

Mark,

Our franchise consulting business is located southeast of Houston, Texas. StartupHomeCare (AHI Group, Inc) is one of 18 senior care opportunities in my portfolio; however, I understand that you are not a franchiser, but rather a membership organization. The more I read, the more I like your business model and would like to have more information - because my wife and I are looking at starting a senior home care business of our own.

One of the most common complaints I have heard from owners of senior home care franchises is "I do not know what I am getting for the monthly royalty I pay to the franchiser!" To them, it appears that once you complete training and a few months operation, you are on your own. I do not totally blame the franchiser for this because, in reality, it is up to the franchisee to market, to perfect the business model, and to handle the day to day operations. Other than providing telephony, specialized software, and perhaps advertising media, there is not a lot that the franchiser can do for the franchisee. But is this worth 5 - 6 % of the monthly gross?

So my wife and I asked "Could we start this business without going through the normal franchiser / franchisee program. That is where your business model appeals to us. When you have time, please give us a call so we can clarify some questions and see if StartupHomeCare may be perfect for us. (By the way, I recently moved StartupHomeCare into my top 30 franchises - out of 427.)

Thank you for your assistance!

*John Nichols*