



Welcome to HomeWell Care Services®

A Franchise Opportunity Overview



For New York: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

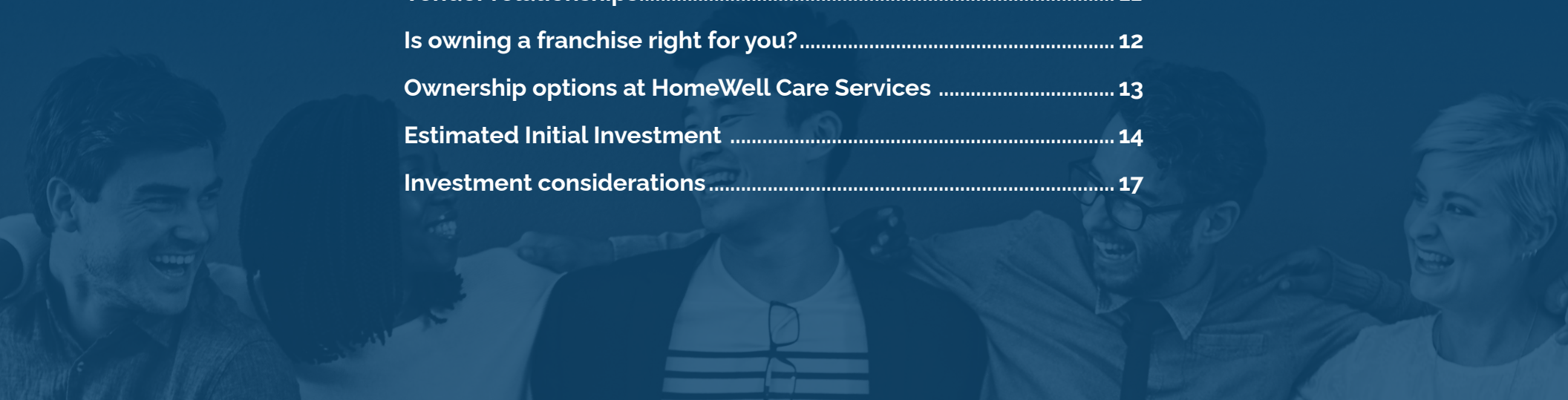


“This was by far our best family business decision — and we’ve made a few of them over the years. It’s entirely changed our family’s lives. I go home feeling fulfilled at the end of the day because we help people for a living. If you’ve got a servant’s heart, there’s not a whole lot of things better than this that I know of.”

Josh Frommer, Owner of HomeWell Care Services in Anchorage, Alaska

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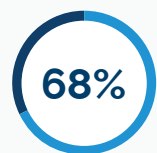


Join us on a path to freedom and fulfillment

At HomeWell Care Services, our franchise owners are driven to make a lasting impact on their communities and find true fulfillment in their work. They leave behind corporate America and other pursuits to build a meaningful legacy enriching the lives of others while also achieving their dreams of business ownership.

HomeWell will provide you with the structure, training and ongoing support designed to help you accomplish your business goals and become a thriving franchise owner. With an established network of resources, ongoing support for franchisees and the demand for home care increasing daily, HomeWell has positioned itself as a leader in the home care sector.

HomeWell's performance, combined with our industry's trajectory, has the makings of a sound and rewarding investment.



of adults age 50+ believe they will need assistance with daily activities as they grow older¹



of adults age 50+ prefer to age from the comfort of home²



of adults age 65 and over need assistance with daily living³



30,000

Minimum number of seniors in each HomeWell territory



11,200

Number of baby boomers turning 65 each day through 2030⁴

How do we compare?

A HomeWell franchise is the perfect fit for those looking for a community service-oriented career, where financial compensation isn't the only reward for a job well done; it's the cherry on top of the satisfaction gained by caring for others and the value you add to the day-to-day lives of clients who need your help. With the growing demographic for home care, there has never been a better time to join HomeWell in its mission to provide trusted care with true compassion.



When compared to other industries, it's clear why more entrepreneurs are more drawn to home care now than ever before:



Reasonable investment



Flexible ownership
options available



Generally scalable
with little
additional funding



Multiple territories may be able
to operate from one office



Growing market
opportunity



In-demand and growing
industry

The HomeWell care approach

Independently owned and operated HomeWell Care Services® agencies, franchised by HomeWell Franchising LLC, are one of the nation's leading non-medical home care provider systems. HomeWell agencies committed to helping people live life more fully, from being a helpful companion to those who struggle with regular activities of daily living—such as grooming, cooking, errands, and medication reminders—to assisting with some of life's biggest challenges, like chronic conditions, palliative and hospice care support.



The resources are so vast and so deep, between the training, the software, and the integrations capable through all types of different things to train caregivers and recruit. I just knew that our community needed this in a really important way, and that we could do a lot better especially through the resources that HomeWell provides.

Blair Reeves

HomeWell Care Services Owner in Greenville, North Carolina



What makes a HomeWell franchise different?

At HomeWell, we understand the true measure of our success—our owners. By going above and beyond to guide them, we have built a trusted reputation for delivering peace of mind for both entrepreneurs considering our industry and our current owners. We are deeply committed to furthering our value by continuously innovating new tools and enhancing support to help them build impactful home care agencies in their local markets.

Tap into the power of a national brand by leveraging our best-in-class resources, including:



Marketing support: Access to vendors that provide you with cost savings and revenue-driving opportunities along with our online Marketing Hub—an extensive library of approved materials to fulfill any and all of your marketing needs.



Networking opportunities: Connect with thought leaders in the home care industry and experienced franchise owners for insights into helping you increase your bottom line.



Signature Programs: HomeWell offers plug-and-play brand initiatives that position you as a thought leader in your local market and brand programs that will attract clients, drive referrals and differentiate you from your competition.



Personalized business support: One-on-one business coaching with a qualified professional who prioritizes your business goals and ongoing role-based training through our learning management system.



Seamless exit strategy: Rather than dissolving your business or scrambling to find a successor, we may be able to help find a suitable replacement to pick up your torch when you're ready to transition into the next chapter of life.

Our brand promise

In addition to our business support, we also provide owners with a home care brand that stands out among its competition. We start with our Brand Promise: **To those we serve and their loved ones, HomeWell Care Services delivers on every aspect of quality care—with trusted and reliable expertise, true compassion and a culture that prioritizes your peace of mind. It is upon that very foundation that our Brand Pillars rest and where our franchisees provide compassionate care, reliable service, and build trustworthy relationships with our clients, families, and communities.**

Our brand pillars

Our approach



Our franchisees offer a mindful, holistic approach to home care. With a personal Care Manager and care plan and a wide range of specialized care services, our agencies account for the individual physical, mental and emotional needs of clients to improve their long-term health and quality of life at home.

Our passion



HomeWell is in the business of people, and we wouldn't have it any other way. From the way the Care Managers interact with families and lead with integrity to the kind, nurturing touch of the caregivers, we are a people-focused franchise motivated by the difference our franchisees make in the lives of those they serve.

Our communities



HomeWell is shaping the home care industry by furthering our role within the continuum of care nationwide and in our local markets. Our franchisees build rewarding partnerships within their communities to provide educational outreach and enhance the level of support for families in their areas.

Our brand essence

How does one define the feeling of home? For many, it's about comfort, familiarity and the little things that make simple routines worth cherishing. It's your favorite chair or the view from the kitchen sink. Or maybe it's a fundamental feeling of place—an indelible connection with a space and the relationships housed within them, that lets you know—you're right where you belong.

We are a group of people compelled and united by a single calling: to help. To help our seniors maintain their sense of belonging and independence; to ensure all those in need receive the care they deserve; and to show overwhelmed loved ones that doing all you can for someone doesn't have to mean doing it alone. We understand that it can be scary—one can't help but feel uncertain when not feeling in control. But HomeWell Care Services exists to change that.

On its most foundational level, this starts with trained expertise and the ability to identify and properly address needs, as well as respond to new ones. See, our franchisees don't just show up prepared for the day. This proactive approach ensures our franchisees are continuously planning for the next one, and always with your loved one's best interest in mind. The caregivers are compassionate, the care managers are responsive, and the process is built on honest and open communication. This process is what gives us the ability to fulfill our purpose and ensures your peace of mind remains our top priority.



Focused on your growth

Our corporate team—comprised of franchising and marketing experts—provide valuable support to our local franchised agencies and practical solutions for each franchisee to help them capture their market, build brand awareness and enhance their reputation in the community and online. You can count on us to help you establish credibility and drive business growth.

HomeWell marketing and communications support

Working with national and leading brand agencies, HomeWell develops marketing and communication programs that should drive leads to your business, including:



Dynamic brand and individual agency websites that effectively relay HomeWell's unique value proposition



Effective content strategy that positions HomeWell as thought leaders in home care



National public relations efforts designed to increase brand awareness



Marketing and brand collateral to promote the quality of your care services and for your agency to gain positive exposure within your community

Going beyond everyday care

HomeWell provides our franchise owners with comprehensive care services and specialized support offerings strategically designed to improve the quality of life and independence for each client, including programs to help reduce rehospitalizations and fall risk while safeguarding their health and increasing socialization. These proprietary programs not only positively impact those entrusted to your care but ensure confidence in our brand, distinguish your care from competitors, and, most importantly, attract new referral sources.



What our Signature Programs are:

Purposeful: Leveraging years of home care industry expertise, HomeWell identified some of the most severe obstacles threatening the independence of those recovering or aging at home and developed distinct care programs to help manage them effectively.

Expertly Designed: Our programs are data-driven and developed by industry experts with years of clinical and home care experience.

Proactive: We anticipate and mitigate potential risks to help the client get ahead of them and avoid hospital readmission for circumstances that could have been prevented through proper care.

Collaborative: Care Managers communicate with the client and their loved one's healthcare team to ensure the best long-term outcomes.

HomeWell Cares Community Education Initiative

HomeWell Care Services agencies provide valuable local health care education and community outreach resources to seniors, families, referral partners and their local communities through our HomeWell Cares™ Community Education Initiative. Through this initiative, educational events and program materials are offered on a variety of health, wellness, and safety issues that often afflict our senior population. Our goal is to build awareness to help identify and avoid associated challenges and risks with these issues.



Laying the foundation for your future

In the months leading up to your business opening, you will receive dedicated support from our Opening Services and Training and Development teams. We'll provide you with the industry knowledge you need and help you complete important tasks in preparation for launch.

Our pre-opening support is divided into three key phases:



Pre-Launch

One of the first steps in our home care business training involves handling foundational tasks to support your HomeWell franchise establishment. With a better understanding of our industry and general home care practices, you will be equipped with the practical knowledge and insight to launch your business.



At Launch

As you take steps toward becoming operational, your Franchise Business Coach will visit your location before your official opening date to help with any last-minute preparations.



Post-Launch

Following the launch of your business, you can expect ongoing support as you continue building on the fundamentals of operating your agency, introducing you to more tools and resources designed to help you hit the ground running and reach your personal and financial goals.

Vendor relationships

As a new owner, connecting with vendors is crucial for operating your business efficiently. Fortunately, HomeWell provides you with a head start. We have existing vendor relationships that result in discounts for a wide range of valuable services and help ensure a superior experience for all the products and services they offer. As your franchisor, you can count on our due diligence to manage these beneficial relationships to continue bringing discounted opportunities for you and your agency's staff.

Some of our vendor discounts include:



Background checks



Insurance



Advertising and
Marketing



Payroll



Employment and Labor
Law Solutions



WellSky Online
(Home Care Operating System)



Office Supplies

Is owning a franchise right for you?



Caring Heart

The home care industry requires a caring heart and not just a focus on the bottom line.



Effective Communicator

Building relationships with your clients and caregivers is essential.



Decision Maker

Are you comfortable taking risks and making decisions?



Creative

Can you think out of the box to solve challenges?



Negotiator

Do you have the skills to navigate complex situations and still achieve a win on both sides?



Dedicated

Are you willing and able to put in the time required to achieve your goals?



Nimble

Can you easily change course and adapt to unexpected changes?



Self-Motivated

Do you have the internal drive that gives you the fuel and desire to succeed?



Ownership options at HomeWell Care Services

Did you know HomeWell offers two paths to business ownership? If you're considering investing in HomeWell Care Services, you now have buying options.

Upon signing your franchise agreement and paying an initial training fee of \$5,000, you can choose between the following:

Option 1: Full Initial Franchise Fee

Our traditional buying option includes an initial franchise fee of \$49,500, with an ongoing royalty rate of 6% and a 1% brand fund contribution.* The initial franchise fee must be paid in full within 120 days from the date of signing your franchise agreement.

Who may prefer this option: You may prefer this option if you want a lower ongoing royalty structure and a more traditional investment approach. This option is also for those planning to purchase more than one territory.*

Option 2: Reduced Initial Franchise Fee with Elevated Royalty

You can opt for a reduced initial franchise fee of \$15,000 prior to opening. In addition to the 1% brand fund contribution, franchisees selecting this option will pay an elevated royalty rate of 10% until gross revenue reaches \$1.5 million, after which the standard royalty rate applies.**

Who may prefer this option: This path may be considered by those looking to reduce upfront costs, while understanding that a higher royalty rate will apply during the early stages of business growth. This option is only available for a single territory.**

Starting a new business can feel daunting, but HomeWell is here to help. Regardless of the path you choose, we'll equip and empower you to hit the ground running and achieve your goals.

You have a dream. You have buying options. And you have HomeWell to support you throughout your entire lifecycle of business ownership. What are you waiting for?

*Under the Full Initial Franchise Fee offering, franchisees pay a nonrefundable initial franchise fee of \$49,500 plus a nonrefundable training fee of \$5,000 (which includes initial training for up to 2 attendees) due upon signing the franchise agreement and 6% royalties plus a 1% brand fund contribution (or a minimum royalty fee, whichever is greater). See Items 5, 6, 7, and 11 of the 2026 FDD.

**Qualified new franchisees who choose the reduced initial franchise fee option will pay a \$15,000 initial franchise fee and a \$5,000 nonrefundable initial training fee (for up to 2 attendees), with the training fee due upon signing the franchise agreement and the initial franchise fee due prior to opening. Franchisees will pay 10% royalties plus a 1% brand fund contribution (or a minimum royalty fee, whichever is greater) until reaching \$1.5 million in gross revenue, after which the standard royalty rate of 6% plus a 1% brand fund contribution applies. This option is only available for a single territory and cannot be combined with any other incentive. See Items 5, 6, 7, and 11 of the 2026 FDD for additional terms and conditions.

When opening a HomeWell franchise, you can expect the following types of expenditures*:

TYPE OF EXPENDITURE ¹	LOW AMOUNT	HIGH AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Initial Franchise Fee ²	\$15,000	\$49,500.00	Lump sum	Upon signing of Franchise agreement	Us
Training Fee ³	\$5,000.00	\$5,000.00	Lump sum	Upon signing of Franchise agreement	Us
Travel and Living Expense for On-Site Education ⁴	\$0	\$3,500.00	As incurred	Before opening	Vendors
Real Estate ⁵	\$3,600.00	\$9,000.00	As incurred	Before opening	Landlord
Furniture & Furnishings ⁶	\$0	\$5,000.00	As incurred	Before opening	Suppliers
Signage ⁷	\$300.00	\$4,000.00	As incurred	Before opening	Vendors
Computer Hardware ⁸	\$1,000.00	\$3,000.00	As incurred	Before opening	Vendors
Computer Software ⁹	\$876.00	\$1,560.00	As incurred	Before opening	Vendor
Email Services ¹⁰	\$25.20	\$252.00	As incurred	Before opening	Us
Online Home Care Compliance Platform Initial Set-Up Fee ¹¹	\$1,000	\$1,000	Lump sum	Upon signing of Franchise agreement	Us (which we will pass through to the Vendor on your behalf)
Office Equipment and Supplies ¹²	\$1,500.00	\$4,000.00	As incurred	Before opening	Vendors
Marketing Materials ¹³	\$2,000.00	\$4,000.00	As incurred	Before opening	Vendors
Local Marketing ¹⁴	\$3,000.00	\$18,000.00	As incurred	Before opening	Vendors
Grand Opening Marketing ¹⁵	\$1,000.00	\$5,000.00	As incurred	Before opening	Vendors
Additional Staffing ¹⁶	\$20,000.00	\$65,000.00	As incurred	As incurred	Employees
Caregiver Recruitment and Training ¹⁷	\$3,000.00	\$6,000.00	As incurred	As incurred	Vendors
Professional Fees ¹⁸	\$0	\$5,000.00	As incurred	Before opening	Vendors
Miscellaneous Pre-Opening and Opening Costs ¹⁹	\$500.00	\$1,000.00	As incurred	Before opening	Suppliers, Utilities, etc.
Licenses and Permits ²⁰	\$100.00	\$5,500.00	As incurred	Before opening	Government Agencies
Insurance ²¹	\$1,500.00	\$5,000.00	Lump sum	Before opening	Insurance Company
Conference Registration Fee Installment ²²	\$0	\$600.00	Lump sum	As incurred	Us
Additional Funds (3 Months) ²³	\$10,000.00	\$33,000.00	As incurred	As incurred	Vendors, Us
TOTALS²⁴	\$69,401.20	\$233,912.00			

*See HomeWell April 29th, 2024 Franchise Disclosure Document Item 7. Estimated Initial Investment for additional details on the type of expenditures, the method of payment, due dates, and to whom payment is made. These are estimates only for pre-opening and the first three months of operation, and your actual costs may vary.

1. **General:** This is an estimate for the development of a single HomeWell Care Services franchised Territory. We do not offer direct or indirect financing for any of these items. The availability and terms of financing from other sources will likely depend on factors such as the availability of financing generally, your creditworthiness, and the policies of lending institutions. None of the fees payable to us are refundable. Payments to third party vendors generally are not refundable, unless you make other arrangements with a vendor.
2. **Initial Franchise Fee:** As of the date of this disclosure document, the standard initial franchise fee is \$49,500. However, if you are a new HomeWell franchisee purchasing a single Territory, you may select one of two fee options: If you select Option 1, you will pay a \$49,500 initial franchise fee when you sign the Franchise Agreement. Under Option 2, you will pay a \$15,000 initial franchise fee, and your ongoing royalty fees will be 10% of Gross Revenues for the first \$1.5 million of Gross Revenue generated by the first Territory, or the minimum royalty (whichever is greater) instead of the standard ongoing royalty of 6% of Gross Revenues. (A "new" HomeWell franchisee is an individual who has never had an ownership interest in a HomeWell Franchised Business or an entity whose owner(s) have never had an ownership interest in a HomeWell Franchised Business.) If you purchase one or more additional franchised Territories at the time that you purchase your first franchise, you will receive a 20 percent discount on the initial fee for each additional Territory that you purchase.
3. **Training Fee:** You must pay a nonrefundable \$5,000 Training Fee when you sign the Franchise Agreement for up to 2 people to attend our initial training program. If you are an existing HomeWell franchisee purchasing an additional Territory, we may, in our discretion, waive your training requirement and the Training Fee.
4. **On-Site Education:** We encourage you to spend 1 to 3 days on site at an operational location to familiarize yourself with the day-to-day operations of a HomeWell Care Services business before your grand opening. You are responsible for arranging transportation, as well as expenses incurred while attending on-site education, including meals and lodging. The low figure assumes virtual training and no visitation to another location. The high figure assumes 2 people attending on-site education, and 3 or more people attending in-person initial training.
5. **Real Estate:** You must provide a suitable commercial space for your business. Typical locations are strip centers and commercial office buildings. A typical office will range in size from 500 to 1,000 square feet. We estimate that your rent will be \$600 to \$1,500 per month or a total of \$3,600 to \$9,000 for an initial period of six months (approximately three months before opening and three months after opening).
6. **Furniture and Furnishings:** Only basic office furniture is required for operation of your Business. If you lease an executive suite or shared office space, furniture and furnishings may be included at no additional charge.
7. **Signage:** This range includes the estimated costs to acquire the signage required for your location, which may include door lettering, placards, or storefront signage.
8. **Computer Hardware:** This range includes estimated costs of one to three desktop or laptop computers, a printer, and monitor(s), for your business.
9. **Software:** This range includes the estimated costs to license the software that we require you to use in your Franchised Business, including WellSky Personal Care management system, Quickbooks, and Microsoft Office.
10. **Email Services:** This range includes the estimated costs of the Microsoft Exchange email services provided through HomeWell for three to six months (\$25.20 for two accounts with 50 GB of storage for three months and \$252 for 5 accounts with unlimited storage for six months).
11. **Online Home Care Compliance Platform Initial Set-Up Fee:** When you sign your Franchise Agreement, you will pay us \$1,000, which we will pass through to a third party to cover the initial set-up fee for your access to the third-party's online home-care compliance platform. As of the date of this disclosure document, we pay all ongoing fees for your use of the platform.
12. **Office Equipment and Supplies:** This range includes estimated costs associated with basic office supplies and typical equipment, such as a copy machine and filing cabinets, as well as purchase of personal protective equipment (PPE), such as face coverings and gloves. The estimated costs for PPE ranges from \$500 to \$2,000.
13. **Marketing Materials:** You can expect to purchase an initial inventory of (and on an ongoing basis after that), Franchisor approved marketing collateral and other branded marketing materials to supplement your sales efforts.
14. **Local Marketing:** You must spend a minimum of \$1,000 or 2 percent of Gross Revenues, whichever is greater, on local marketing. This range includes the estimated costs for 3–6 months for local marketing and advertising efforts. The low figure of this range is your required minimum for three months. The high figure includes an estimated spend of various advertising methods for six months.
15. **Grand Opening Marketing:** You must have a grand opening event during the period beginning 30 days before opening and ending 90 days after opening, but we do not require that you spend a specified amount on your grand opening event.
16. **Additional Staffing:** You should expect to have at least one full time employee upon opening your Franchised Business. This range does not include caregiver wages or an owner's distribution or salary. Certain states require that you have a nurse or administrator as part of your staff. The low figure includes the approximate salary and associated payroll burden of one full-time employee for three months. The high figure includes the salary and associated payroll burden of two full time employees for six months.
17. **Caregiver Recruitment and Training Services:** This range includes the estimated costs of caregiver recruitment, training, and other onboarding services for three to six months.
18. **Professional Fees:** You may require the services of an attorney, CPA, or other advisor when you establish your business. This range includes the estimated costs for these services, which may vary depending on your business needs and state requirements.
19. **Miscellaneous Pre-Opening and Opening Costs:** This estimate includes other deposits, utility costs, and telephone and communications costs.

20. **Licenses and Permits:** Depending on your state and local government licensing requirements, you may be required to pay registration fees to perform personal care services. These fees vary from state to state. It is your responsibility to review, understand, and comply with all laws pertaining to your business.
21. **Insurance:** You must purchase and maintain insurance coverage from approved suppliers as specified in the Franchise Agreement or Manual. This range is an estimate of one year of insurance premiums (not including workers' compensation, which varies widely by location).
22. **Conference Registration Fee Installment Payments:** You must pay a \$100 Conference Registration Installment each month beginning in the first month after you sign the Franchise Agreement, and depending upon when you open your Franchised Business, you may begin incurring these fees before opening.
23. **Additional Funds:** We recommend that you have working capital funds to cover certain operating expenses, such as rent, marketing collateral, and local marketing, for an additional three months (beyond the initial three-month start-up period). This category also includes wages and payroll taxes for caregivers during the initial caregiver onboarding process. It does not include caregiver wages paid for providing services, which should be fully funded from client payments collected before providing services. This category does not include employee wages or an owner's distribution, salary, or living expenses.
24. **Total Estimated Initial Investment:** We have relied on the experience of our existing franchisees in preparing the estimates in the chart.

Investment considerations

At HomeWell, we recognize that pursuing franchise ownership requires thorough research and consideration. Throughout your due diligence process, we are committed to providing the information and resources you need to determine if we are the right fit for you. For franchising opportunities or to learn more about HomeWell, please connect with us via our contact information provided below:

Phone: 817-916-8904

Email: franchising@homewellcares.com.



I was reluctant to join a franchise, but what drew me to HomeWell was their family feel; it wasn't a corporate feel. HomeWell provides us with direction and gives us what we need but also gives us the freedom to do what we feel is best for our franchises.

Mark Fratto

HomeWell Care Services Owner in Beverly Farms, Massachusetts





Find out more about HomeWell Franchising LLC.
homewellfranchising.com | 817-916-8904

Trusted Care. True Compassion.®

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