



**ACE HOME CARE**  
**FRANCHISE INC.**

*Technology-Powered, Human-Centered Care*

# **THE ACE HOME CARE FRANCHISE ADVANTAGE:**

*Transforming Lives  
Through Innovation in  
Home Care*



# Who is Ace Home Care?

With 24 years of providing professional senior and home care services, Ace Home Care has built a legacy of improving clients' quality of life through personalized, compassionate care and a steadfast commitment to delivering exceptional service to our community, providing support in all aspects of activities of daily living.





# SERVICES



## CAREGIVING SERVICES

Professional support for daily living needs while fostering client independence.



## TRAVELING COMPANION

Safe, door-to-door assistance for your loved one's transportation needs locally or within the United States.



## TELEPHONE REASSURANCE

Regular check-ins to ensure client well-being.



## RESPIRE CARE

Temporary relief for primary or family caregivers.



# COMPREHENSIVE SERVICES



## ON DEMAND CARE

Dedicated caregivers provide personalized assistance that supports independence and ensures peace of mind for families.



## LIVE IN SUPPORT

Live-in caregivers provide 24/7 support and comfort in your home. Ensuring continuity of care.

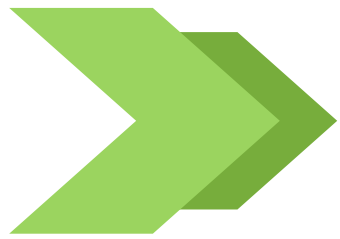


## HOURLY CARE

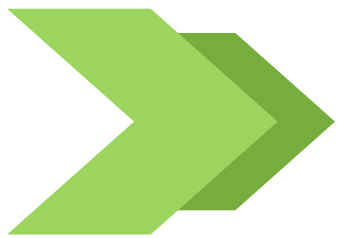
Hourly care provides customized support when you need it.



# WHY ACE HOME CARE FRANCHISE



**CUTTING-EDGE TECHNOLOGY  
PLATFORM**



**TRAINING FOCUS**



**CLIENT CENTER APPROACH  
CARE PLAN**



**COMPREHENSIVE CARE SOLUTIONS**



Caregiving services



Traveling Companion



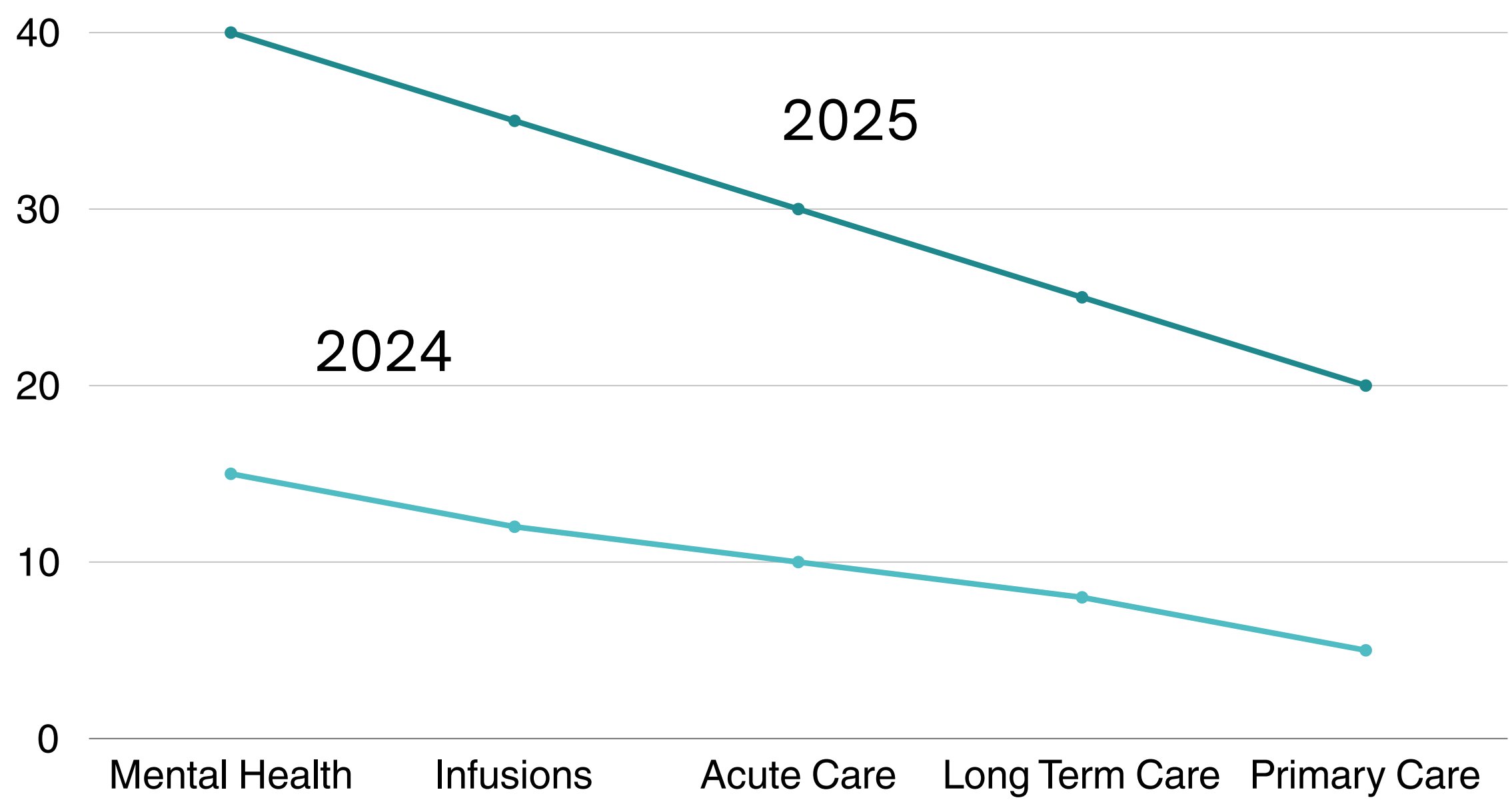
Telephone reassurance



Respite Care

# CURRENT MARKET OPPORTUNITY

- Up to \$265 billion worth of care services could shift to home care by 2025 (25% of total Medicare care costs) with a CAGR of 7.5% (2024-2030)
- By 2030, 1 in 6 people in the world will be aged 60 years or over



This chart visualizes the current vs potential market share shift to home care by 2025 across different service categories, based on the McKinsey data.

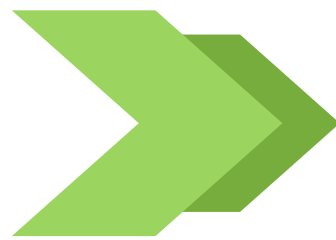
Source: McKinsey & Company (2025). "The Future of Care at Home"

Source: World Health Organization <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>





# WHY INVEST IN THE HOME CARE INDUSTRY?



**\$400B INDUSTRY  
SIZE**



**10K DAILY RETIREES**



**70% PREFER HOME  
CARE: AGING AT HOME**



# COMPETITOR LANDSCAPE



Feature	Ace Home Care Franchise	Comfort Keepers	Senior Care Midwest	Visiting Angels
Offerings	Comprehensive In Home Care	In-Home Care Services	In-Home Care Services	In-Home Care Services
Tech-Enabled Care	✓	✗	✗	✗
Special Needs Care	✓	✓	✓	✓
Revenue Models	Subscription Fees + 10%	15% from Clients	Hourly Billing from Clients	15% from Clients
Mobile App for Caregivers	✓	✗	✗	✗
Comprehensive in-home services	✓	✗	✗	✗





# Here's Your \$29,500 Business Solution



01	02	03	04
Franchise Disclosure Document	Specified Business Plan	Standard Operating Procedures	Free access to mobile platform
05	06	07	08
Initial design and development of website	Manual forms and handbooks	Initial set up of online bookkeeping	First month of virtual assistant <i>(optional, VA exclusive for franchisee)</i>
09	10	11	12
3-Day interactive live Training (8 hours per day)	16 hours of onsite training	Continuous marketing support	License and tax set up

# Financial Projection

Item Description	Year 1	Year 2	Year 3	Year 4	Year 5
<b>A. INCOME</b>					
<b>A1. Physical Location</b>					
Number of New Clients	12	18	24	24	20
Total Number of Clients	72	252	504	792	1,076
No of clients for Live-in Services	17	89	171	283	360
No of clients Hourly Services	55	159	333	509	684
Average Rate for Live-in Services	\$ 360	\$ 360	\$ 360	360	360
Average Rate for Hourly Services	\$ 35	\$ 35	\$ 35	30	30
Average No. of Days for Live-in Services per Month	330	360	360	360	360
Average No. of Hours for Hourly Services per Month	1,760	1,920	1,920	1,920	1,920
Average Total Payment for Live-in Services	\$ 183,600	\$ 961,200	\$ 1,846,800	3,056,400	3,888,000
Average Total Payment for Hourly Services	\$ 308,000	\$ 890,400	\$ 1,864,800	2,850,400	3,830,400
<b>Yearly Revenue</b>	<b>\$ 491,600</b>	<b>\$ 1,851,600</b>	<b>\$ 3,711,600</b>	<b>5,906,800</b>	<b>7,718,400</b>
<b>A2. Digital Platform via CareDirectLink.com</b>					
Number of New Caregivers	11	12	12	12	12
Total Number of Caregivers	55	198	342	486	630
Caregiver Subscription Fee (\$9.99/month per Caregiver)	\$ 549	\$ 1,978	\$ 3,417	4,855	6,294
Number of New Clients	11	12	15	114	258
Total Number of Clients	66	210	358	1,054	3,358
10% from client's payment per month	\$ 95,700	\$ 304,500	\$ 519,100	1,528,300	4,869,100
<b>Yearly Revenue</b>	<b>\$ 96,249</b>	<b>\$ 306,478</b>	<b>\$ 522,517</b>	<b>1,533,155</b>	<b>4,875,394</b>
<b>A3. Telephone Reassurance Services</b>					
Number of New Participants	200	200	\$ 100	78	222
Total Number of Participants	1,800	4,200	\$ 6,000	6,364	8,236
Participants Subscription Fee (\$15/month per Participant)	\$ 27,000	\$ 63,000	\$ 90,000	95,460	123,540
<b>Yearly Revenue</b>	<b>\$ 27,000</b>	<b>\$ 63,000</b>	<b>\$ 90,000</b>	<b>95,460</b>	<b>123,540</b>
<b>B. EXPENSES</b>					
<b>B1. Operating Expenses - Physical Location</b>					
Franchise Fee (one-time payment)	\$ 19,500	\$ -	\$ -	\$ -	\$ -
Advertising & Marketing	\$ 2,880	\$ 2,880	\$ 2,880	\$ 2,880	\$ 2,880
Telephone	\$ 1,020	\$ 1,020	\$ 1,020	\$ 1,020	\$ 1,020
Fax Services	\$ 120	\$ 120	\$ 120	\$ 120	\$ 120
Insurance	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800
Other operational expenses	\$ 18,178	\$ 18,228	\$ 18,228	\$ 18,228	\$ 18,228
<b>B2. Personnel Salary and Taxes- Physical Location</b>					
Payroll for Employees, Contractors, and Benefits	\$ 219,954	\$ 665,840	\$ 1,157,840	\$ 1,829,840	\$ 1,883,840
<b>B3. Operating Expenses - Digital Platform via CareDirectLink.com</b>					
Mobile Platform Management	\$ 11,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
<b>B4. Telephone Reassurance Services</b>					
Telecommunication and Software Subscription Fee (\$9.95/month per Participant)	\$ 17,910	\$ 41,790	\$ 59,700	\$ 63,322	\$ 81,948
<b>Total Yearly Costs</b>	<b>\$ 294,462</b>	<b>\$ 745,778</b>	<b>\$ 1,254,188</b>	<b>\$ 1,929,810</b>	<b>\$ 2,410,436</b>
<b>C. Net Revenue</b>	<b>\$ 320,388</b>	<b>\$ 1,475,300</b>	<b>\$ 3,069,928</b>	<b>\$ 5,605,605</b>	<b>\$ 10,306,897</b>

***This is the financial projection of your business for the first 5 years of your homecare business.***

*The Ace Homecare Franchise projects significant growth, with income increasing from \$614,849 to \$12.7M over 5 years through Lifestyle Home Support Services, Digital Platform via CareDirectLink.com, and Telephone Reassurance Services. Operating costs include personnel, contractors, digital platform operations, mobile management, and telecommunication subscriptions, resulting in net revenue growth from \$320,388 to \$10.3M. Also note that operating costs also include office lease, utilities, and other expenses.*





**ACE HOME CARE  
FRANCHISE INC.**

Technology-Powered, Human-Centered Care

\*\*\*  
**TOP  
RATED**  
\*\*\*

*Ace*

# HOME CARE FRANCHISE

[WWW.ACEHOMECAREFRANCHISE.COM](http://WWW.ACEHOMECAREFRANCHISE.COM)

**Make Your  
Business Grow**

Become an Ace Home Care franchisee and make a difference in seniors' lives by providing exceptional, non-medical home care services. Our comprehensive support empowers you to deliver personalized care, and innovative wellness programs, enabling seniors to age gracefully in the comfort of home.



**20 Years in the business**



**Huge Demand**



**\$400B**



**Unmatched Training & Support**



**Email us For  
More Info  
[info@acehomecarefranchise.com](mailto:info@acehomecarefranchise.com)**

1717 Howard Street Evanston, Illinois 60202



847 305 4962

[info@acehomecarefranchise.com](mailto:info@acehomecarefranchise.com)





**ACE HOME CARE  
FRANCHISE INC.**

*Technology-Powered, Human-Centered Care*

**6%**

# ROYALTY FEE FOR FIRST 50 FRANCHISEES

**JOIN US NOW**





# **DISCOUNT AND OFFERS**

**START YOUR JOURNEY TO SUCCESS AT AN UNBEATABLE PRICE!**



**SPECIAL OFFER**

Exclusive Offer for the **First 50** Franchisees

**\$19,500**

Regular Price \$29,500



**SPECIAL OFFER**

After the first 50, the price returns to ₱29,500. Don't miss this chance!

**COUPON**



**ARE YOU A CAREGIVER WITH AT LEAST 2 YEARS OF EXPERIENCE?**

We've got an even better deal to help you build your business

**DOWNPAYMENT \$5,000**




**SPECIAL OFFER**

Flexible Payment Plan: ₱15,000 payable at ₱1,250 per month for 12 months.

**COUPON**

## **Non-Registration States Welcome!**

You can now open a business in any of our available states. Join us to turn your dreams into reality.

 We're Now Available in the Following States:

- |                  |                         |                   |                   |
|------------------|-------------------------|-------------------|-------------------|
| 1. Illinois      | 6. Colorado             | 11. Kansas        | 16. Nevada        |
| 2. Alabama       | 7. Delaware             | 12. Massachusetts | 17. New Hampshire |
| 3. Alaska        | 8. District of Columbia | 13. Mississippi   | 18. New Jersey    |
| 4. Arizona       | 9. Idaho                | 14. Missouri      | 19. New Mexico    |
| 5. Arkansas      | 10. Iowa                | 15. Montana       | 20. Ohio          |
| 21. Oklahoma     | 24. Tennessee           | 27. Wyoming       |                   |
| 22. Oregon       | 25. Vermont             |                   |                   |
| 23. Pennsylvania | 26. West Virginia       |                   |                   |



# Nelia Ladlad

CEO & Founder  
of Ace Home Care Franchise Inc.



(773) 332-9568



info@acehomecarefranchise.com



# Join the CARE Revolution Today



## Visit us

[www.acehomecarefranchise.com](http://www.acehomecarefranchise.com)



## Office

1717 Howard St., Evanston, IL 60202



## Email Address

[info@acehomecarefranchise.com](mailto:info@acehomecarefranchise.com)



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