



## Profitability

- *BrightStar Care Homes is the perfect business opportunity for people who want to get into the healthcare industry because it gives them a chance to start small and teaches them the ins and outs of the business through our excellent franchise support system. At BrightStar Care Homes there is room for success at all experience levels.*

## Franchisee Personas

### Corporate Executives and Career Investors

- Successful corporate background
- Maintain high-level oversight of the development and long-term planning
- Strong business acumen
- Entrepreneurial spirit, and ambitious drive

### Multi-Unit and Multi-Brand

- Franchising experience
- Broad understanding of the business model and industry
- Drawn to brands that have ample territory availability
- Looking to add an emerging brand to their portfolio

## Statistics



- ★ The smaller footprint of BrightStar Care Homes includes inviting common areas for visits and activities at an investment between **\$1.2 and \$1.7M**
- ★ At BrightStar Care Homes, the typical resident-to-caregiver ratio is **1:5**
- ★ According to the U.S. Census and NIC Research, there will be **28.6 million** U.S. citizens over the age of 75 in 2025, and by 2039, that number is expected to grow to over **44.2 million**
- ★ According to a recent report, about **1 million** Americans live in senior care facilities; by 2030, that number is expected to double.

Read more to find out why BrightStar Care Homes is such a popular choice for those interested in opening their own franchise: [click here](#)