Thank you for your interest in the BrightStar Care® Franchise Opportunity! This packet will introduce you to the many wonderful things that make BrightStar Care a unique and compelling home care franchise for you. We’ll show you how our unmatched clinical quality standards drive our superior client satisfaction, resulting in a diverse array of revenue opportunities for our owners. You’ll also learn about how our cutting-edge technology, world-class marketing materials, and comprehensive training programs will help you jumpstart and run your business.

Let us show you how our clinical expertise and passion make BrightStar Care “A Higher Standard of Home Care.”

THANK YOU FOR LOOKING INTO BRIGHTSTAR CARE, AND ENJOY YOUR JOURNEY!
Focus on quality care

With over 330 locations nationwide, BrightStar Care helps keep parents and grandparents in the comfort and familiarity of their own homes, as well as assists parents with their childcare needs. We can provide every service available at a nursing facility in the comfort of a loved one’s home. From companionship and hygiene assistance, to highly skilled medical services such as in-home blood draws, our services are available around the clock to meet our clients’ every need.

**THE BRIGHTSTAR CARE® DIFFERENCE**

**Higher Standard of Care:**
Our Professional Care Team, led by a Registered Nurse Director of Nursing, delivers expert, compassionate, and personal care.

**Care Experts:**
Only BrightStar Care combines industry-leading screening, training, and oversight practices for all of its nurses and caregivers.

**Earned Accreditation and Client Satisfaction:**
We meet and improve our unmatched operational and care standards through Joint Commission Accreditation and Press Ganey Client Satisfaction Surveys — 9 out 10 clients recommend us.
Why The Senior Care Industry?

- $50.7 billion Industry¹

- Home care is the fastest growing segment in the health care industry²

- Recession resilient

- In 2009, there were 39.6 million Americans aged 65 years or older – one in every eight Americans. By 2030, there will be about 72.1 million older persons – one in every four.³

- 90% of people over 65 want to remain in their homes versus alternate senior living arrangements⁴

- Medical home care is growing as an alternative to hospital stays & solution for lowered re-admission rates

- Medical staffing – increasing demand for medical services increases the need for temporary staffing

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1. Pew Research Center 201  
2. U.S. Bureau of Labor  
3. Administration on Aging  
4. AARP "Aging in Place Survey" 2011
Our Competitive Advantage

1 Clinical Excellence: Why our clients prefer BrightStar Care®
When it comes to in-home care, the consumer is looking for high standards, knowing that their loved ones are in good hands. With the BrightStar Care clinical expertise and dedication to providing superior care, families get that and more. BrightStar Care provides a unique plan of care with RN oversight for each client. The dedication to person-centered care by competent and compassionate nurses and caregivers is why our clients love BrightStar Care and why we are a top-ranked senior care franchise. That commitment to clinical expertise is the #1 reason why families choose BrightStar Care.

2 RN oversight for every client
Every BrightStar Care franchise location is required to have a Director of Nursing who oversees the care provided by BrightStar Care nurses and caregivers. This added level of oversight not only ensures that proper care is being administered, but provides “peace of mind” to our clients knowing that their loved one’s plan of care is in the hands of an expert, trusted health care professional.

3 Full-continuum of care
At BrightStar Care, our care service offerings extend far beyond non-skilled senior companion care, which allows our franchisees to retain their clients longer. If a client requires additional care, they can upgrade their services because we offer a full range of non-medical and medical home care.

4 Caregiver competency
Whether someone is looking for some form of elder care, childcare or quality medical staffing, we understand that finding a compassionate, dedicated and qualified care professional when you need one can be difficult. BrightStar Care franchisees understand the challenges their clients and their families face. That’s why we are committed to rigorous recruitment and screening standards. All BrightStar Care franchisees conduct the following screening processes and practices for every employee to ensure our clients are getting the utmost in quality, skill and professionalism every time:

- In-depth interview to determine skills and experience
- Criminal background checks
- License/certificate verification in accordance with state law and requirements
- Continual license status monitoring throughout employee tenure
- State health screenings as required by law
- Hepatitis B vaccinations
- Bloodborne pathogens training as stated by OSHA guidelines
- Drug Screening

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5 Joint Commission Accreditation

Our franchisees are required to obtain Joint Commission Accreditation, which is considered the highest standard of quality for health care organizations and earned by many hospitals, doctors’ offices, and nursing homes. This dedication to high standards sets us apart from our competition and provides peace of mind for our clients knowing that their loved ones are being cared for in the homes by a professional organization dedicated to the same quality standards of major medical facilities.

The Joint Commission acknowledged the BrightStar Care franchise system’s efforts to promote high quality health care services by awarding them the Enterprise Champion for Quality designation six years in a row from 2013-2018. The prestigious distinction is awarded to select franchisor organizations with a proven commitment to the highest level of quality and safety, and further sets BrightStar Care apart as a quality-focused care provider. BrightStar Care is the largest and only national home care franchise to achieve this distinction six consecutive years.

OWNER QUOTE:
Jason Lieb, former hospital administrator and BrightStar Care Franchisee in Happy Valley, Pennsylvania

“This is the first time I have ever owned my own business, so there have been many different things that I had to navigate. BrightStar Care leadership helped guide me along that path and provided me a good template of what to expect so nothing surprised me too much along the way.”
BrightStar Care is the most robust in-home care franchise system because of our dedication to providing our franchisees the best training, ongoing support, and tools for them to grow their businesses and deliver exceptional care to their clients and families. The depth and scope of the BrightStar Care franchise system is unparalleled to any other senior care franchise giving our owners the best opportunity to grow without limiting them to just senior companion care services.
**SOME OF THE BENEFITS TO OUR FRANCHISE INCLUDE:**

**Proven System**
The most difficult aspect of starting a business is trying to figure out what works. Time and mistakes in business cost money, and it can be extremely costly trying to figure it all out. With a franchise system, the process has been refined over many years and the franchisee benefits from following a system resulting in a quicker and less costly ramp-up period than if you were starting a similar business on your own. BrightStar Care has been operating since 2002 and our business model can be replicated throughout the United States. No medical experience or industry background is required.

**Training**
We want to ensure our franchisees can properly execute the proven BrightStar Care business model and not worry about how to figure it out on their own. Our new-owner training program features a 1-week Pre-Opening course at BrightStar Care Franchise Support Center in Gurnee, Illinois, that you will attend as soon as you join BrightStar Care, then a few weeks later, another 1-week Boot Camp for owners and employees to learn the day-to-day operations of a BrightStar Care franchise.

**Pre-Opening Training**
This session is designed for new franchisees that are entering the system and includes multiple topics on starting a BrightStar Care Franchise including:

- Setting up the business
- Pre-selling the market
- Financial preparation
- Recruiting employees
- And much more…

**Online training - (at home)**
The online session prepares owners and employees for Boot Camp training that dives deeper into the specific roles at a BrightStar franchise office.

**Boot Camp**
This is where franchisees and employees learn the day-to-day operations of a BrightStar Care office system and the different disciplines of each office role:

- Sales/Marketing – Focuses on growing the current customer base
- Branch Manager – Runs the day-to-day operations of the office
- Director of Nursing (DON) – oversees client care
Ongoing Support
Each franchisee receives ongoing operational support, business consultations and training. You will receive an assigned field support person whose responsibility is to support you by providing business coaching & consulting including:

- Quarterly town hall calls by CEO Shelly Sun and the Senior Leadership Team
- Performance reviews
- Office visits
- Sharing of best practices
- Regional updates & performance comparables
- Technology updates
- Regional webinars & conference calls
- Annual Branch Leadership Conference
- Annual National Owners Conference

Proprietary Web-based Software & Business Solution
Managing any business requires the right tools. BrightStar Care developed a fully integrated, proprietary business software designed specifically for the BrightStar Care model. We want our franchise owners focusing on growing their business, not paper work.

- Access anywhere, any time – medical background is not necessary – we walk you through each step
- Our integrated financial software streamlines scheduling, payroll, billing and financial reporting
- Benchmark your business among other franchisees using key performance indicators to maximize growth and profitability
- Integrated CRM module helps our franchisees and employees manage the sales process and customer acquisitions making your office more efficient and effective.
- Mobile platform
Benefits Continued:

Marketing Support
BrightStar Care franchisees benefit from stunning marketing materials and access to our marketing team for creative projects to help our offices stand out in local markets. Local Marketing resources include:

- Pre-produced print ads and professional brochures
- Access to professional marketing materials 24/7
- Powerful web-presences – Personalized & search-engine optimized websites to generate local traffic and establish presence online.
- PR & Social Media – BrightStar Care creates buzz nationally and locally. We will help you create a buzz in your market area by capitalizing on social media and localized PR strategies.
- High-quality National TV ad

OWNER QUOTE:
Becky Torrez, Las Vegas

“I look at BrightStar, and I cannot imagine there’s another home care franchise company with the level of people they have. …I want to be part of an organization that will make my family proud of the work that I do and the service that I provide to others.”
Better care at a lower cost

Regulatory changes are having a positive impact on the home healthcare industry, as healthcare providers work to deliver quality care at lower costs. This means keeping patients out of the hospital and in their homes whenever possible, providing the level of care clients need in a more comfortable place, all while keeping down the costs that rack up when a patient spends 24 hours a day in a hospital room when they may only need two hours a day of care.

The home healthcare industry has been reducing costs for years. In 2008 alone, hospital costs were reduced by up to $25 billion thanks to the shift from long-term hospital stays to home healthcare, according to a study by a Columbia University Professor of Business, and between 1998 and 2008, the percentage of patients discharged from a hospital to home healthcare rose from 6.4% to 9.9%.

Regulations passed in the years since have brought increased pressure to reduce healthcare costs. Currently, 73% of funding for the home health segment of the industry - $44.3 billion - comes from government sources, mainly Medicaid and Medicare, according to the Wall Street Journal.

In recent years, both the government and large insurers have sought to improve clinical outcomes and reduce overall healthcare costs through Accountable Care Organizations (ACOs). ACOs pay healthcare providers, such as hospitals and doctors, a fixed amount of money to care for patients, based on their condition and its severity. One of the keys to improving outcomes is keep a regular eye on patients and ensure they are managing chronic conditions or completing the steps necessary to recover from surgeries. Skilled
**BETTER CARE CONTINUED:**

home care is an efficient way to provide these services to patients, improving their health without the need for extended or return hospital visits.

Shifting patients to the private-pay home healthcare model doesn't hurt the quality of care; BrightStar Care franchisees consistently earn accreditation from The Joint Commission, which is the same group that accredits world-renowned institutions like the Mayo Clinic and Cleveland Clinic. The Joint Commission has recognized BrightStar as an *Enterprise Champion for Quality* for six consecutive years in recognition of our ongoing efforts to help franchisees deliver the highest level of care. This recognition is unprecedented in the home healthcare franchise industry. By providing high-quality care at a lower cost in a more comfortable setting for patients, BrightStar is positioned as an ideal partner for large healthcare organizations looking for a home healthcare provider they can trust. We already have more than 100 national account partners who drive patient referrals to our franchisees, and that number continues to grow.
Multiple Revenue Opportunities

**Senior Companion Care / Kid Care**
From respite care to even the most basic, peer-level companion care, adult and senior assistance, our franchisees’ compassionate caregivers go above and beyond to make more possible in the lives of those in our care.

Trained, insured and bonded BrightStar Care caregivers will plan activities that will be both stimulating and enjoyable. We can provide any level of companion care our clients desire to achieve a quality of life they need, which makes us one of the best senior care franchise systems.

**Our Companion Care services include:**
- Adult and elderly home companion visits
- Assist with writing letters and correspondence
- Help to connect with loved ones through e-mail and social media
- Expectant and new mother support
- Engage in stimulating activities such as art projects and reading
- Schedule assistance
- Respite and family relief
- Sitter services

**Skilled Medical Care**
The clinical care BrightStar Care offers is based upon our primary goal of Making MORE Possible in our clients’ lives – more dependability, more security, more options. This is just one way we bring more to our clients and their loved ones each day, making their quality of life the best it can be.

RNs (Registered Nurses) and LPNs (Licensed Practical Nurses) who are qualified to administer medications and perform advanced medical procedures are also available. We specialize in providing around-the-clock geriatric care for the elderly in the home along with wound care, hospice assistance, palliative care and more.

**Our Skilled Care services include:**
- Blood sugar testing
- Elder care management
- Exercise management
- High-tech nursing
- Home infusion therapy
- Hospice assistance
- In-home blood draws and injections
- Medication setup, administration and oversight
- Occupation, speech, and physical therapy in the home
- Tube, drain, and/or bag maintenance
- Vital signs
- Wound care

To learn more about the multiple revenue streams and AVERAGE FRANCHISEE REVENUE visit franchise.brightstarcare.com or call a BrightStar Care Franchise Consultant at 877.689.6898
MULTIPLE REVENUE OPPORTUNITIES CONTINUED:

**Medical Staffing**
The unending demand for health care professionals and the quality employees that BrightStar Care franchisees recruit and retain create a perfect opportunity to capitalize on the health care staffing industry — another significant revenue opportunity for BrightStar Care owners. Many of these opportunities derive from hospitals, doctors’ offices, assisted living facilities, and other health care facilities. That added opportunity to provide medical staffing to those health care facilities further solidifies the quality of the BrightStar Care home care franchise brand and offers terrific business opportunities for our franchisees.

**National Accounts**
BrightStar Care has a dedicated team to develop business relationships with large health care organizations in order to establish large national and regional accounts that benefit our franchisees. These national accounts relationships provide additional revenue opportunities for our franchisees without having to spend valuable time and resources soliciting those organizations — and another reason why we are one of the top senior care franchises.

**100+ National Account Contracts**
BrightStar Care locations have an average of $364,840* in National Accounts Revenue

*Disclosed in our 2019 FDD Item 19

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How much can a Brightstar franchise make?

Here’s a look at financial performance and how we make money.

Our business model sets us apart in several ways. We offer the full continuum of care, including higher margin skilled care that other franchises shy away from; we offer staffing solutions for other healthcare providers, giving franchisees another avenue to make money and provide incomes for their staff; and franchisees enjoy a growing National Accounts program, in which large healthcare providers are turning to BrightStar Care and its franchisees for help providing home care services to clients.

Our systems and support make it easy for you and your staff to manage the complexity of the business model; yet that complexity also wards off competitors, providing a strategic advantage for franchisees. Those advantages yield bottom line results.

Much more detailed information can be found in our Franchise Disclosure Document.
How BrightStar Care home health franchise recruits RNs

High clinical standards and unique opportunities help our home health franchise owners recruit nurses and caregivers.

Each BrightStar Care franchise’s Director of Nursing is a registered nurse. RNs are skilled, highly trained and in demand, so how do you get them to work for you? Most of our franchise candidates have no healthcare background, and that’s okay.

Candidates typically ask a lot about the role of the Director of Nursing and ask, How do you find these elusive people? BrightStar Care has tools and resources to help guide you in where to look, how to recruit and even how to interview for a Director of Nursing.

BrightStar Care nurses enjoy the ability to make decisions that impact the lives of patients, and are not burdened by bureaucratic gatekeepers who can slow down the process of delivering quality care.

We guide you to the right people, then help develop their skills.

The nurses have to meet high standards of quality in their work, so before they’re hired they complete stringent screening, background checks and face-to-face interviews.

BrightStar Care provides a unique opportunity for nurses by keeping them directly involved in patient and client care while giving them more of a leadership role than they can find in other positions in their field. In addition to providing skilled care, nurses oversee the work of caregivers.
RN RECRUITMENT CONTINUED:

BrightStar Care provides ongoing training for Directors of Nursing to help them stay apprised of best practices while also building their leadership and team management skills.

Nurses appreciate BrightStar Care’s high standards.

At BrightStar Care, we go above and beyond in meeting the highest possible standards of care. We are the only home health franchise to be awarded the Joint Commission’s Enterprise Champion for Quality designation all six years in which it has been offered, which means that more than 95% of our locations are Joint Commission accredited.

“The Joint Commission is the gold standard of accreditation. It’s a voluntary organization that you sign up for, and they are very strict about quality control measures, quality oversight, patient files and patient safety,” says Jason Lieb, a franchise owner in Central Pennsylvania, who says that the accreditation is an especially powerful recruiting tool among nurses who want to know their new employer will match the quality of care they are familiar with from hospitals. “I knew that bringing BrightStar Care here would be a great thing for clients, but it’s also a great company that caregivers want to work for and are proud to work for.”
One of the things that’s very unique to BrightStar Care as opposed to our competitors is the investment that we have always made in technology.

“We have technology solutions unlike any other brand,” says Jim Kearns, the Chief Technology Officer for BrightStar. “(CEO) Shelly (Sun) has been investing in technology since the very beginning, to the tune of millions of dollars a year, and that investment ensures the technology will continue to drive improvement and efficiencies for our owners as the home care market evolves.”

Automating operations
The investments have helped BrightStar Care automate a lot of the tasks that happen inside a franchisee’s office, such as scheduling. Scheduling may sound simple if you are accustomed to a corporate environment, but in the world of home healthcare, where an individual client may need help for just a few hours a week or 24/7, it’s a matter of matching client needs with caregivers who have the right skills sets and are available when clients need them, which can be a moving target. BrightStar Care’s technology platform automates this process, making it easy for caregivers to take on added hours. The platform also tracks the hours and tasks performed by caregivers, automating payroll and billing.

“None of our other competitors have a unique solution that can compete with it,” Kearns says.

Gaining insights into quality of care
The technology also provides a centralized data hub for information about clients. Data security helps protect patient information, while details about the care that is needed are
Capturing business intelligence

Our platform is also designed to parse through the massive amounts of data generated by franchisee operations and spot key performance indicators, trends and opportunities.

“We’re really just starting,” Kearns says. “We are continuing to evolve and take this system to the next level, including making some additions that will make the system easy for caregivers to use on their mobile devices, which will make it easier for them to manage their work lives and take advantage of earning opportunities.”

These measurements not only help BrightStar Care ensure we are providing top care to patients, it also allows us to share clinical outcome data with healthcare referral partners who need to understand what actions are cost-effectively improving outcomes for their patients. BrightStar Care has a robust National Accounts program, with over 100 healthcare organizations that refer business to our franchisees. This data allows them to show that we are improving outcomes and lowering costs - overarching goals for both large insurers and the government.

TECHNOLOGY ADVANTAGE CONTINUED:

shared with caregivers who serve clients. As the patient’s health is monitored, the collected information allows BrightStar Care to measure clinical outcomes for patients.
BrightStar Care Leadership

Shelly Sun - Founder and CEO
Shelly Sun is the CEO and Founder of BrightStar Care®, a premium healthcare staffing company providing the full continuum of care, from homecare to supplemental staffing for corporate clients such as nursing homes and physicians. In 2005, BrightStar launched its franchising efforts, becoming the first and only franchising company in the country to specialize in both medical and non-medical care and healthcare staffing.

BrightStar Care has grown to over 330 locations nationwide, serving over 15,000 families and generating over $400 million in system-wide revenue. In addition to leading the strategy for the BrightStar Care®, BrightStar Senior Living Assisted Living & Memory Care, and BrightStar® Technology Group divisions, Shelly is charting the vision for complementary brands and services to help consumers care for their families and homes.

Shelly is a Certified Franchise Executive and participates on the International Franchise Association’s [IFA] Board of Directors. Shelly served as Chairperson of the IFA Board of Directors in 2017. Shelly was also selected by the IFA as the 2009 Entrepreneur of the Year. BrightStar Care® was named to First Place in the June 2014 Forbes’ list, and remained amongst the Top 10 on the 2015 and 2016 Forbes’ list, for franchises under $150,000 initial investment. BrightStar® was also selected for the Inc. 500/5000 every year 2010-2015. BrightStar Care® is the only franchise home care brand to receive the Joint Commission’s Enterprise Champion of Quality Award in 2013, 2014, 2015, 2016, 2017 and in 2018.

BrightStar Care was featured on CBS’ Undercover Boss. (If you are a Netflix subscriber watch Shelly Sun on Undercover Boss.) Shelly also published her first book, Grow Smart, Risk Less: A Low-Capital Path to Multiplying Your Business Through Franchising, where she discusses her journey as an emerging franchisor through amazing growth, lessons learned and game-changing ideas.
BrightStar Care Customer Reviews

BrightStar Care customers share how our franchisees have made an impact in their lives

BrightStar Care strives to provide the highest level of care for our clients and patients. We’ve proven it through our Joint Commission accreditation, and we also see the positive impact we make through the words of those we serve. Our mission is to improve the lives of our clients, and the customer reviews and testimonials from our clients show the difference we are making.

Here are some of the stories our clients and their families have shared through Caregiver of the Year nominations, our website and online reviews:

“Since 2012, the team at BrightStar Care of Tempe has been looking after my father-in-law, who lives in an independent-living apartment… My husband and I have found the staff to be caring, responsive and very reasonably priced. My father-in-law is diabetic, and they have helped keep his blood sugar in check. In addition to day-to-day care, they provide transportation to his appointments at the veterans’ hospital. They let us know when he needs important supplies. And they serve as our ‘eyes and ears’ since we live so far from him and aren’t able to visit frequently.

If you need someone to take care of your loved one, I highly recommend you reach out to BrightStar Care!”

- Susan M., reviewing BrightStar Care of Tempe, Arizona, on Yelp

“Our caregiver, Susette, is wonderful! She keeps my dad, who is 94, laughing and in good spirits, which improves his health. She does so many little things around the house that help me, such as keeping the sinks and chrome shining! She is always on time and cheerful. And sometimes she brings sweet treats for breakfast, a nice surprise. We just love her!”

- Janice B.
CUSTOMER REVIEWS CONTINUED:

“We are glad that we have this opportunity to let you know how very fortunate we feel to have Lu Ann as Gene’s caregiver. She is cooperative, reliable, flexible, helpful and considerate. And, most importantly, she has a great sense of humor. She comes up with all kinds of creative problem-solving ideas. We think she is special, because with her, we are not just a job, we are people she deeply cares about. When she is here and notices we are having some difficulties, she will call on her days off to check up on us!”
- Eugene D.

“My caregiver is efficient, organized and gives 150% while on the job. She’s thoughtful, kind and considerate and always willing to go the extra mile. She is knowledgeable about her duties and works well independently. With her help, I am becoming more self-reliant.”
- Cheyenne

“I can’t say enough good things about Jon. He has been an inspiration to my family. He came and made a difference in the life of my disabled brother Steve. His uplifting spirit, compassion and understanding has enriched my brother’s life. He is dependable, honest and available in the direst of needs. There is no way of expressing how important Jon has been in the care of my brother. He makes his life happier … Jon has made my brother’s world a better place.”
- Client testimonial on brightstarcare.com

“Annie was hired as a 24-hour live-in companion/aide through BrightStar Care and has proven to be a blessing in our mother’s life. Annie has shown great respect while adapting to Mom’s needs and the needs of the entire family. She is a kind, gentle and caring person and shows this daily in her work. Annie has made more possible by thinking of every detail. We had to take Mom to the doctor and arrived early to help get Mom ready. Annie had already done so. She even put light makeup and earrings on Mom so she could look nice for her appointment.

Bringing Mom home from the nursing home brought great joy to Mom and the whole family, as home is where Mom always enjoyed being. This joy could not have been possible without the expertise of Annie. Thank you, BrightStar Care, for hiring such capable people like Annie. She is a gift from above, truly a ‘Bright Star’ in our family’s eyes!”
- Client testimonial on brightstarcare.com
Awards and Highlights

2019  BrightStar Care Earns Fran Compare’s Best in Senior Focused Services

2018  BrightStar was #4 of “The Top 100 Franchises of 2018” as ranked by Franchise Gator

2017-2018  BrightStar Care Earns “Best of Home Care Endorsed National Provider” Award

2013-2018  BrightStar Care Earns Joint Commission Enterprise Champion For Quality Award

2016  Franchise Business Review Franchisee Satisfaction Award

2015  #7 Forbes Best Franchises in America

Shelly Sun Earns Top 10 Spot on Inc. Magazine’s 2015 Impact 50 List

Crain’s Chicago Business Fast-Fifty

Shelly Sun Earns Top 10 Spot on Women President’s Organization 50 Fastest-Growing Woman-Owned/Led Companies

#1 Forbes Best Franchises in America (in investment level)

#3 Franchise Gator “Franchise 100”

Among Inc. 5000 Fastest Growing Companies

2013  One of Top 25 World-Class Franchise, The Franchise Research Institute

Top 50 Best Franchise Opportunities, Franchise Business Review

2012  One of Top 25 World-Class Franchise – The Franchise Research Institute

#1 Fastest-Growing Woman-Led Company – Women President’s Organization and AmEx OPEN

2011  #1 Fastest-Growing Woman-Led Company – Women President’s Organization and AmEx OPEN

CEO and Co-Founder Shelly Sun goes undercover with BrightStar caregivers on “Undercover Boss”

2010  Franchise Leadership & Development Conference Star Award for Best Overall Performance

IFA Entrepreneur of the Year Shelly Sun

Inc. 500 rank of #181

#2 Fastest-Growing Woman-Led Company –

Women President’s Organization and AmEx OPEN

First franchisor to receive approval on a $6-million credit facility

Red Hot Franchising Franchise Hot 100

1st Place -- Franchise Update “Best Telephone Prospect Follow-Up”
On April 17, 2011, the Emmy-nominated reality television series “Undercover Boss” featured BrightStar Care franchise CEO and Co-Founder Shelly Sun.

For the program, Shelly went undercover as a Certified Nursing Assistant at a facility, a caregiver of quadruplets, and as a Licensed Practical Nurse on an in-home visit to a BrightStar client. The experience gave Shelly a unique perspective on the BrightStar Care verticals: Home Care and Medical Staffing.

Shelly said of her experience on the program, “I am grateful to have been given the opportunity to participate on ‘Undercover Boss.’ The experience deepened my appreciation for our caregivers and their relentless efforts to improve their clients’ quality of life and relieve the stress their families face on a day-to-day basis. I look forward to more people learning about BrightStar Care. Our company hires individuals who are passionate about serving, and care deeply about others’ well-being and happiness. We look for people who can embody that high level of dedication every day.”

CBS, The O Network, and TLC have rebroadcast the BrightStar Care episode of “Undercover Boss” repeatedly since it originally aired in April 2011.
# Investment Range

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*As disclosed in Item 7 of the 2019 FDD*
FAQs

How much money do I need to start a BrightStar Care franchise?
The costs associated with opening a BrightStar Care franchise can vary depending on several factors. The initial investment ranges from $93,048 to $154,307*. The cost ranges are categorized and listed in the FDD (Franchise Disclosure Document) which you will receive as part of our franchise awarding process. Not included in the range above is first-year additional-working capital.**

* This amount covers the first three months of operations.
**See Item 7 Footnote 14 for a recommended estimate of additional working capital needed for the first 12 months of operations.

What is the BrightStar Care franchise fee, and what do I get for that?
The franchise fee is $50,000 for a territory between 200,000 and 250,000 population. You will gain access to and have the benefit of operating our proven home care franchise business model. This proven franchise system has been developed and refined over several years, and franchisees can benefit from system tools and best practices. Your franchise fee also will include:

• Designated protected territory
• Extensive new owner training
• Opening support
• Access to all operational tools, including ABS – the BrightStar Care proprietary, web-based, fully integrated business management system. No one else has a system as powerful and easy to use as ours.
• Exceptional ongoing support
• …and much more

Shelly Sun, BrightStar Care CEO and co-founder, testifies in Washington D.C. before a House of Representatives subcommittee on the potential impact of the employer mandate in March 2013.
What kind of owner is BrightStar Care looking for?

We know that our home care franchise business model works, so finding the right franchisee is very important to us. Our franchise awarding process will help in deciding if BrightStar Care is the right franchise for you and for us to determine if you are right for BrightStar Care.

No medical or industry experience required. Our franchisees come from varying backgrounds so home care experience is not required. Most of all, we can teach you how to run a home care franchise business.

The ideal candidate will be self-motivated, outgoing, have a proven record of career success, have a high level of business acumen, and most importantly have the ability to manage and lead a team. Additional qualities include:

- Passion to deliver quality service
- High level of personal accountability
- Proactive
- Positive
- Strong leader
- Process oriented
- Team player
- Values benefit of franchise model

Top: Susan Whittelsey
BrightStar Care of Hilton Head, South Carolina

Middle: Jim & Kathy Logan
BrightStar Care of Orland Park / Will County, Illinois

Bottom: David Strassburg
BrightStar Care of North Mobile / Baldwin Co. & Springhill / West Mobile, Alabama
Our Awarding Process

1. View the Franchise Report
2. First Call with BrightStar Care Franchise Consultant
3. Online Application
4. Second Call – The BrightStar Care Business Model and Marketing & Clinical Support
5. Franchise Disclosure Document (FDD) Overview
6. FDD Follow-up and Questions
7. Speak to Current BrightStar Care Franchisees
8. Discovery Day in Gurnee
9. Signing Day
10. Pre-opening Training in Gurnee
Thank you for considering an exciting future as a BrightStar Care franchise owner. To take the next step in your journey, please contact our Development Team at 877.689.6898 or franchise@brightstarcare.com to learn more about how BrightStar Care truly is “A Higher Standard of Home Care.”

BrightStar Franchising, LLC
1125 Tri-State Parkway, Suite 700
Gurnee, IL 60031

franchise.brightstarcare.com | 877.689.6898

The information contained in this advertisement is not an offer to sell or the solicitation of an offer to buy a franchise. Any such offer or solicitation is made only through the applicable franchise Disclosure Document and only in jurisdictions where such offers are lawful. MN File # F-5177