

# Business with Purpose:

## How In-Home Senior Care Drives Impact & Profits



More than 6 in 10 U.S. adults say they'd prefer to be their own boss.<sup>[1]</sup> **The real challenge?** Finding a business model that offers both meaningful impact and strong earning potential.

### WHERE PURPOSE MEETS POTENTIAL

In franchising, there are many opportunities for new entrepreneurs to find financial success while still serving their communities. Owning an in-home senior care franchise enables owners to **create a meaningful impact** every day, while generating **consistent, scalable revenue** through essential care services.

“The entire team is always willing to help, consistently looking for ways to improve the support they provide. They are dedicated to refining their processes in every aspect, coaching, resources, marketing, and actively working to help franchisees grow and succeed.”

Jessica Dale, Owner of A Place at Home, Somerville, NJ

### IS IN-HOME SENIOR CARE IN DEMAND?

If you've been wondering whether **senior care is a good business**, the data shows that it's not only a business with purpose, but also a lucrative franchise opportunity:

- › In the U.S. alone, 10,000 people turn 65 every day.<sup>[2]</sup> As the senior population expands, demand for care and support continues to rise, creating a consistent and recurring need—and long-term opportunity.
- › Globally, the elderly care market is projected to grow at a compound annual growth rate (CAGR) of 9% through 2032, resulting in an industry value of \$98.19 billion.<sup>[3]</sup>
- › With A Place At Home, owners can build **multiple revenue streams** by offering in-home senior care, care coordination, senior living alternatives, and staffing solutions.



## GET STARTED WITH A PLACE AT HOME

Entrepreneurs seeking a purpose-driven business often find that A Place At Home delivers both financial success and meaningful community impact. Backed by comprehensive **training and ongoing support**, here's what sets our franchise apart:

- › Diversified B2C and B2B revenue streams that reduce reliance on a single client source
- › A true continuum of care model that supports long-term client retention and recurring revenue
- › A low-overhead structure designed for operational efficiency and scalable growth

“Thank you for believing in me and guiding me. I truly eat, sleep, and breathe this brand!”

Fatema Kapasi, Owner of A Place at Home, Dublin, OH

**If senior care feels like the right next step for you, we're excited to talk.**

**Expect a call from our franchise development team within 24 hours to explore what ownership could look like and how you can build a business that blends purpose and potential.**

### REFERENCES:

<sup>1</sup> <https://news.gallup.com/poll/645593/desire-own-boss-widely-held.aspx>

<sup>2</sup> <https://www.aarpinternational.org/initiatives/aging-readiness-competitiveness-arc/united-states>

<sup>3</sup> <https://www.fortunebusinessinsights.com/elderly-care-market-111477>

