

# BECOME A **WISDOM** BUSINESS OWNER

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If you've ever wanted to have a tremendous impact on the lives of many people at once, you can do exactly that as a Wisdom Senior Care Business Owner.

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WisdomSeniorCare.com



[WisdomSeniorCare.com](http://WisdomSeniorCare.com)

## How Your TEAM

### CAN HELP OUR SENIOR POPULATION

Your team will provide crucial services like meal preparation, personal assistance, errands, shopping, and light housekeeping to more intensive, such as 24-hour care, bathing, dressing, grooming, medication reminders, diet monitoring, geriatric care, Alzheimer Care, Dementia care and giving a break to tired family members.



## HOW WE IMPACT FAMILIES AND COMMUNITIES

The impact is one that too often goes unrecognized. By offering weary family members the respite they dearly need in order to take care of themselves and their loved ones, you are ensuring that they can come back to the job of caring for their senior loved one with a well-rested body and lifted spirits. Each

client that you provide services touches the lives of many loved ones around them, which means that for every service you provide, you are creating a positive “ripple effect,” not only within that client’s family, but within your entire community!

Such services are an invaluable resource to those in your local community. Our clients have been grateful to find these much-needed services, but the growing senior population throughout the country is in need of this assistance as well.

Our services are a great value to these seniors, allowing them to remain in their homes where they are happiest.

We specialize in caring. We love what we do, and we hope it also inspires you. Imagine the difference you could make within your own community by offering not only reliable services, but hope as well, to families in your neighborhood who need it.

**Carolyn** Thurston  
President & CEO



## WE ARE **READY TO** HELP YOU ALWAYS

Dear Entrepreneur,

As a young child, I enjoyed learning and being around the senior population. I developed a passion to work with the senior population who were being forgotten, and I wanted to be a part of the solution to provide an environment where seniors could still feel valued.

In 2006 I turned my passion into Wisdom Senior Care. Talk to any friends or family you have who may be in charge of the care of an aging relative and learn exactly what kinds of challenges they face everyday.

Learn what obstacles they have encountered on their search for a trustworthy provider of home care.

Are they struggling to prepare meals or keep their house in order? Are they looking for people who can help provide companionship or accompany them on outings?

As you have these conversations, we hope you will learn the myriad of possibilities that await you and your business with Wisdom Senior Care.

A handwritten signature in black ink that reads "Carolyn Thurston".

Mrs. Carolyn Thurston





# ADVERTISE

## SUCCESS **THE** **VISION** IN ACTION

Creating and nurturing leaders with strength in our industry is what we envision. Our focus is sharing Wisdom's proven opportunity with passionate individuals to offer a better life to our senior population. We always work closely with owners to make sure that they are a perfect fit and have everything we look for that makes Wisdom Senior Care the best at what we do. When you own a Wisdom Senior Care business, you become a member of our family. This means you can rely on us for support just as you would your own family. We want to ensure that we are always present and available during your journey.

BROO  
MAG  
POS  
PR



# LOCAL & ONLINE MARKETING



Online marketing provides new Wisdom Business Owners with a jump start in business, and that's the best testimony you can get as to how we handle marketing.

With our advertising training program, you'll learn to make strong contacts in your market with the kind of people who will be crucial in ongoing client referrals. With our marketing and advertising training assistance, you'll receive the in-depth training you need in order to wisely market your business and advertise senior home care services in your metro area. We'll provide you with our marketing materials and designs, which you can use for free to promote your Wisdom Senior Care business. There's no need to hire graphic designers or other professionals to create promotional materials—just download what you need and you're off and running!



Online Leads brought to you with our proactive internet marketing. Seniors in the quest to connect with their children and grandchildren are opened to internet.

With listings on our website and advertisements on all major search engines, all generating thousands of leads each month of potential home care clients for you. We also bring in the professionals, using a skilled internet consulting company to handle the SEO (search engine optimization) that keeps our website relevant in internet search results. We know that our business owners deserve the best when it comes to generating leads. We know that when your business thrives, our business thrives. That's why we've assembled a fantastic team with many years of experience. Our team makes sure that you receive all the information you need, sent out by emails or other electronic venues.

**We also invest the time to meet in person and provide guidance to you at our annual conferences with guest speakers, in addition to hosting a variety of regional meetings.**

# CONTINUOUS SUPPORT AND TRAINING

**“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit.” Aristotle**

## TRAINING PROGRAM



The initial training program we have for Wisdom business owners at our headquarters creates a strong base and support network for you as you start down this exciting new path. As you progress through the program, you will start to build your business.

## INDUSTRY STANDARDS

You will have everything you need to take the next step and start offering home care to family and loved ones in your area. Our training program we provide is based on research that has been developed and tested. Our team of experts in the field will provide you with everything you need about owning and operating a business in the industry.



## BUSINESS COACHING TEAM



Training doesn't end there for us. We continue coaching and providing more opportunities to learn and grow our partnership as we work together. We always aim to provide great support for your business. Our department of business performance ensures that we continue to provide education and assistance as you develop your business.

## SUPPORT TO MAXIMIZE PROFITS

Support with your business planning and in addition, a member from our business performance department will work with you to create a roadmap for your business. We can help discuss organizational structure, wages, rates, marketing, monitoring performance. We will help to maximize profits using tools we have created and developed.



## TEAM DEVELOPMENT



Your business will rely heavily on developing people. Our team will also help with your organizational structure to fill positions with people who are right for the job. We can provide help with conducting effective interviews, and help with accountability. Our evaluation will provide you with suggestions to ensure you have the right team.

## DECISION PROCESS TIPS

### Self-evaluation Checkpoints

- What is important to you
- Your personal SWOT
- Teachable mindset
- Unconditional passion to help
- Your dreamed living area
- The capital Investment

### Financing Options

- Personal Capital Available
- Financing resources in the industry
- Veterans Program
- SBA Financing Resources

### Connect with people in the industry

- Get to know the industry
- Launch Interviews in and out the company
- Visit Headquarters to find out the fit for you
- Study the FDD & FA

A hand in a red and black plaid shirt is writing the word 'TEAM' in large, bold, black capital letters on a whiteboard. Below the word, there is a horizontal line. To the left of the line, the letters 'T', 'E', 'A', and 'M' are written vertically in yellow, blue, green, and red respectively. To the right of the line, the words 'TOGETHER', 'EVERYONE', 'ACHIEVES', and 'MORE' are written in black capital letters, each underlined with a line of the same color as the letter to its left (yellow, blue, green, and red respectively).

TEAM

T TOGETHER

E EVERYONE

A ACHIEVES

M MORE

At Wisdom Senior Care we want to create value for everyone involved. We have to face the reality, our system is not for everyone. As a Wisdom Business Owner, if you like to keep total control over your business, or if your belief is that nobody else can run your business as well as you do, you should probably not join our team. This is not a path to quick riches or easy track to business growth. It is a business system that requires you to grow yourself, but not by yourself. We will be alongside with you in our relationship to make sure you are successful.



# SENIOR **POPULATION** OUTLOOK

Beginning January 1st, 2011 every single day more than 10,000 Baby Boomers will reach the age of 65. That is going to keep happening every single day for the next 19 years.

## BABY BOOMERS

Many families to fulfill the aging parent's desires, turn more and more to professional senior care agencies like Wisdom Senior Care.

Our growth has been based on that growing desire to serve our senior population in the comfort of their homes. Happy seniors, just like any human being, live longer while they still live in a family environment.

Adults 50+ are the fast growing demographic on the internet. Why? To stay connected to children, grand-children and friends. Google, Facebook, Youtube and Yahoo are the top 4 websites for ages 60+.

**1** Among the age groups within the older population, the 85-to-94-year old's experienced the fastest growth between 2000 and 2010, rising from 9.5 million to 12.4 million.

Source: U.S. Census Bureau, 2010

The number of people age 85 and older who often require additional caregiving and support will increase from about 14% of the older population today to 21 percent in 2050.

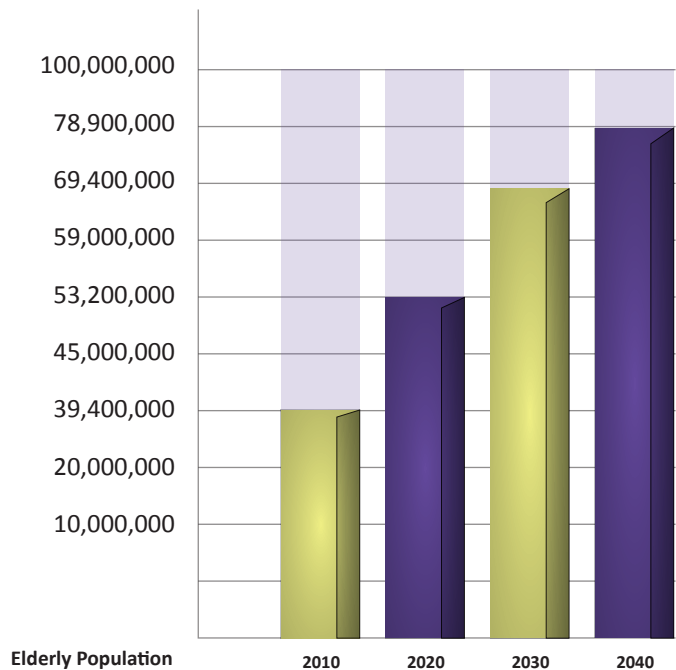
Source: The Next Four Decades: The Older Population of the United States, U.S. Census Bureau, 2010

**2** A survey by the American Association of Retired Persons (AARP) indicates that 84 percent of Americans want to stay in their present homes as they age, while other sources have said that percentage may be up to 90.

There is a profound feeling of belonging to our communities from our aging population through their wisdom. They are increasingly looking for caring and devoted people to be part of their lives.

# 21%

It's estimated by the year 2020, nearly 12 million people will need long-term care, which will be 21% of the Seniors population. Which is sure to grow with the aging baby boomer. source: Medicare.gov



About 1 in 5 U.S. citizens will be Elderly by 2030. By 2020, the size of the population age 85 and over is projected to double to 7 million. The oldest old will again double to 14 million by 2040.

Source: U.S. Bureau of the Census

**3** From the American Association for Long Term Insurance. AARP, the possibility of becoming cognitively impaired or disabled in at least 2 ADLs (Activities of Daily Living) is 68% for Americans age 65 and older.

By 2060, there will be about 98 million older persons, more than twice their number in 2013. People 65+ represented 14.1% of the population in the year 2013 but are expected to grow to be 21.7% of the population by 2040



## CAREGIVERS THE HEART OF OUR INDUSTRY

Every Wisdom Senior Care business is built around the core of its caregivers. Hiring, training, orientation, and retention programs have been developed for employees using research that has been learned within the company.

Business owners with Wisdom Senior Care focus on finding and attracting individuals who are compassionate in nature, sharing our philosophy and mission to provide the highest-quality senior care around. Resources to help effectively recruit employees is always available to owners of a Wisdom Senior Care business and appeal greatly to potential applicants who are interested and serious in their intent to help make a difference in

the life of a family in need. We offer everything from detailed brochures to video presentations, all designed to motivate and inform candidates who are intelligent, dependable, and eager to join our team. These tools provide a great way for you to introduce the caregivers under your watch to the flexible and unique opportunities that await them with you and your business with Wisdom Senior Care.

## TEAM CONCEPT

Our training programs are the best. Wisdom Senior Care offers a curriculum that is comprehensive, several stages, and will ensure that caregivers are equipped with the information and tools necessary to succeed. Additionally, training modules are ongoing, covering

personal care, in-home safety, relationship building, people skills, senior care education in an interactive setting, focusing on caring for the person as a whole. We are careful in how we match up caregivers and clients, ensuring both benefit from the relationship.

## PROFESSIONAL GUIDANCE

**The curriculum is offered to our teams in several manners, from online courses to video presentations and classroom training. Wisdom Senior Care will provide you as a business owner with training programs that are specially designed just for you and their core staff. The professional guidance will help individuals create a lasting relationship as a manager and teach the importance of being an effective problem solver.**



## OUR PARTNERS SAY



**Briles Johnson**  
Director Woman  
Business Center

I was awe-inspired by her passion to help not only our senior population but also by her strong desire to share Wisdom's proven system to build other business owners.



**Larry Hester**  
Durham Business &  
Professional Chain

Their growth is a valuable asset both to our growing senior population who need their services and to entrepreneurs who are seeking a franchise opportunity in a growth sector..



**Caroline  
Cameron**  
Medical Claims Rx

Wisdom Senior Care has the most powerful system for long term care claims with a transparent billing system. Our 10 years of partnership has been very valuable for our clients.

## OUR SKILLED EXPERTS

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.” --Andrew Carnegie



**CAROLYN  
THURSTON**  
PRESIDENT &  
CEO

She has 25 years of experience in health care. The last 8 years, she trained more than 250 senior care agency owners on regulations and procedures. By sharing her passion for seniors with likeminded and passionate individuals in the family of Wisdom Business Owners, she believes we can keep more seniors in the comfort of their homes.



**CHARLES  
THURSTON**  
COO & VP SALES

With his irresistible smile and compassion to grow people, he has 30 years experiences building more than 300 entrepreneurs worldwide. Sharing the same passion with his wife Carolyn, he is building Wisdom Senior Care Business Owners from his experience building businesses. He always mentor business owners on values of love and relationship to grow.



**Jason  
Schneider**  
Corporate  
Attorney

Jason brings strong business and financial credentials to the legal practice. As a CPA and attorney, Jason's combined experience in financial, tax, and legal matters have proven very beneficial to Wisdom business. Jason Schneider is a partner of Schneider Law Group, a business boutique law firm focused on M&A, securities, and tax strategy.



**Lisa  
Schneider**  
Corporate  
Governance

Lisa has extensive experience with international legal matters including employment-based immigration in U.S. business operations. She is the managing partner of Schneider Law Group and an accomplished corporate governance expert bringing over a dozen years of legal and institutional engagement with public companies.

**A TEAM TO WALK  
ALONG SIDE  
WITH YOU IN THIS  
JOURNEY**

Team work is the core of any business. But it takes an exceptional team to walk along side with you for success. We want our family of business owners to be in business for themselves not by themselves. Like Mother Theresa said “I can do things you cannot, you can do things

I cannot. Together we can do great things.”, we want to build a likeminded and motivated team. Wisdom looks forward to achieving new opportunities’ and new ventures with you. Keeping Wisdom at home, in our families and communities.

## OUR SKILLED EXPERTS

As Andrew Carnegie put it, Wisdom put together a team of experts to achieve its goals. The team all together assures that Wisdom has the best practices in the industry. Our team always works to keep both our family of business owners and our interests in mind. Wisdom is the place where the impossible becomes possible, with teamwork and a sense of determination we aspire to reach our goal. Wisdom is dedicated to helping individuals become owners, they take pride in watching people become leaders in the industry.



**Ray T  
Canoy**  
CFC & Sales

As a serial entrepreneur and Transworld Business Advisor, Ray has a knack for sales. For more than 3 decades, he has been a sales achiever by matching the right supply to the right demand with unbeatable people skills and integrity. With his experience, Ray is supporting Wisdom expansion. Happy networker, he is attentive to potential Wisdom Business Owners who want to join our team.



**Marilyn  
Christian**  
Field Training  
Coordinator

Education as a transfer of knowledge has been Marlyn's passion for more than 3 decades. At Wisdom, Marlyn, as an RN, has been the stepping stones for our caregivers training. Registered nurse and licensed by the State of North Carolina, she oversees the best practices from our business owners in our clients' homes.



**Chris  
McMullan**  
VP Marketing

For over 26 years where he has been successful in building and growing a high performing organization serving IBM with sales in excess of \$1.2B, He has a passion for digital marketing and The Internet of Things. He and his team work to position Wisdom as a household name brand. An entrepreneur himself, he arms our business owners with a better understanding of our brand name.



**Nangbon  
B. Kombat**  
Business  
Development

Business Development & Performance Coordinator with 15 years of experience in business growth in US, Canada and West Africa, Achille brings tremendous international experience in keeping our Business Owners accountable to their goals to joining our family. With an MBA in International Business & Finance, he is an asset to Wisdom's focus on diversity in our family of business owners.

**"Leadership is  
about making others  
BETTER  
AS A RESULT OF  
of your presence"**  
Sheryl Sandberg-

We strongly believe in abundance for all through sharing. Sharing Wisdom is not just limited to offering an opportunity but also on how to grow it. We'll challenge you by providing you with the knowledge and the tools to live out your dreams.

Leading and equipping you is our daily motivation as part of our team. We share the same success model based on our core leadership principles. Our leadership philosophy that we instill in our partners requires a learning attitude.



## KEEPING SENIORS AT HOME

Providing comfort and assistance to our seniors so that they can remain in the place that makes them happiest is exactly what Wisdom Senior Care is all about. That is what everyone wants for their seniors, which is why our services are in such demand, and why owning a Wisdom Senior Care business is such a fulfilling and beneficial experience, on so many levels.

JOIN US AND

## Build a Business that Could Grow Without You



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