



2023 FRANCHISE REPORT

■ BUSINESS ADDRESS

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Senior Care: An Inside Look

THE SILVER TSUNAMI and the OPPORTUNITY AMADA SENIOR CARE PROVIDES



Many of us have noticed these trends but were unsure about the reasons behind it: dozens of senior living communities being built and all kinds of advertisements for in-home caregiving services popping up. What is going on? What we are seeing are two seismic demographic shifts that are under way and being felt strongly within the senior care industry.

Shift 1: Every day, approximately 10,000 Americans turn 65—so many that this population wave has been aptly named “The Silver Tsunami.”

Shift 2: The number of Americans aged 65 and over is projected to more than double from approximately 46 million today to more than 98 million by 2060.

Further analyzed, individuals aged 65 and over will jump from 15 percent of the current population to nearly 24 percent. Health researchers tell us this group of aging elders faces a steep rise in instances of Alzheimer’s and dementia, diabetes, stroke, cancer, heart and lung diseases, and neurological conditions, not to mention mobility issues. Statistics show the divorce rate has also increased over the years, leading to weaker family ties and less family caregiving support for aging spouses, parents and even grandparents.

This all points to a burgeoning need for in-home care and the agencies that provide that care, commensurate with a growing population that chooses to age in place when at all possible. Perhaps you’ve experienced this need arriving for your own parents or grandparents and understand that this time will come soon enough for every American.



Read on to discover
more about the

*opportunity Amada
provides.*

○ The Silver Tsunami

Experts attribute the swell in seniors to two primary factors:

1. Baby Boomers



Born following the Second World War, this group, 78 million strong, represents the greatest proportion of the U.S. population. From the time they entered the workforce until even now, they have defined and shaped the economy at every stage of their lives.

They created and supported some of the largest companies in history, but as they enter retirement, boomers are actively looking for care for themselves, and for their siblings, their aunts and uncles, and even their parents.

2. Longer Lives



People aren't merely growing older; they're also living longer. Thanks to an increased commitment to health and wellness, as well as advancements in medicine, the average life expectancy since 1960 has gone up by nine years for men and seven years for women. This has led to the larger proportion of seniors mentioned above.

Senior Care: An Inside Look

At the Forefront of the Exploding Senior Care Industry



Fifteen years ago, Amada set out to revolutionize the senior care industry, emphasizing education, communication and advocacy. Transitioning from an entirely independent lifestyle to requiring assistance can be challenging for both seniors and their families. We believe families should know of all their options when it comes to in-home care for senior loved ones, leading the way as we do in providing top-tier care, along with education, critical information, and referrals to facilities when warranted.

In June 2022, the National Association for Home Care & Hospice reported that the number of Americans needing care at home will grow to about 64 million by 2025. The NAHC estimates that around 18 million people currently receive home healthcare services. Of this group, 9 million are between 65 and 85 years old and 4 million are 86-plus.

Accordingly, “at-home care franchise” is in the No. 5 spot on the LinkedIn “10 Best Franchise Businesses to Start in 2022” list. As well, the MSNBC list of “Top Ten Hot Businesses to Start Now” had the top three spots going to three types of senior care services. At Amada, our business model positions our franchise partners—and potentially you—to respond to and profit from the silver tsunami.



○ So Why Amada Senior Care?

Far More Than Aging Experts, We Are Senior Care Advocates for Clients and Their Families

As an expert seamstress for nearly 50 years, Millicent never adopted a one-size-fits-all approach, nor did her adult daughters who helped with the family business. Advancing age and a fall made it time for Millicent to consider assistance. Though in-home care was their ideal goal, the family wondered if there were



other avenues that would better suit Millicent. Like many families in their position, they had no idea how to navigate the tangled web of care options, including how to properly dissect and analyze everything in relation to their financial considerations.

To that point, true caregiving requires more than skill. It requires the patience and expertise to discern the senior's needs and equally to listen to the family in the process of identifying the best possible options. In addition to exceptional in-home caregiving, Amada is among the few senior care businesses in North America to provide consulting services for assisted living placement. When our senior care advisors meet with families, they conduct a complimentary care needs consultation that leaves no stone unturned.

What Does That Really Mean and What Separates Amada from Every Other Home Care Company?

Our founders, Tafa Jefferson and Chad Fotheringham, put it this way:

Chad: "We didn't build our business model hoping that someday we would franchise it. We just wanted to be the best senior care company in Southern California. We realized it's not just about providing great care and hiring the best caregivers, which we do, but also about being senior advocates. This is among our core values."

Tafa: "Our clients and their loved ones truly understand all of their care options and how to pay for their care after they meet with us. We find that most of our competitors just don't know how to help a family if home care is not affordable or even the best option."

With The Amada System...

we ensure that our clients win regardless of the care solution selected. How is this achieved?

1. Growth. For 15 years, we've been perfecting and refining a system that has propelled Amada from a small Southern California market player to burgeoning nationwide status. As a franchise partner, you'll have all the support and advantages of our proven system to grow your business.

2. Multiple Revenue Streams. With home care and placement services, Amada franchisees are not limited to a single source of revenue. Home care isn't always the solution, which is why we also specialize in helping clients secure the best assisted living options.

3. Largest Territory in the Industry. On average, our competitors limit their initial territory to under 300,000 people. We ensure our franchise partners can outwork the competition by granting large, protected territories in the range of 300,000 to 500,000 people—and sometimes larger.

4. Technology. Our technology suite allows families to keep track of the care being given to their loved ones. We don't just promise to do certain tasks. We can show that those tasks have been completed. Day and night, families are confident that their loved ones are being exceptionally cared for. This same technology suite synchronizes caregivers' visits with payroll and billing to provide an efficient, streamlined administration system. All caregiver and client records are at your fingertips in this paperless online system. Instead of carrying around reams of paper with client and caregiver charts, you and your staff can run the business remotely from a small laptop, iPad or even a smart phone!

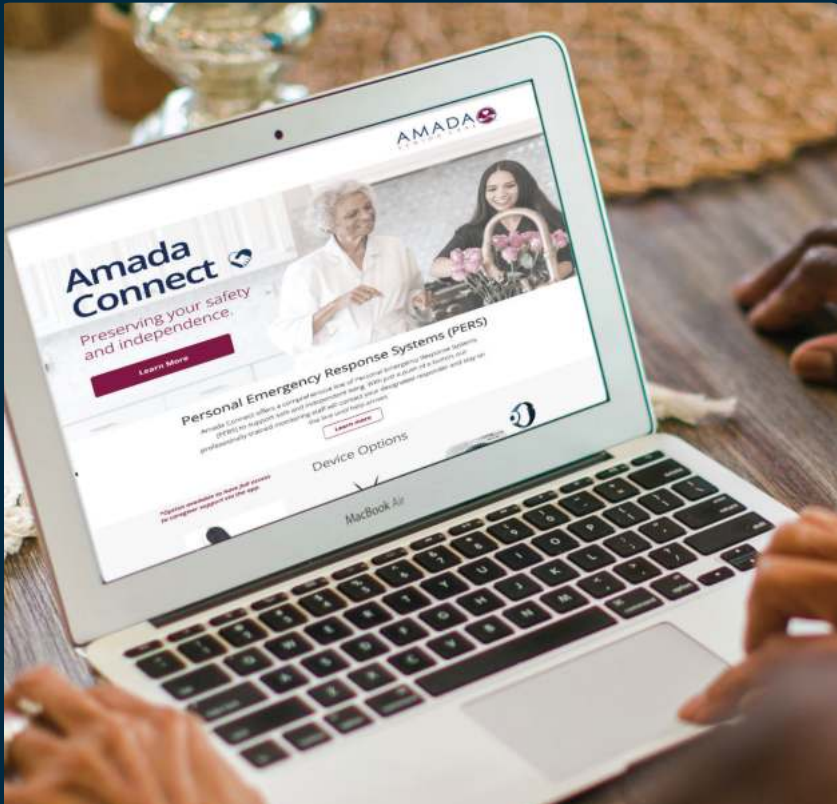
Another unique feature of our technology is that it allows us to advocate on behalf of millions of families across the US to secure their Long-Term Care insurance benefits. Today, over 40 percent of our nationwide revenues comes from LTCi policies. Our expertise in LTCi claims advocacy means we've successfully helped many thousands of seniors and their families receive the benefits they deserve.

With The Amada System...

we ensure that our clients win regardless of the care solution selected. How is this achieved?

5. An Innovative Approach to Senior Care. Amada is always ahead of the curve, looking for new ways to improve the business while constantly striving to create an exceptional customer experience. Our work in this area will never be done.

6. Amada Connect for Remote Monitoring. A major component of aging-in-place involves enabling seniors to call for help when they need it. The 24-hour Amada Connect remote monitoring service is designed to connect seniors immediately with emergency assistance following a fall or medical emergency. The wide variety of hands-free and wireless in-home and mobile devices in the Amada Connect personal emergency response system (PERS) provide peace of mind and maintain senior independence. There's also a medication dispenser that organizes medications and ensures the correct dose is dispensed at the correct time. Amada Connect offers a round-the-clock care solution to Amada clients, whether or not they are receiving direct care from our experienced caregivers.



○ The Amada Story

Committed to Enriching Lives on the Senior Care Journey

Amada Senior Care is committed to enriching lives by providing nurturing, compassionate, non-medical in-home care and by guiding families through the many senior housing options available for assisted living and care homes. Healthcare professionals and families alike look to Amada to help them navigate the complexities of the senior care system.

By 2030, as the population eclipses 350 million, there will be 70 million seniors in the US. This represents a big demographic shift as Americans age and retire in increasing numbers. Back in 2007, however, when founders Tafa Jefferson and Chad Fotheringham were plotting their course with Amada, very few were aware of the full impact these statistics would have on our country.

Tafa and Chad were business majors at the University of the Pacific in Stockton, Calif., where they first through playing football. In the senior care world, they would come to be known as “The Big Guys,” a nickname as apt for their imposing stature—both men stand 6 feet, 6 inches tall—as for their vision, expertise and generosity of spirit.

Ahead of that and following university, Tafa went on to the NFL where he had a stint with the Chicago Bears, while Chad pursued a successful career in the pharmaceutical industry. Injuries cut Tafa’s NFL career short, but by 1998 he had already shifted his focus to senior care, starting his first company to supply skilled nursing and non-medical care to seniors.

Determined he would never ask a caregiver to do anything he wouldn’t do, Tafa became a Certified Nursing Assistant (CNA), taking care of patients with varying stages of dementia, Alzheimer’s and Parkinson’s. His efforts paid off, and he soon had 200 people in his employ. As his business grew, Tafa realized the aging of baby boomers would define the future of senior care.



○ The Amada Story

Committed to Enriching Lives on the Senior Care Journey

In 2007, a chance meeting brought the two college friends together again, whereupon they reaffirmed not only the same strong values but also a similar business philosophy. Both possessed a strong entrepreneurial spirit and wanted to be industry leaders. Together, they determined to build a successful business that would make a difference in the lives of others. These guiding principles led to the founding of Amada Home Care.

Actually a few years prior to his reunion with Chad, Tafa began noticing something interesting: most of his competition focused on medical care or state government-funded services. He predicted that government-paid services would decline, and with the graying of America his focus should be on the private-pay market. His decision to set course in this direction has helped create growth for Amada where others have struggled or failed.

For Tafa and Chad, success has been the result of genuine compassion and caring about their staff as well as their clients. Both have worked as caregivers themselves, providing a more empathetic view of the work involved. Caregiving is highly people-dependent; thus Amada goes to great lengths to find and retain the best caregivers by repaying loyalty with respect, opportunity and financial reward. This commitment to teamwork and trust—first acquired through playing football—is amply applied to their business.

The Amada Promise:

“To provide nurturing, compassionate in-home care that enriches the lives of our clients and their families.”

○ Evolving and Staying Ahead of the Home Care Curve



In 2012, Amada Home Care was rebranded Amada Senior Care. With the name change came the addition of assisted living placement services. The Amada team ballooned to more than 400 employees, among them caregivers, schedulers, and operations and sales professionals. The Big Guys' belief in caring and rewarding has steadily paid off; our clients and caregivers remain our best agents for growth with their referrals and recommendations driving Amada forward.



Fast-forward to today, with Tafa and Chad having partnered with franchising veterans on growing the Amada brand nationally. As of this writing, Amada has 122 franchise partners in 38 states. In support of ambitious expansion plans, Amada has developed a strong infrastructure, launched the Amada University franchisee training program and joined forces with an equity investment partner. Franchise partners also benefit from other unique things about the Amada business model: continuous hands-on training through our admin support network, development of multiple revenue streams and consistent support from an accessible team of franchise business consultants and experienced mentors. With all these innovations in place, Amada Senior Care continues to blaze the trail in the senior care industry.

Tafa Jefferson

CEO, Amada Senior Care

Born in Los Angeles to an African-American father and American-Samoan mother

Awarded football scholarship and graduated with B.S. in Management with emphasis on Entrepreneurship from the University of the Pacific Eberhardt School of Business

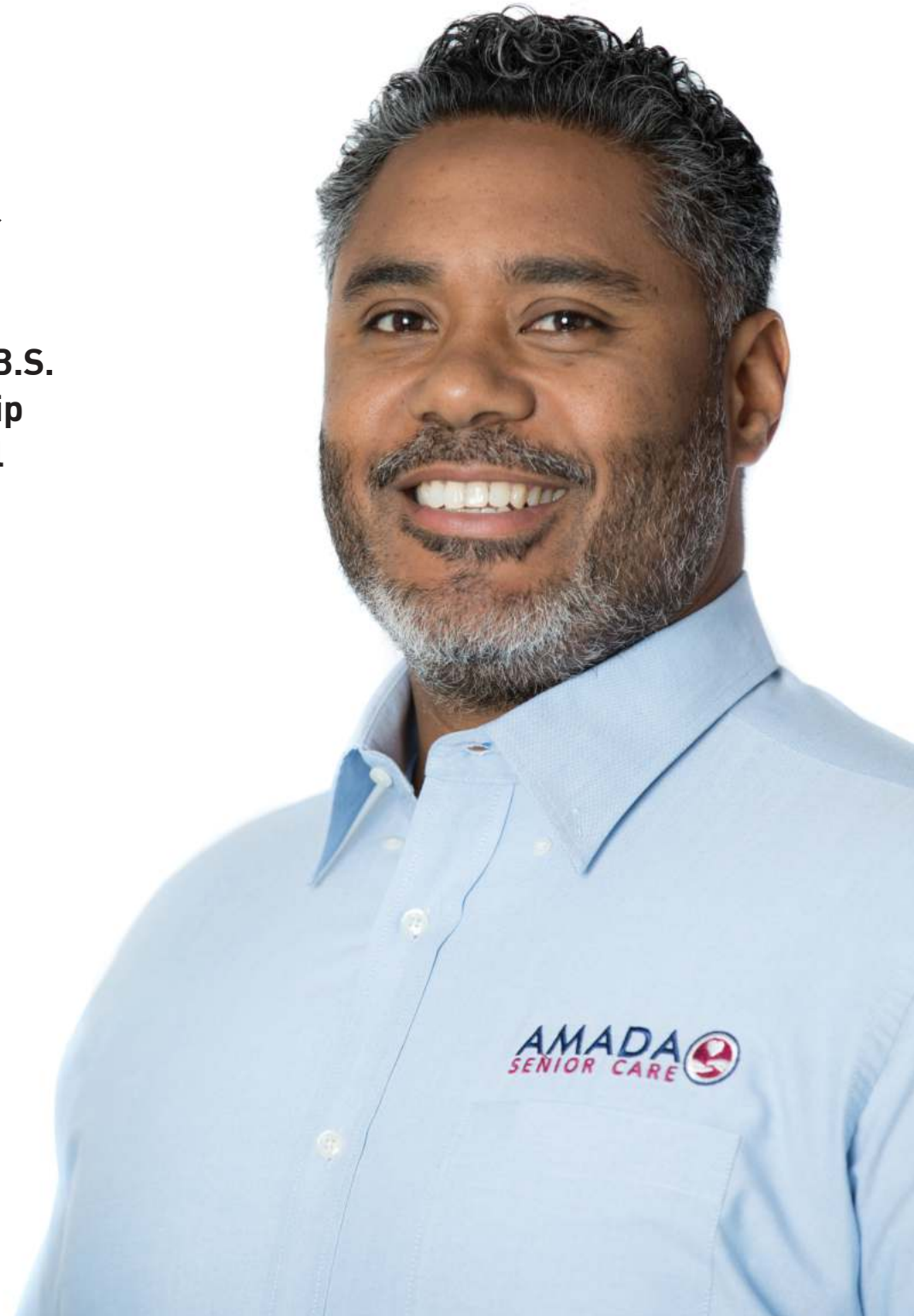
Joined the NFL in 1997 as offensive tackle for the Chicago Bears

Started Nurse Registry in Orange County, Calif., in 1998

Co-founded Amada Home Care in 2007 with Chad Fotheringham

In 2008, co-founded American Board of Home Care (www.abhc.info)

Rebranded Amada Home Care in 2012 as Amada Senior Care and began franchising



Tafa Jefferson

CEO, Amada Senior Care

Tafa's life story begins in Los Angeles. His mother had emigrated from Polynesia as a young woman in order to study nursing and make a better life for herself in America. Eventually she would meet Tafa's father. The third of five children, Tafa was born in 1974. As a child he was clearly impacted by his mother's work as a caregiver, seeing firsthand the satisfaction she gained from caring for others. The other half of his inspiration came from his father, who instilled in him a strong entrepreneurial spirit.

Already well above six feet tall in his teens, Tafa showed promise on the football field and his talents led to scholarship offers at multiple colleges. With encouragement from his father, he eventually accepted the offer from the University of the Pacific, renowned for its excellent business school.

In college, his football prowess caught the attention of NFL scouts. Upon graduation in 1997, Tafa was signed by the Chicago Bears. He seemed set for a long career in football, but devastating shoulder and ankle injuries forced him into early retirement barely a year later. Tafa needed to rethink his career, and his entrepreneurial penchant was thus triggered!

In 1998, armed with a computer and heeding his mother's sage advice, he started his first company. His mission? To supply skilled nursing and non-medical care to seniors.

Not content merely to be an administrator, he got his own nursing certification and cared for patients alongside his employees. His venture was a success, and soon he found himself employing a couple of hundred caregivers. It was then he knew he had found his career in senior care.

When he and college friend/football teammate Chad Fotheringham reconnected in 2007, the two men quickly realized they had the potential to be game changers in senior care. Chad's expertise in pharmaceuticals—he had worked for Eli Lilly and Pfizer—combined with Tafa's entrepreneurial drive would be a winning combination. Amada Home Care was created, later rebranded Amada Senior Care.

A year later, the two men became founding members of the American Board of Home Care, a nonprofit predicated on educating seniors and raising standards in caregiving. Franchising began in 2012, taking the company and brand to the next level.

With his mother's caring spirit and his father's entrepreneurial drive, Tafa is determined to position Amada at the forefront of senior care by identifying and implementing solutions that benefit seniors and their families. As a dedicated family man himself, Tafa and his "childhood sweetheart" wife, Alysia, are the parents of four children.

Chad Fotheringham

President, Amada Senior Care

Born in Salt Lake City, Utah, and moved to Santa Clarita, Calif., at age 12

Lived in Ecuador for two years on a volunteer religious mission and became fluent in Spanish

Awarded football scholarship to the University of the Pacific and graduated with a B.A. in Business Administration at the Eberhardt School of Business

Joined Pfizer Pharmaceuticals in 1997

Co-founded Amada Home Care in 2007 with Tafa Jefferson

In 2008, co-founded American Board of Home Care (www.abhc.info)

Began franchising Amada Senior Care in 2012



Chad Fotheringham

President, Amada Senior Care

Chad Fotheringham had a strong work ethic from a young age. At age 10, he had a newspaper route in his hometown of Salt Lake City. One elderly client on his route, a woman named Phyllis Harvey, still stands out in his memory. Chad remembers how, for two years, he and Phyllis would chat every morning during his route. The experience was formative, showing him how even a simple conversation could brighten someone's life (hers and his!).

By 12, he'd moved to California where he spent the rest of his childhood. After graduating from Hart High School, Chad accepted a football scholarship that took him back to Utah to Snow Junior College in the town of Ephraim. Two and a half years later, he moved to Ecuador as part of a service mission for his church. When he returned to the US in 1994, he accepted another football scholarship to the University of the Pacific, where he would meet Tafa Jefferson.

Chad graduated with a business degree entering the corporate world shortly thereafter. In 1996, he joined Eli Lilly, moving to Pfizer the following year where he remained for a decade. Initially a specialty sales representative in pediatrics and allergy, he transitioned into managed care consulting where his role became more educational. In that capacity, he helped healthcare companies improve their plans and educated the public to take active steps to maintain wellness.

In 2007, the road forked as Chad reunited with Tafa, who invited Chad to accompany him on a visit to a hospice client. Chad was struck by the clear business opportunity afforded by the booming senior population. In addition, he was drawn to the service aspect of a business that offers not just monetary rewards but the chance to enjoy a life of purpose. Already married and with four children, Chad took a leap of faith in co-founding Amada Home Care later that year.

At heart Chad is a strategist, combining a conservative business approach with extensive sales and marketing experience and an in-depth knowledge of systems building. He has an acuity for distilling information to be easily digested, using it to help guide seniors to a clear understanding of issues such as long-term care, veterans' benefits, assisted living options, and the complexities of the healthcare system. Toward this end, he and Tafa helped co-found the nonprofit American Board of Home Care to establish and promote the highest standards within the in-home caregiving industry.

Chad freely admits that building Amada Senior Care has been a steep learning curve. He is highly motivated to pass on what he has learned to franchise partners so they can enjoy the financial freedom of running their own business. A family man as well as a businessman, Chad and his wife, Nicole, reside in Utah and are parents to seven children.

THE EXECUTIVE TEAM



Jared Turner

Executive Chairman

Jared is a successful franchise entrepreneur. He founded Yakety Yak Wireless, which at its peak was the fastest-growing wireless franchise retail chain in the U.S. He grew Play N Trade from 10 retail locations to 250 locations in three years. The business made Entrepreneur Magazine's Top 10 New Franchise list and was ranked by Franchise Market as a Top 4 New Franchise. He launched Dyad Security, an international network security company that later merged with Outpost 24 of Sweden. The business is now franchised in more than 30 countries and Jared is still active on its governing board. Jared earned a B.A. from Brigham Young University and an M.B.A. from the University of California, Irvine.



Dr. Rick Basch

Chief Operating Officer

Rick, whose nickname is RB, founded GoodFran Franchise Consulting, LLC. He is the former president of Synergy HomeCare, a franchisor with more than 300 locations nationwide. He also served as president of Cottman Transmission and Total Auto Care. He is a former multi-unit franchisee of The Little Gym International, Inc. Rick received his Doctorate in Business Administration (DBA) from Walden University and is a Certified Senior Advisor (CSA) and Project Management Professional (PMP).



Marcos Moura

Chief Development Officer

Marcos began his franchising career in 1994 as a franchisee of Blimpie International, Inc., the oldest sub sandwich shop chain in the U.S. He has extensive experience in franchise development and leading fast-growing franchise brands.

Born in the U.S. and raised in Sao Paulo, Brazil, Marcos holds a Master's degree in Business Administration (MBA) from the University of Southern California.

○ We're Looking for CEOs

“A satisfied customer is the best business strategy of all”

FRANCHISE PARTNERS

Amada is currently assembling an elite team of franchise partners with the ability to own and run larger territories than any of their competitors, to think strategically and to execute the business plan on a daily basis. With a full-service senior care agency and 122 franchise partners in 38 states, Amada has a proven track record in the industry, and the management team continues to provide a support structure that allows our partners to deliver consistent results.

“We're looking for like-minded entrepreneurs who can truly duplicate our system and dominate large territories. You've got to have a big heart. But you also have to be competitive, aggressive and willing to work really hard.”

Tafa Jefferson



We're Looking for CEOs

“A satisfied customer is the best business strategy of all”

EXPERT TRAINING

Initial Training. Our franchise partners start with an intensive five-day Amada University training course at our corporate support center in Orange County, Calif. Led by Chad, our dedicated team of experts will take you and others through each specific function of your franchise. During these five days, you'll learn about the administrative and operational sides of the business, including everything from sales and marketing to finance and human resources—and of course, care and customer service.

On-Location Training. At the conclusion of Amada University, you return home to implement your business. Within about 60 days, an Amada Franchise Business Trainer heads to your territory for a Three-Day Visit. During this period, you and your FBC will cover every aspect of your business: interviewing caregivers, pursuing referrals at identified sources such as hospitals and performing care needs consultations for new clients. During this phase of training, our franchise partners feel confident that they are bona fide partners in building a long-term and sustainable business with the Amada founders and team.

Staff Development. It is imperative to us that our clients receive the highest level of care. This means that our franchise partners must hire caregivers who can consistently perform on our mission to improve the quality of life for those we serve. To ensure this, we provide:

- Recruitment and selection systems that help you hire compassionate and trustworthy caregivers.
- Care Rewards, our extensive coaching, incentives, and rewards program, to keep your staff happy and motivated.
- Monthly training sessions for your care and operations staff.

○ We're Looking for CEOs

“A satisfied customer is the best business strategy of all”

What else can you expect as an Amada franchise partner?

EXPERT TRAINING

Ongoing Training and Support. The team members at Amada Support Center have a combined 50 years of franchising experience. You'll always have their contact information should issues arise. And as a franchise partner, you have continued access to any of Amada's ongoing corporate training programs.

The following is a list of some of our training and support activities:



- Annual conference for all franchise partners
- Local market meetings
- Monthly training conference calls

Long-Distance Training. Need a refresher on some aspect of the business? No problem. Our knowledge and expertise are also yours at your fingertips with Amada University Online, which provides 25 years of senior care knowledge at any time from any computer. Our long-distance modules can help you brush up on your initial training and continue in your quest to become a senior care expert.

Q&A With Amada Founders Tafa Jefferson and Chad Fotheringham

Q: WHAT QUALITIES ARE YOU LOOKING FOR IN A FRANCHISE PARTNER?

Tafa: “We’re not looking for middle-level managers to carry our brand of senior services. We’re looking for like-minded entrepreneurs who can truly duplicate our system and dominate large territories. You’ve got to have a big heart. But you also need to be competitive, aggressive and willing to work really hard.”

Chad: “We’re an established senior care agency with a new franchise offering. Our partners have over 50 years of combined franchising experience, so our training and support systems are solid. What you really get from our team is this ground-level opportunity with our top-level support and care. It really is a partnership. Not a day goes by that Tafa and I don’t speak to some of our franchise partners. We’ve literally worked side by side on strategy, licensing, sales calls, and hiring caregivers. There is nothing more important than making our franchise partners successful.”



Franchise Partner Profile: Ken Jenson

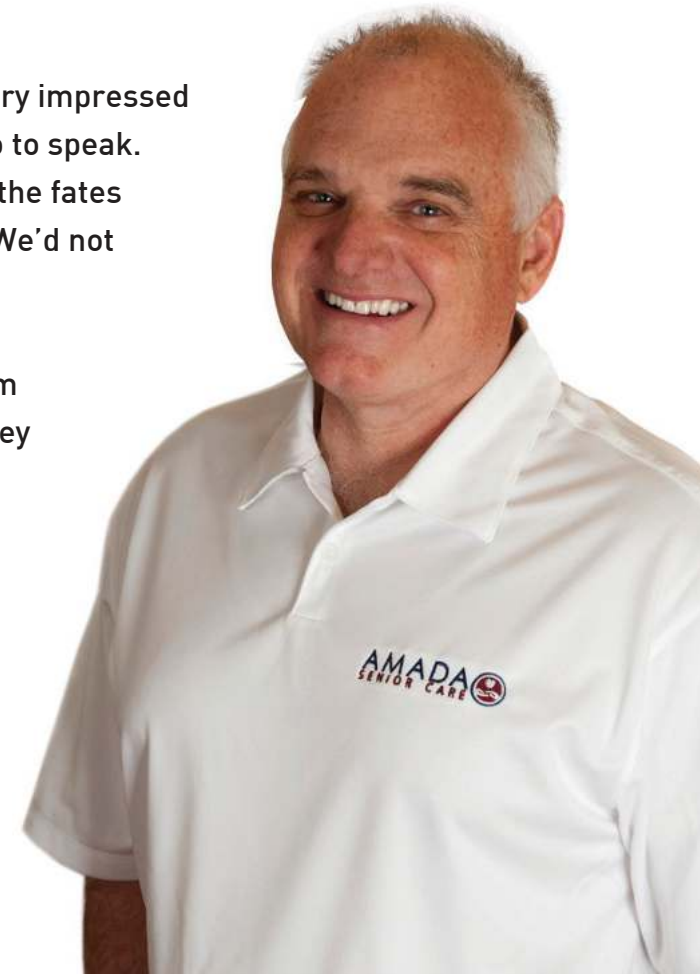
Denver and Colorado Springs, CO; Omaha, NB

“I owned my own businesses for 40 years. We did a lot of military construction, but I was looking for what to do next. I read an article by Phil Knight, co-founder and chairman emeritus of Nike, Inc., who wrote that his success was linked to hitting the baby boom generation at exactly the right time. Adidas and Converse were too early; Puma was too late. I’d learned in military construction that I loved being able to employ people, and I loved working with families. Those were my two greatest drivers, and I was looking for something that would encompass both.

“Baby boomers were aging, and I decided to learn about home care companies. I wasn’t very impressed with what I saw so decided to try it on my own, buying a home care company kit in a box, so to speak. That wasn’t the best idea and at that point someone told me about Amada Senior Care. As the fates would have it, I was Chad Fotheringham’s Boy Scout leader when he was 16 and I was 27. We’d not been in touch for decades and when I called, he recognized my name!

“Flying down to the corporate office the next day, I spent four days with Chad Fotheringham and Tafa Jefferson. I fell in love with them, the company, and all they bring to the table. They have much bigger territories in mind and their goals are far more aggressive than what I was hearing from other companies that wanted me to make only \$100,000 per year. As a former stockbroker and then business owner, and with 10 children and a great lifestyle, I had zero interest holding to a ceiling of \$100K. I signed up on the spot and became Amada’s second franchise partner.

“As a business owner, you constantly get hit with a lot of things that don’t drive your referrals, so you have to figure out what does. I know what that is for my business, and it may take discipline, but I make sure I do it every day.”



Franchise Partner Profile:

Ken Jenson

“When you do the right thing for the right reason, it always comes back to you one hundredfold. It’s not always about the dollar. Make the right decision and the rest will follow.”

Ken Jenson, Amada Franchise Partner
Denver and Colorado Springs, CO;
Omaha, NB

NAME

Ken Jenson

TERRITORY

Acquired first territory in July 2012

EDUCATION

Bachelor of Science in Marketing from Brigham Young University

MOST RECENT PROFESSIONAL BACKGROUND

Military Construction 2000-11

HOBBIES

Golf and spending time with family, which included coaching Little League and YMCA basketball for 32 years until my 10 children were grown.

Franchise Partner Profile: Kevin Manuel and Gregory Hines

Farmington Hills and Ann Arbor, MI

“When deciding to pursue ownership in a senior care company, we vetted Amada Senior Care and quite a few other companies as well. We had conference calls, did lots of research and even spoke with the founders of some of these companies. What we learned was there was not one that was unique, except for Amada. The others were commoditized—they all did the exact same thing. In finding Amada, we recognized that we had the ability to not just offer home care, but to offer it in a special way.

That special way included receiving extensive training in Long-Term Care Insurance (LTCi) so we could thoroughly help our clients and their families navigate a challenging process. What also stood out for us was that by becoming experts in VA benefits, we would have the opportunity to serve the men and women who have served our nation by helping these clients get access to all the benefits they richly deserve.

“What solidified the decision to move forward with Amada comes down to the people we met when we visited the corporate office in California. We recognized that each of the company’s principals shared the same values we did and had similar goals. We also recognized their innate honesty. We felt confident the principals and the entire Amada team would support us in becoming an extraordinarily successful company in the senior home care space.

“Our first client really tuned us into homecare. Our DNA changed. We knew we were invested—called to this business like a mission and a ministry. We knew we could be successful helping a lot of people, and that we were with the best company to make that happen.”



Franchise Partner Profile: Kevin Manuel and Gregory Hines

“Our motto with clients and staff is ‘let’s do good work.’ This is based on a company whose commitment clearly is to do just that.”

**Gregory Hines and Kevin Manuel,
Amada Franchise Partners
Farmington Hills, MI**

NAME

Gregory Hines and Kevin Manuel

TERRITORY

Acquired the Farmington Hills, MI territory in August 2014

EDUCATION

Greg:

Bachelor of Arts in Communications (business minor) from Indiana University

Kevin:

Bachelor of Science in Public Environmental Affairs (management concentration) from Indiana University

PROFESSIONAL BACKGROUND

Greg:

Maquet medical device sales – 8 years

The Medicines Company (specialty pharmaceutical sales) – 5 years

Kevin:

Novartis pharmaceutical sales – 5 years

Pfizer pharmaceutical sales – 13 years

HOBBIES

Greg:

Golf, traveling with wife and spending time with family, involvement in church and college fraternity

Kevin:

Golf, spending time with family, involvement with church

Franchise Partner Profile: Kimberly Akers and Kris Patmos

Mesa, Phoenix, Scottsdale, and Chandler, AZ

“We’ve been friends for 22 years, including working in church ministry together. Our families have known one another a long time. Our goal and mantra, long before Amada, has always been to enrich lives. Seeking life changes at one point, we researched various business opportunities we could do together, though at first senior care was not on the horizon. All we knew was that we wanted to ‘pour into people.’

“Finding Amada Senior Care was amazing because their objective right from the start—enriching lives, as stated in the mission statement—aligned with ours. Seniors; caregivers; families; referral sources; community—whichever’s lives we’re touching; whoever we’re talking to—the opportunity to be able to make everyone’s lives better is what attracted us. Amada’s values resonated with who we are as people. It’s what we want to contribute to society. Their passion is our passion and is strongly reinforced each year we we’re in business with them.

“Whether we get to relieve the heavy burden of an adult daughter, and the impact on her spouse and family, in caring for an aging parent, or paying a caregiver a living wage because we value and respect them, people want to be seen and heard. Amada lets us provide those opportunities.”



Franchise Partner Profile: Kimberly Akers and Kris Patmos

“The opportunity to be able to make everyone’s lives better is what attracted us. Amada’s values resonated with who we are as people. It’s what we want to contribute to society.”

**Kimberly Akers and Kris Patmos,
Amada Franchise Partners
Mesa, AZ**

NAME

Kimberly Akers and Kris Patmos

TERRITORY

Acquired Mesa, AZ territory in January 2015

EDUCATION

Kimberly:

Bachelor of Science in Elementary Education from University of New Mexico

Kris:

Bachelor of Science in Computer Science from Eastern Michigan University

MOST RECENT PROFESSIONAL BACKGROUND

Kimberly:

Pearson Education Sales (math curriculum specialist 2010-15); educator for 18 years

Kris:

Certified Pilates Instructor (2011–present), owner of sales training company (2003-09)

HOBBIES

Kimberly:

Spending time with family, sports booster clubs for her four of five children still at home

Kris:

Pilates, dance—country; ballroom; Latin; swing (Children are grown!)

Next Steps

From Here to Becoming a Franchise Partner

OVERVIEW

Prospective Amada franchisees enter a mutual evaluation and discovery process taking about three to four weeks (or more—there's no rush on our part; this depends on your availability) designed to provide all parties involved with the information needed to make an informed decision. Essentially, we will find out if we are the best fit for each other—you for us and us for you.

We are looking for a mutually beneficial and rewarding relationship that will last for many years, so of course you can count on us to be honest and forthright. And we expect the same of you! We will take the time to get to know you as a person—your background, your accomplishments and how Amada franchise ownership will help you reach your goals. We invite you to get to know us as individuals and as a company.

STEP BY STEP

Step 1. Request more information

If you have this report, you're already here. Request more information and get your free franchise report. We will contact you shortly thereafter to schedule a call or meeting.

Step 2. Pre-qualification call with VP of Franchise Development Tim Valencia. An expert in franchising and an all-around great guy, Tim has helped bring aboard just about every Amada Franchise Partner.

Click to schedule your pre-qualification call at:

[https://calendly.com/timvalencia/amada-introductory-call direct cell](https://calendly.com/timvalencia/amada-introductory-call-direct-cell)

Next Steps

From Here to Becoming a Franchise Partner

Step 3. Training and Support Overview

We'll take you through an in-depth review of our Training and Support process that starts with the pre-opening business phase and continues throughout your Amada career.

Step 4. Your Market and Territory

We will walk you through your potential market's geographic size. We'll also identify your market's key referral sources, caregiver recruiting options and other crucial aspects.

Step 5. Contact our Current Franchise Partners

At this point, we invite you to reach out to our current franchise partners anywhere in the US. As part of our process, you'll have the contact information for all of them. This is an opportunity for a one-on-one conversation with people who were in your shoes not so long ago, asking anything you want to ask.

Step 6. Discovery Day

The best part of our discovery process! You'll join us in Orange County, Calif., and meet the founders and executive team. You get to know us, and we get to know you. You'll have a good idea of the ways in which you'll be supported.

Step 7. Formalize the Agreement

We sign the franchise agreement, and the partnership officially begins. After the agreement is executed, you work on meeting any licensing requirements in your respective state (they vary) and we schedule your five-day Amada University training in Orange County. Then, you enter a new Step 1: the domination of your new territory. **Congratulations!**

Entrepreneur

There is a long list of professional athletes who have purchased a franchise business. However, there is only one who actually started a franchise from scratch. That is Tafa Jefferson, former offensive lineman for the Chicago Bears.

During my recent conversation with the former NFL player, he asked me, “Tom, do you know what NFL stands for?” Naturally, to show how smart I am, I shot back, “National Football League. He said, “Nope, NFL stands for Not For Long!”

Many NFL careers are ended early due to injury, and Jefferson’s career was no different. It ended when he suffered unsustainable ankle damage, and he was relieved of his position even sooner than he expected. But his preparation in school allowed him to not miss a beat.

So, while in school, he learned all he could about business and entrepreneurship. Jefferson had a passion for entrepreneurship because of his father’s influence. Jefferson Sr. was an entrepreneur and

Entrepreneur Magazine Article:
From the NFL Locker Room to the Boardroom
By Tom Scarda | August 18th, 2016



Tafa Jefferson, Owner, Amada Senior Care

didn’t rely on anyone to make a living – he made his own living. That’s where the younger Jefferson learned “hustle.” Another business inspiration for Jefferson was his mom. She was a caregiver, and he saw the satisfaction she got from providing that service to people in need.

With a business degree and the life experiences he had growing up with his parents, Jefferson started an in-home healthcare business within months of leaving the NFL.

Jefferson’s company, Amada Senior Care, is a national

franchise that provides in-home care to seniors to help them age at home. He said he is grooming his franchise partners to be the “Navy SEALs” of senior care. He is looking for talented, hard-working men and woman who are not afraid of doing great work. One of the tenants of Amada Care is to be confidently humble.

“Business is a contact sport, much like football,” Jefferson said. “You must be confident, show up to do your best every day, or otherwise, the competitor will eat you alive.”

He added that humility is a key core value of his company. Jefferson says he and his franchise owners are honored and grateful to be able to give this type of care to individuals and families of folks who need the help at home. And, living a life in service of others helps his employees do well in their own lives.

His father always told him, “You must treat your business like a farm. You can’t be afraid of rolling up your sleeves and getting dirty. A farmer has to prep the land and get rid of tree stumps and rocks. It’s hard work to get started. But it must be done. Without preparation, nothing will grow, including a new business. Once the ground is ready, then plant the seeds. Keep nurturing the farm every day and

tend to the crops. Don’t miss a day. Just like in business, it’s all about consistency. Before you can harvest the fruits and vegetables, you must be patient, very patient.”

Jefferson continued: “People these days are too much in a hurry to get results. Anything that has any value comes with time and patience – especially in business. The key to success in business or sports is to be prepared and then practice, practice, and then practice some more. When your number is called, you must be ready to stand up and play your position to the best of your ability.”

To be the best at something takes some sacrifice. Famed basketball coach Bobby Knight said, “Most people have the will to win, few have the will to prepare to win.” Jefferson said his favorite quote is from the late Muhammad Ali, who said, “I hated every minute of training, but I said, don’t quit. Suffer now and live the rest of your life as a champion.”

Jefferson’s football training was not wasted. He believes that owning a business requires some of the same attributes as playing pro football. The 10-year franchise veteran says that the five lessons taken from football and applied in business are:

1. Be coachable.

Be someone who likes to engage people and have a sales talent, perhaps. Jefferson loves people who have failed at something. Those people are now coachable. A great franchisee or business owner, for that matter, must be open to being coached.

2. Heart.

Business owners, like professional football players, need to have heart. In any business, the owner needs to have empathy for the customer. How else can you anticipate their needs?

3. Tenacity.

Tenacity is the willingness to hustle and get it done. You must be a peak performer and in top shape to be a winner in your game with the stamina to finish strong.

4. Teamwork.

People who are teammates will push each other to do well. People who are committed to the good fight of building a brand will always help each other when the going gets rough -- someone who is willing to “stay in the pocket” when the rush is on.

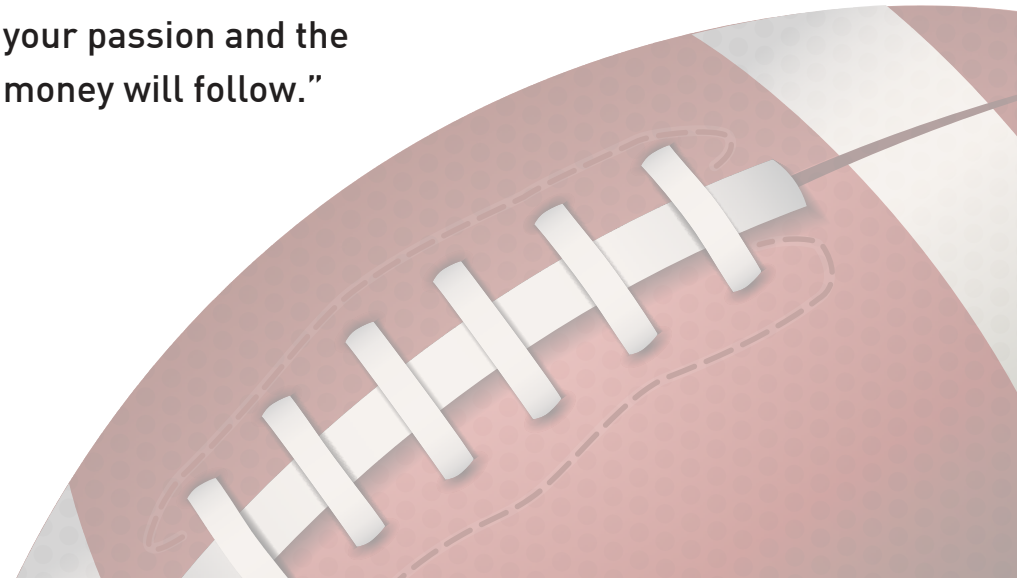
5. Strategy.

Strategy is paramount. Your competitors can't know what your plays are. Your plays are the only differentiator for your business. They are the secret sauce of your company.

The most important piece of advice Jefferson offers to people who are starting a business or buying into a franchise is to look for something that will be sustainable.

“Look at our business,” Jefferson said. “I picked serving baby boomers because I knew there would be a silver tsunami, and I want to be well-positioned when it comes ashore.”

He added, “If it's all about money for you, then your business will suffer. You have to put passion first. You need to work like heck to fulfill your passion and the money will follow.”





**We are excited to walk you through
our discovery process!**

To begin your discovery process:

Call or text: (949) 267-7349

Email us at Discover@AmadaSeniorCare.com

Book an appointment by scanning here:



- **T H A N K Y O U** -

Explore Amada's Franchise opportunity by attending our **LIVE Program Review webinar** with **Tim Valencia**.

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