

A Master Franchise Opportunity in the Booming Homecare Market



BrightStar Care® is a high-growth U.S. franchise providing a unique mix of medical staffing services, in-home care by licensed nurses and non-medical care by highly trained staff. Founded in 2002 by Shelly and JD Sun, BrightStar Care rapidly built a reputation as an award-winning franchise with outstanding brand loyalty and a mission of helping people. With a proven business model and web-based management software, the BrightStar Care franchise is uniquely positioned for expansion in the booming global homecare sector.

 	<p>The <u>only</u> homecare franchise currently ranked in <i>Inc. 500</i> Achieved <i>Inc. 500</i> ranking in 2009, 2010 & 2011. Currently #29 in Health category</p> <p><i>Entrepreneur Magazine's Fastest Growing Franchises</i> Ranked #21 in 2012 and #41 in 2011 – Highest in homecare</p> <p>International Franchise Association <i>Entrepreneur of the Year</i>, 2009: Shelly Sun, CEO</p> <p>American Express & Women Presidents Organization - <i>50 Fastest Growing Women-led Companies</i>, #2 in 2010, #1 in 2011 & 2012</p>
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Why is BrightStar Care® one of the fastest-growing U.S. Franchises?

- Franchise Performance** -- As a franchisor, BrightStar® has built a strong and successful base of franchise owners by providing a wealth of training, business tools and franchise support.
- Quality Control Programs** -- BrightStar requires U.S. franchisees to become **Joint Commission Accredited** and undergo the **BrightStar Clinical PathwaysSM** Program. As such, all BrightStar Care franchises must meet strict standards and procedures, resulting in more efficient operations and a loyal following of clients. Comprehensive employee screening and staff certification are also core requirements of the franchise.
- Range of Services** – BrightStar Care offers a unique mix of services that meet the high-demand care requirements of both families and healthcare facilities. Unlike most homecare companies, BrightStar Care offers both medical and non-medical services, including:

BrightStar Care® Mix of Business	
Healthcare Staffing	21.1%
Medical Skilled Home Care	10.3%
Medical Personal Care	47.8%
Non-Medical Caregiver	20.8%

- ✓ In-home skilled nursing care
- ✓ Medical staffing
- ✓ Personal care - Bathing, grooming, etc.
- ✓ Non-medical in-home companion care
- ✓ Home help - Light housekeeping, errands, etc.
- ✓ Care for children



For information on an international license contact
 Ray Hays at rhays@egs-intl.com or on +1 714 797 3386

How is BrightStar Care® uniquely positioned in the homecare market?



BrightStar Competitive Positioning and Unique Features						
SPECIAL BRAND FEATURES*	BrightStar	Home Instead	Comfort Keepers	Right at Home	Local Nursing Agencies	Public Social Services
SERVICES FOR CLIENTS:						
Mandatory nurse manager for client consultation and medical quality checks	Yes	No	No	No	Yes	Yes
In-home care by licensed nurses	Yes	No	No	Yes	Some	Some
Medical staffing services offering carefully screened and qualified professionals	Yes	No	No	No	Most	No
Personal care (bathing, grooming, toileting, etc.)	Yes	Yes	Yes	Yes	No	Yes
Non-medical in-home companion care and home help with trained caregivers	Yes	Yes	Yes	Yes	No	No
Professional care for sick and disabled children	Yes	No	No	No	Only nursing	Only nursing
FRANCHISE OFFERING FEATURES:						
Quality Assurance - Joint Commission accreditation & BrightStar Clinical Pathways™	Yes	No	No	No	Few	Few
Web-based, centralized software available to manage the business end-to-end	Yes	No	No	No	??	??
Medical staffing revenue streams from Local and National Corporate Accounts	Yes	No	No	No	??	No
Extensive resources for training, licensing and rigorous screening of employees	Yes	No	No	No	No	No

* Information on franchisors' web sites, franchise disclosure documents and Entrepreneur.com. Services of local nursing agencies and public social services may vary by country.

What you get with the BrightStar Country Master Franchise:

- ✓ A proven brand in the booming homecare market
- ✓ Comprehensive BrightStar® franchisee launch program with startup tools and training
- ✓ Diverse service offering with both consumer and corporate revenue streams
- ✓ Web-based centralized software system available to manage the business from end-to-end
- ✓ Highly effective marketing programs with customizable print and web-based tools
- ✓ BrightStar Clinical PathwaysSM and other diverse training and quality control resources for owners, managers and employees

Franchise Metrics from 2012 FDD	
Franchisee Revenue:*	
1 st year performance	\$381,004
2 nd year performance	\$933,082
3 rd year performance	\$1,170,828
4 th year performance	\$1,405,112
5 th year performance	\$1,789,466
Average for units open 1 year+	\$1,042,358
Average Time to Breakeven*	11.5 months
Average Gross Margin*	38.8%

*First Store Only

Master Licensee Candidate Requirements:

- Committed to the mission of helping people
- High-growth, respected company with experience in healthcare or related sector
- Ability to expand country-wide through sub-franchising or company-owned locations
- Capital to invest of US\$500,000 to \$1,000,000 depending on country



Potential BrightStar Master Franchise Candidate Groups:

- Private nursing homes, clinics, and other healthcare companies.
- Vendors of Healthcare Products, including durable medical equipment, pharmaceuticals, medical supplies, etc.
- Large Facility Management companies servicing apartments and other residential communities.
- Franchisors, distributors or other representatives of U.S. brands related to the healthcare sector.



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