



Build a business with heart

Partner with Australia's leading home care network

HomeCaring[®]
Disability and Aged Care Specialists

WELCOME TO HOME CARING

Home Caring provides high quality, person-centred home care to seniors and people living with disability. We pride ourselves on caring for our clients with passion, respect, empathy and accountability.

We offer highly motivated franchisees an opportunity to build a successful business while giving back to their local or cultural community. One of the most rewarding parts of this business is making a genuine difference in people's lives.

This is our passion, and we hope you'll join us on the journey.



OUR VALUES

Passion: we aren't just about performing tasks and ticking boxes; we put the person first, going above and beyond to deliver high quality care.

Empathy: we put the person at the centre of our care. Our carers and staff are culturally sensitive, and genuinely listen to their client's needs.

Respect: we believe everyone in Australia deserves a service that enables them to live independently, with dignity and quality of life.

Accountability: with compliance, rigorous screening and quality standards in hand, we work hard to deliver the quality of care our clients signed on for.

OUR MISSION

We treat our clients as individuals.

We collaborate with others.

We listen and communicate.

We are sensitive to cultural and family needs.

We prioritise our client's independence.

We value safety, dignity and comfort.

We take a holistic approach to care.

HOW HOME CARING BEGAN

Home Caring began in 2015 with a vision to provide Australians with the high quality care they deserve in their home, and to partner with like-minded individuals who share this passion.

Our founder, **Jon Kontopos**, has over a decade of aged care experience in Australia. With a clear vision to be the leader in the aged care and disability care industry, Jon decided to roll out a franchise model like no other, offering aspiring entrepreneurs an opportunity to launch their own business through an innovative partnership model.

Jon reduced the barrier to entry, making it possible for franchisees to be a part of a rewarding venture through a low-cost, 50/50 partnership model. This means a prospective franchisee joining the *Home Caring* family is only required to pay half of the initial investment, with *Home Caring* committing the remaining 50 percent.

Today, Jon is joined by a team of experts across all aspects of the care industry, including NDIS, aged care packages, dementia care, in-home care, residential facilities, group homes, SDA (disability accommodation) and retirement villages.

Through innovation and passion, we have a successful track record in growing our home care businesses, so we can confidently say, ***“our business model works!”***



THE HOME CARING TEAM



Jon Kontopos
Managing Director



Michaela Brown
Chief Operating Officer



Bill Lockett
Franchise Manager



Andrew Roberts
Franchise Establishment Manager



Paul Roberts
Franchise Operations Manager



Vickey Parchani
Head of Digital Marketing

WE ARE EXPERTS AT CARE

Our service areas:



Aged Care

We offer personalised care that helps seniors thrive and live independently in their own homes. This includes personal care services, domestic assistance, opportunities for social engagement, transport, help with mobility, nursing services, respite for carers and more.



Disability Care

We enable people with disability or mental illness to reach their personal goals and live a life that brings them meaning. Our NDIS services include assistance with daily living, capacity building support, community participation, respite for carers and more.



Dementia Care

Combining evidence-based best practice with compassion, our team of experts offer specialised care for people living with dementia, both in the early days of diagnosis and at the end stage of the disease.



Palliative Care

We provide compassionate and holistic care that helps people with a life-limiting illness to stay comfortable, improve their quality of life and remain independent in their homes for as long as possible.

HOW WE'LL HELP YOU GROW

You are in business for yourself, but not by yourself. In the same way that we treat our clients as individuals, we genuinely care about your success. Thanks to our highly experienced team of experts, you will receive the ongoing support and training you need to achieve business success - and the lifestyle you've always dreamed of.

We are in this together.



THE 50/50 PARTNERSHIP

Home Caring operates a true partnership franchise system on a 50/50 basis. We work on a philosophy of fairness above all else, where we operate with our franchisees in mind in everything we do. A “true partnership” between franchisee and franchisor that isn’t just rhetoric – it’s at the core of how we do business. On top of that, a generous salary is paid to the franchisee to take away the worry of paying your bills.

OPERATIONS SUPPORT

Home Caring offers a range of operational support. The support tools available include regular location visits to share best practice, compliance management, assistance with the growth of each office, customer survey feedback, business planning support as well as regular franchisee meetings and annual conferences.

TRAINING SUPPORT

Starting a new business on the right foot requires training and knowledge. To help you navigate the complexities of Australia’s disability and aged care sector and build a strong service for clients, we provide franchisee training, given by experts in the field.

MARKETING SUPPORT

Promoting your services effectively is crucial to business growth, especially in those early days. It is much easier and less expensive to attract clients with a brand that is already established and reputable. New businesses have to build their brand from the ground up, which takes time.

HELP ALWAYS AT HAND

When you need help with your business, our head office is highly responsive and always available to our franchisees. We have an open-door policy, which means you are never alone. If you require assistance with any aspect of your business, our dedicated support team are here to help.

HOW OUR **PARTNERSHIP MODEL** WORKS

Home Caring operates a **partnership franchise model** that is truly unique in the home care sector.



Home Caring and the partnership franchisee each invest 50% of the initial amount required to establish the new partnership franchise. This amount includes all the funds required to cover the costs of establishing the business, paying relevant entry fees, and the operating expenses for the first year – while maintaining a positive bank balance. This company will legally be the Franchisee, so all payments will be made from that bank account to suppliers, care workers, office staff, the franchisee's salary and to the franchisor. All income earned by the business will be paid into the same account.

The initial investment amount for you and Home Caring is \$100,000 each. If you are a Registered Nurse enquire about our options to start with a lesser amount, as low as \$25,000 in some cases, so that you can get started on your journey to success.
(Terms and Conditions apply).

We will provide you with a Financial Template that will allow you to see the potential income that you can earn from the business.



Home Caring Awards:

- 2021 Winner - Emerging Franchisor of the Year
- Ranked 6th in Australia and 32nd in Asia in Financial Times' 2021 and High-Growth Companies Asia-Pacific
- Ranked 11th out of Top 100 Fast Starter companies by Australian Financial Review - 2022
- Finalist in FCA Awards 2020 – Emerging Franchisor of The Year

ARE YOU THE ONE?

Are you a Registered Nurse?

Do you have **health sector** experience?

Are you **passionate about helping** others?

Do you want to join a **business with purpose**?

Can you **take the lead in building your own business** and developing your own team?

Do you love **meeting people and making a difference** in their lives?

Do you have the **tenacity to work hard**?

Are you ready to engage with your networks and **local communities**?

Can you follow established **systems and processes**?

Do you want to **provide a better future** for you and your loved ones?



"I was always interested in business, but I never thought my nursing career would help me with owning my own. The most rewarding part of my job is helping my clients achieve their care goals and supporting their families."

Claire Zhang,
Home Caring Campbelltown

LET'S MAKE IT HAPPEN

We look forward to sharing our tried, tested and proven business partnership with you.

If you're as committed to providing the highest quality home care as we are and fit the bill, we will share with you our success formula and enable you to build a great business, while enjoying immense satisfaction. **A rewarding future awaits!**





If you're interested in partnering with *Home Caring* contact us and we can schedule a meeting.

Contact Us

If you believe you have what it takes to join our dynamic and diverse high performing *Home Caring* network, we can't wait to hear from you!

Contact our Franchise Team:



info@homecaringfranchise.com.au



1300 640 887



homecaringfranchise.com.au

Meet Andrew Oxley, Director of Sunshine Coast Franchise

Andrew Oxley, Director of *Home Caring* Sunshine Coast, believes what makes the *Home Caring* model so effective is its person-centred home care services, applying the organisation's values of empathy, respect and passion for excellent care and their revolutionary business model.

The *Home Caring* operation has opened the door for experienced health professionals to go into business for themselves, implementing a 50/50 partnership which reduces the initial investment by 50 per cent and provides an ongoing 50 per cent share of profits.

By joining as a franchisee, you can become an approved provider of government-funded services and start enjoying a fulfilling career, on your terms.

Andrew says, "I launched my franchise back in June 2019, and over the last fourteen months it has really taken off. We now have two case managers, a group home manager, support coordinator, roster officer, finance officer and almost 100 support workers."

"I have always loved the idea of doing something for myself, and *Home Caring* has been the perfect fit," explains Andrew.



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