

FRANCHISING TODAY

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FALL 2016

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**Senior Care Authority Highlighted
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PERFECT Blend

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and nurtures successful franchisees. PAGE 26**

PERFECT MATCH

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Sandler Training teaches companies how to succeed.

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PEOPLE BUSINESSES

IT'S A SPECIAL

It's a special career indeed that allows you to make a difference in society as well as make a good living. In fact, several companies we profile in this issue do well by doing good.

"This is really a people business and we are changing people's lives," notes Jeff Bevis, president and CEO of FirstLight HomeCare (page 48). "If that appeals to you then this may be a franchise to consider."

Frank Samson, CEO of Senior Care Authority (page 62), has a similar view. "People get into this because it really makes you feel good at the end of the day," Samson explains, "the fact that you can make a good living, build equity in the business and really feel like you gave back by helping families."

FirstLight HomeCare and Senior Care Authority both help families care for their eldest members. Other business models focus on clients who are quite a bit younger.

"Everything we do on a day-to-day basis [is] with the care and education of children in mind," explains Greg Helwig, the president of childcare provider Kiddie Academy (page 58). "We focus a lot on character issues, which you don't often hear about, but for us it's very important to teach children

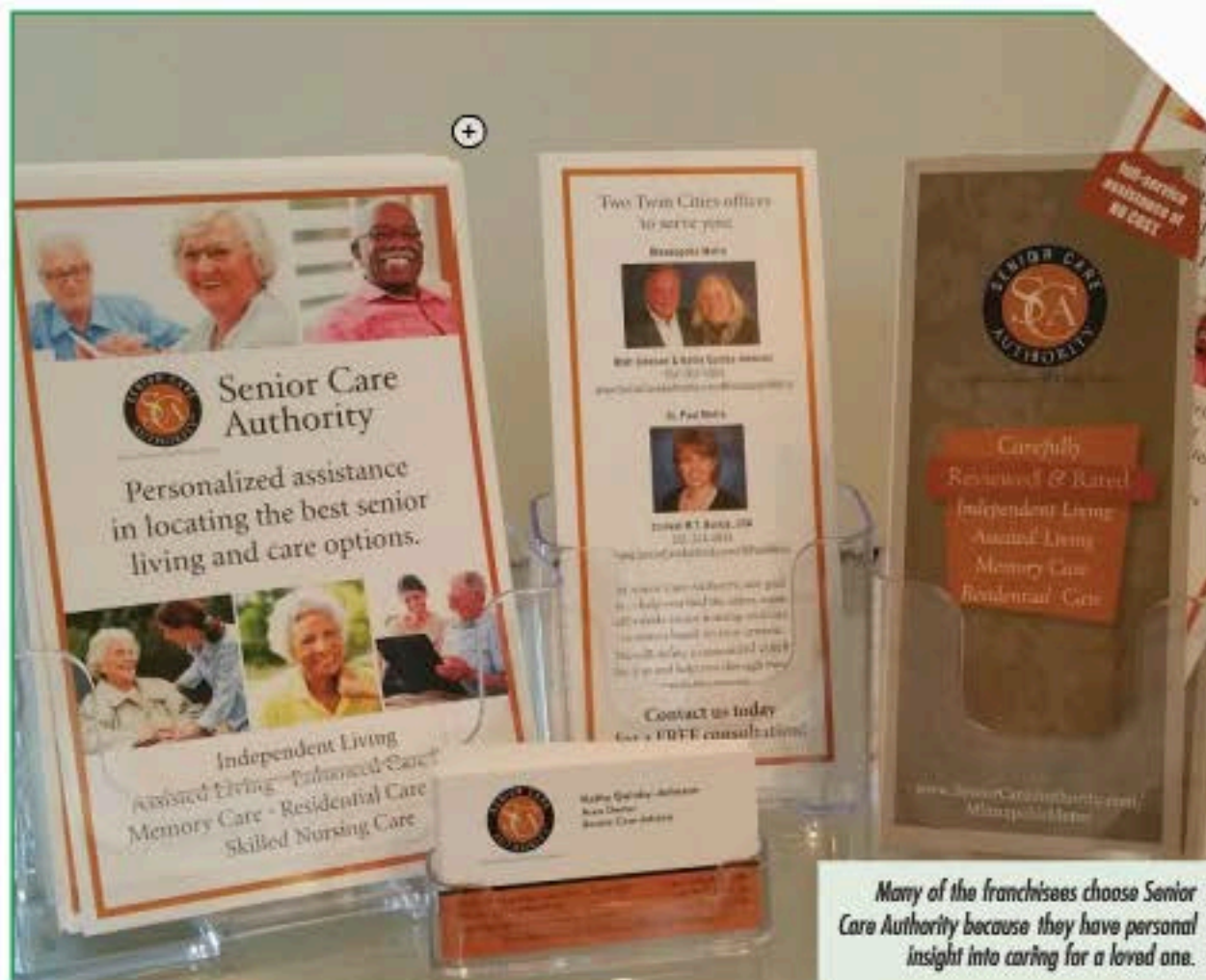


manners and politeness in addition to all the essential educational pieces."

Then there is Tutor Doctor (page 64), which helps students who might be struggling academically. "The biggest gift that students come away from the program with is the confidence that they can accomplish anything they set their minds to," President Frank Milner observes.

Of course, all franchises should have some positive impacts on their communities. But if yours specializes in giving people a hand, we'd love to hear from you.

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Giving Back

Senior Care Authority helps its franchisees grow by providing unparalleled support. **BY STEPHANIE CRETS**

When a loved one gets older, figuring out how to properly care for them can be a difficult, daunting task. With so many long-term care options, how can anyone be sure they're making the best one for their parent, grandparent or other family member?

Senior Care Authority is a senior placement service specializing in assisted-living, memory and residential care that offers hands-on quality assistance throughout the complex selection process. With 21 franchised locations across the country and more coming aboard, Senior Care Authority goes above and beyond to find the right solution for families.

CEO Frank Samson has an exten-

sive background in franchising, but found getting the answers he needed while navigating the healthcare system were challenging for family members. Samson saw an opportunity to meet the demands of an aging population that will only continue to grow. Thus, Samson founded Senior Care Authority in 2009.

"Early on, I recognized that this was going to work," he says. "Not only was it a good business opportunity but more importantly, I felt like I was giving back. Throughout my career, I enjoyed helping others set up their own business and being successful. I wanted to do the same thing in this wonderful industry."

Samson started franchising the company at the end of 2014 and currently covers 35 territories with plans to be in 100 markets by the end of the decade. "That's certainly a short-term goal but we're also very conscious of growing too quickly," Samson says. "We know how many franchisees we can support at a high customer service level. We're growing at the right pace to hit those goals. We want to go beyond 100, but it's an important first step."

FULL-SERVICE OPERATION

Senior Care Authority prides itself on being a full-service operation that provides personalized assistance and guidance to families through the numerous long-term care options. Senior Care Authority provides a necessary process for families.

"One of the key points is we are full-service," Samson says. "If we don't have someone local, we're not going to try to help that family, with the exception of referring them to someone local.. Our model is to first advise families and then assist them with placement services if that is the best next step for them. The beauty of our model to the family is that we earn a commission from the actual assisted living location, so we don't have to charge the family anything for the placement process."

Sometimes, however, the company works with a family that needs other assistance because they're not quite ready to put their loved one in assisted living. For that, Senior Care Authority can take on a consulting role for families.

"That's something we've incorporated into our franchise that's quite unique," Samson continues. "The two, I've felt, strongly work well together. And families appreciate [it]."

Successful Model

Many Senior Care Authority franchisees choose this business model because they have personally experienced the challenges of caring for a loved one. While that's not a prerequisite for taking on a franchise, it certainly gives them insight into this crucial life step.

"People get into this because it really makes you feel good at the end of the day – the fact that you can make a good living, build equity in the business and really feel like you gave back by helping families," Samson says. "When I get a message from a family member about how I helped their family, helped their loved one find a place to live and receive proper care, how I made it easier on their family and made their father or grandfather's final years more comfortable

– you can't put a price tag on that. Our franchisees do not get into this business just for the money since there's so much more to it than just that."

Other benefits of a Senior Care Authority franchise are that it requires very little overhead and can be operated out of a franchisee's home. For new franchisees, the company offers a comprehensive, ongoing online training program taught by some of the top educators in our industry. After that, the franchisees move on to one-on-one coaching, which includes assisted-living regulations and applying many of the details learned in the online training.

"I go out to spend time with the franchisee in their market and go out on calls with them, visit assisted-living communities and residential care homes and

show them first-hand what to look for and how we vet the facilities," Samson notes. "We're very hands-on with that"

After training and coaching is complete, a franchisee is ready to build his or her business. Senior Care Authority helps its franchisees market themselves by providing a fully customized website, social media platforms, proven marketing strategies and marketing materials to hit the ground running. The company will provide the necessary "behind the scenes" support for each franchisee.

"We make everything as seamless as possible so they can concentrate on building their local relationships," Samson says. "What really gets me excited is when I see a franchisee doing well, making placements and knowing that things are happening."



Senior Advocacy and Living Source

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