

# An Introduction to a Necessary & Rewarding Franchise Opportunity



*Sile Seoige presents the Irish Franchise of the Year Award for 2011  
to Ed Murphy of Home Instead Senior Care*

# Franchise Information

*An ageing population has created an incredibly meaningful, unique and rewarding franchise opportunity.*

## **The Market & The Opportunity**

At present in Ireland about 11% of the population is over 65. This will rise to 15% by 2020 and 29% by 2050. The percentage of people aged 80 and older will increase on average by 50% over the next 15 years. The increase in the ageing population provides an enormous opportunity for Home Instead Senior Care and their franchisees.

In a recent survey over 90% of older people stated that their greatest fear was ending up in residential care - older people want to live at home for as long as possible and Home Instead helps them achieve this.



## **History**

The Master franchise rights for Home Instead Senior Care in Ireland were acquired by Ed Murphy and Michael Kearney in March 2005. *The company was founded in Omaha, Nebraska, USA in 1995 and has since grown to over 800 franchised offices worldwide.* As well as USA and Ireland, Home Instead also operates in Canada, Japan, Australia, New Zealand, Taiwan, China, South Korea, Puerto Rico, UK, Switzerland, Germany, Austria, Portugal, Finland and Italy.

One of the key components of examining any franchise opportunity is its ability to cross boundaries and countries and the fact that Home Instead is operating in many diverse cultures is testament to the robustness of the business model.

## **Growth**

Currently there are *Five offices in Dublin as well as offices covering Galway, Cork, Wicklow, Wexford, Kerry, Donegal, Waterford, Tipperary, Limerick, Meath, Louth, Westmeath, Offaly, Longford, Laois and Kildare. The expectation is that every county will be covered by 2013.*

## Company Description

The company provides services to seniors that enable them to live in their own homes for longer than would be otherwise possible. Services include personal care, which might involve assistance with walking, dressing, meal preparation, medication reminders and home care such as light housekeeping, laundry as well as providing transport to medical appointments and shopping. People with early dementia or Alzheimer's can also be assisted and convalescent care is available for those who have recently been in hospital.

Older people often end up having to leave their homes because they have no one there to help them with activities of basic living. We directly employ CAREGivers, whose references are checked thoroughly and they are also Garda checked. CAREGivers go through a training programme and are supervised by a quality care manager who liaises with the person's family and monitors the ongoing services.

Central to the success of the service is the relationship between the CAREGiver and the senior person. *Home Instead have a full training programme for CAREGivers that covers all aspects of the job, and is accredited by FETAC 5.* We are also sensitive to the personal aspects of the relationship with the person being cared for. This is a long term commitment and if clients are not completely content, Home Instead will substitute the CAREGiver.

## Leopardstown Office is World's Number One

The pilot office in Leopardstown enjoyed the most successful first year ever recorded by a Home Instead Office worldwide *and is currently looking after more than 300 clients with monthly revenues exceeding €500,000.*



*Home Instead Caregiver, Marian Connolly  
providing companionship to our client Rosaleen Doyle*



## Services

Home Instead Senior Care CAREGivers provide one-on-one, assistance so seniors feel more confident and less isolated. From a few hours a day up to 24 hours - seven days a week, including weekends and holidays, Home Instead Senior Care CAREGivers provide the following services

- Home Care & Companionship
- Personal Care
- Respite & Convalescence Care
- Dementia & Alzheimer Care
- High Dependency Care
- Transportation & Errands
- Palliative Care
- Arthritis Care

These services are offered through an independently owned and operated franchise with staff and *CAREGivers who are responsive to the older person's needs.* Our CAREGivers are managed and supervised by qualified Care Managers.

## Franchise Training

The initial week long training programme at the company's headquarters in Omaha establishes the foundation of support between the company and our franchise owners. It puts new franchise owners quickly on-track in building their businesses in an aggressive - yet steady, comfortable and manageable fashion.

Before travelling to Omaha a week long training programme takes place in Ireland.

The Home Instead Senior Care training experience will most likely exceed a new franchise owner's expectations. It effectively prepares a new franchise owner to confidently begin business immediately upon completion.

The programme has been thoroughly researched, evaluated and tested. Instruction is provided by a team of experienced and qualified individuals. New franchise owners not only learn about the business, but they are also provided with ample opportunities to apply what is set forth in the classroom.



*Ed Murphy and Michael Kearney receiving their award for 'Best Emerging Franchise', at the 2006 Irish Franchise Awards from the CEO of the Irish Enterprise Board, Frank Ryan.*

We also provide established franchise owners with specialised training programmes designed exclusively for their key staff members. Our staff's training programmes are designed to develop lasting managerial insights and skills



## **Employment**

Home Instead Senior Care currently employs over 100 people in its network of franchised offices around the country. These offices employ c.1200 CAREGivers to provide services to older people. Growth plans project that this figure will continue to rise, with the company planning to provide a Home Instead office covering all 32 counties over the next three years. The outlook for Home Instead Senior Care is very bright, with *revenues projected to reach €30 million and upwards in the next five years.*

## **Franchising as a Way To Start a Business**

Statistics show that franchising is a much better and secure way to open a business. 90% of all franchises in every industry are still operating five years later. The back-up and support provided by the head office is critical to the success as is the support of fellow franchisees as the network expands.



## **Ongoing Franchise Support**

Ongoing franchise support is designed to keep our franchise owners aware, informed and continually educated. Our field visit programme, another benefit included in the initial franchise fee, focuses on reinforcing techniques and methods learned during the initial training weeks in Ireland and Omaha.

A series of intranets and on-line resource centres keep our franchisees updated and informed. This technology provides access to developing and evolving programmes and procedures that effectively impact a franchisees operational, marketing and administrative activities.

Our regular meetings are another opportunity to learn, network and facilitate business growth. Each meeting's agenda is jam packed with operational, marketing and administrative know-how to further a franchisees growth and development.

## **Marketing**

The Home Instead Senior Care marketing programme is a focused and proven professional-to-professional system that is cost effective in producing referral business results. This is in stark contrast to costly media driven approaches. *Our focus is targeted strictly upon direct mail, networking and network support tools.*

## **Public Relations**

Our Public Relations campaigns tie in closely with our marketing. We work continuously to develop brand awareness throughout Ireland which drives service enquiries to each local office.

## **Materials**

Our presentation materials are second to none. These market-tested materials are designed to present a truly professional image in the minds of local referral contacts. The printed materials and senior event exhibit tools are what you'd expect from the industry leader. Employed correctly, they support our franchise owners in quickly establishing Home Instead Senior Care as the dominant local home care provider.

Another resource for client inquiries, as well as employee prospects, is our website. It is easily found at [www.homeinstead.ie](http://www.homeinstead.ie), and most importantly, it is informing hundreds of unique visitors each month about the company.

## **Business Operating Software System**

The Business Operating Software System (BOSS) is yet another Home Instead Senior Care exclusive. It simplifies and handles administrative, scheduling, payroll and invoicing duties. It streamlines time consuming, detail oriented tasks which free up valuable time that can be dedicated to networking and business development activities. Our BOSS software is simple, flexible and thoroughly user friendly.

## Summary

- Pilot operation in Leopardstown has enjoyed the most successful first, second and third year in operation of over 800 offices worldwide.
- Ed Murphy & Michael Kearney have an excellent track record in franchising having founded and developed the Snap Printing franchise which has become Ireland's leading print and design group. They have also brought the CeX (Complete Entertainment Exchange) franchise to Ireland and the first store opened in March 2011 in Upper Liffey Street, Dublin 1.
- The seventeenth office opened in Kildare in January 2010.
- The business has grown to €15,000,000 in revenues in less than three years.
- We have provided employment opportunities for over 1000 people, many of whom may not have returned to the workforce without the encouragement of Home Instead. This figure is expected to rise to over 2,000 in the next five years.
- We are providing care for over 1000 people, helping them enjoy a quality of life that otherwise they may not have had. This figure is again expected to increase to over 2,000 in the next five years.
- Home Instead has received recognition in press and on radio and are seen as a driving force behind changes in regulations such as VAT and tax relief.

## Recent Awards and Nominations

- At the Irish Franchise Association Awards 2011 - Home Instead Senior Care won the Irish Franchise of the Year Award for 2011. Hugh McGauran, Managing Director of Home Instead Senior Care in Rathfarnham was nominated for Franchise Person of the Year in the Service Category 2011.
- Home Instead Senior Care received a hat trick of nominations for the Irish Franchise Association Awards 2010 - Home Instead Senior Care was nominated as Franchise of the Year in the service category 2010, Ed Murphy was nominated as Franchise Person of the Year 2010 and Noeleen Cronin, Managing Director of Home Instead Senior Care in Cork was nominated as Franchise of the Year in the Service Category 2010.
- Ed Murphy and Michael Kearney were nominated for the Ernst and Young Entrepreneur of the Year 2009 for Home Instead Senior Care.
- Home Instead Senior Care Swords won Best New Business Award 2009 at the Fingal Business Excellence Awards. Home Instead Senior Care Swords were shortlisted for three categories: Best Growth Business, Best New Business and Customer Services - Services Sector.

## The Next Step Is Yours

There is no cost to learn more about Home Instead Senior Care and our exclusive franchise territory opportunities. Simply complete the enclosed application form and return it by mail or fax. A company representative will be in touch to assist you in further exploring a relationship with Home Instead Senior Care.

This information does not constitute a franchise offering. A franchise offering can only be made through a Uniform Franchise Offering Circular.



## ***Giving Something Back***



*At the 'Home Instead Centre For Successful Ageing' announcement were (L-R) Home Instead Senior Care's Co-Founders Paul and Lori Hogan; Professor Jane Potter, who will direct the centre; and Harold M Maurer, UNMC Chancellor.*

Home Instead Senior Care gave a significant gift to the University of Nebraska Medical Centre to build a new Research centre to house UNMC's geriatric medicine and geriatric psychiatry programs and provide space for a dedicated Community Education and Outreach Centre.

**[www.homeinstead.ie](http://www.homeinstead.ie)**