating cognitive functions for the prevention of degenerative brain diseases.



Centers on everyday care and daily living activities.



Promotes senior health and wellness.

# THE FRANCHISE PROCESS

# YOUR FRANCHISE INVESTMENT



TYPE OF EXPENDITURE	AMOUNT
Franchise Fee	\$47,500
ClearCare	\$360
Real Estate/Rent	\$800 - \$2,000
Utility Deposits	\$0 - \$200
Leasehold Improvements	\$0 - \$1,000
Insurance	\$1,000 - \$3,000
Office Supplies	\$500 - \$1,000
Professional and Management Training	\$500 - \$2,500
Signage	\$300- \$1,000
Furniture, Fixtures & Office Equipment	\$500 - \$2,500
Initial Inventory	\$250 - \$1,000
Computer Equipment & Software	\$1,000 - \$3,000
Dues & Subscriptions	\$100 - \$500
Licenses & Permits	\$100 - \$5,600
Legal & Accounting	\$200 - \$1,000
1st Year Working Capital	\$30,000 - \$45,000
Additional Funds (3 months)	\$5,000—\$10,000
<b>TOTAL</b>	<b>\$88,110 - \$127,160</b>

# HOW TO FINANCE A FRANCHISE

Take the plunge into franchising. Money is a tough issue for most of us, but it shouldn't completely stop us from pursuing our dreams. There are a lot of franchise financing options available to anyone willing to dig a little deeper and find for them.

## Conventional Loans

Loan from a bank. Many people choose this route as it can seem the most straightforward. You will need a good credit score, a solid business plan, and collateral, all of which the bank will take into consideration before offering you a loan.

## Small Business Administration (SBA) Loan

SBA loans are very similar to conventional loans from a bank. They are backed by the Small Business Administration and are a very common option for people navigating how to finance a franchise. The main difference between SBA and conventional loans is that a portion of the loan is guaranteed to be paid back to the lender. With the safety net of this guarantee, the lenders are often willing to reduce interest rates and offer longer loan terms.

## Additional Options

If your credit score isn't as great as you'd like or you have a loan but it doesn't quite cover all of your expenses, you can always get a little more creative:

- Get loans from family or friends
- Create a C corporation through your retirement fund to buy stock in your new business
- Lease business equipment to relieve upfront costs



# WHAT YOU GET AS A 1HEART FRANCHISEE



## Continuous Training and Support

As part of the 1Heart family, your franchise startup will get the boost it needs to succeed from day one. Here are some of the support services we provide through the 1Heart Business Academy:

- ▶ Intensive personalized training designed around building new skills, honing existing ones, and preparing you to manage your home care agency.
- ▶ Ongoing educational opportunities that help you better serve your clients and grow your senior care business.
- ▶ A dedicated franchise consulting agent who knows your goals and wants to help you achieve milestones.
- ▶ Your own exclusive territory to provide 1Heart signature services that seniors know and trust.
- ▶ Effective market penetration program and selling techniques.



# WHAT YOU GET AS A 1HEART FRANCHISEE

- ▶ Corporate-initiated marketing campaigns & programs. As institutionalized support from the Brand Ad Fund, you get access to market research and promotional endeavors such as audio-visual presentations (AVPs), print materials, social media activities, and other relevant marketing tools.
- ▶ Accounting and staffing franchise support services that help you run a more efficient operation.
- ▶ Updates on the latest laws and regulations covering the home care industry.



# BENEFITS OF A 1HEART FRANCHISEE

*With our services we are able to provide care for seniors and peace of mind to their families - a truly rewarding act both personally and professionally.*

**Belina Calderon-Nernberg,  
Founder & CEO  
1Heart Caregiver Services**

## ACCREDITATION



► **You make a difference in somebody's life.** Aside from monetary growth, it provides franchisees personal fulfillment as they contribute to the welfare of the senior community.

► **You provide meaningful employment.** Create jobs not just to put food on your employees' table but to provide a sense of accomplishment knowing that they are able to enrich the quality of life of a senior.

► **You achieve 1Heart 3 P's of Success.** Professional Business, Personal Financial Freedom, and Profit.

Being part of a known and respected franchise brand means that while you're certainly your own boss, you never have to do it all alone.



# STEPS TO FRANCHISING

## 1 Complete Initial Application

Fill out a brief application and questionnaire on our website, [www.1heartfranchise.com](http://www.1heartfranchise.com). Within 24 hours we will contact you to further discuss the business opportunity.

## 2 Meet & Greet

We will get to know you, your background, and business aspirations. You will learn about our history, mission and market. We will also go over the financial requirements and territories available.

## 3 Franchise Disclosure Document Review

After going over your qualifications, we will give you a comprehensive review of the FDD. The FDD will disclose everything you will need to know about **1Heart** Caregiver Services as a home care franchise.

## 4 Discovery Day

Once you have completed going over the FDD, we will invite you to visit the **1Heart** Caregiver Services headquarters in Tarzana, California to meet the dedicated team behind the success of **1Heart**.

## 5 Contract Signing

Once we determine that you are a good fit for the **1Heart** Franchise Family, we will assist you in completing the final contracts. You will then begin your journey as a full-fledged **1Heart** Franchise owner.

## 6 Training System & Support

You will then attend our 5-day intensive training at our corporate office. We will teach you how to begin operations and build your business. We will continually provide you with training and support as you expand and grow.



# WHAT THEY SAY ABOUT 1HEART CAREGIVER SERVICES

# LET'S HEAR IT FROM OUR FRANCHISE OWNERS



**Kamran Ghasri**  
**Beverly Hills, CA –**  
**Franchise Owner since**  
**2015**

"I looked around several home care companies that offered franchising and out of all of them I'm glad I went with 1Heart. I was impressed with their system, support, and their training. In fact, I saw results within months of going into the business. I am so happy to say that my franchise location has grown better than what I expected."



**Raymond De Guzman**  
**Santa Barbara, CA –**  
**Franchise Owner since 2016**

"The Management and staff of 1Heart Caregiver Services have given me the best training and support. This has helped me grow my business in ways that I have never thought possible. After several years of being a franchisee of 1Heart I can say that I am on my way to getting the financial freedom I am dreaming about."



**TJ Azores**  
**Thousand Oaks, CA –**  
**Franchise Owner since 2017**

"1Heart provides staff and franchisee training through its 1Heart Business Academy. Their continued guidance and support have been very valuable in helping me get opportunities to grow my business. It really is an advantage being a 1Heart Franchisee. "



**Ferdie Vasquez**  
**West Las Vegas, NV –**  
**Franchise Owner since 2016**

"Our parents taught us to love, respect and take care of the elderly and since then I made it my philosophical belief to apply what they taught whenever the situation allows."  
"Providing 1Heart's services to our seniors is my way of extending this love and care to the senior community in Las Vegas"

## REVIEWS BY CLIENTS

Straight from our clients' hearts. These feedbacks inspire us to continue providing excellent service.



### **Beverly Hills**

April 26, 2019

#### **By Kythera**

Excellent caregiving Agency. Owner is personally involved in all aspects of this business. Staff are a joy to work with. They are knowledgeable, efficient, learn quickly, and are pleasant. They are prompt in arriving and make sure I am able on my own when they leave. Staff is attentive to me at all times, most particularly when we are out to a doctor appointment.



### **Los Angeles**

February 06, 2020

#### **By David**

We are very happy with the care we are receiving from your company. We have had 3 other care businesses and had problems with all of them. Predatory care behavior! Not with your girls, however, Arnold, the boss is wonderful and accommodating. I am so happy you are there for my 106-year old grandma, Eloise. Love, David.



### **Santa Barbara, CA**

February 24, 2016

#### **By Linda3543**

1Heart Caregiver services has provided me and my family an excellent professional service. My father has Alzheimer's disease. 1Heart has provided us with the services we were looking for; professional, consistent, reliable, flexible and caring staff. Irene is very compassionate and understand my father's needs. Thank you Irene and staff at 1Heart!



## OUR CAREGIVERS SAY IT BEST

Happy to be part of 1Heart Caregiver Services, the best agency in Los Angeles. The staffs [sic] very friendly. I'm glad I got a job from them.

***-Herminia B. Los Angeles, CA  
1Heart Caregiver***

I'm proud to be part of the 1Heart Caregiver Services company. I feel comfortable with the friendly atmosphere of the staff.

***-Maricris N., Los Angeles,  
CA 1Heart Caregiver***



## THE 1HEART BLURBS

Achieve your life goals by being your own boss.

Invest in the USA with an investor's visa through 1Heart.

It's always good for you to have a big brother you can count on.

Help improve the quality of life of seniors through your own franchise.

Hit the ground running with a tried and tested system.

Get in business for yourself but never by yourself.

Partner up with a reliable system for your own business success.

**Thank you.**

For inquiries, please give us a call:  
**1 (844) 814.3278**

Send us an email:  
**[franchise@1heartcares.com](mailto:franchise@1heartcares.com)**

