

	Provision	Section in Franchise Agreement	Summary
w.	Choice of law	Section 20.3	Maryland law applies, subject to applicable state law.

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

ITEM 18: PUBLIC FIGURES

We do not currently use any public figures to promote our franchise.

ITEM 19: FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This financial performance representation is a historic representation based on the past performance of our affiliate-owned and franchised operating territories as of December 31, 2025, our fiscal year end. As of December 31, 2025, we had operating 1 affiliate-owned territory and 12 franchisees in 24 franchised territories. Of these, our affiliate-owned territory and 4 franchisees operating in 6⁵ franchised territories operated for the full calendar year, January 1 – December 31, 2025.

**Table 1¹
Revenue and Growth^{2,3}
All Territories Open 2023-2025**

	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4	Average	Median
Year Opened	2012	2020	2022	2022	2023		
2023	\$ 2,123,200	\$ 1,923,600	\$ 104,600	\$ 328,750	\$ 58,490	\$ 907,728	\$ 328,750
2024	\$ 2,477,900	\$ 2,815,000	\$ 516,960	\$ 1,074,760	\$ 343,110	\$ 1,445,546	\$ 516,960
2025	\$ 2,803,769	\$ 3,128,157	\$ 584,186	\$ 1,583,533	\$ 530,620	\$ 1,726,053	\$ 1,583,533
CAGR 2023-2025	15%	28%	136%	119%	201%		

Table 2¹
Revenue and Expense Information
All Territories Open January 1, 2025 – December 31, 2025

	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
Income	\$2,803,769	\$3,128,157	\$584,186	\$1,583,533	\$530,620
Caregiver & RN Wages	\$1,525,311	\$2,093,072	\$327,662	\$844,218	\$297,676
Non-Caregiver Wages (incl Offshore Staffing)	\$287,589	\$61,900	\$41,501	\$30,157	\$24,680
Marketing & Advertising	\$11,575	\$24,769	\$19,735	\$34,673	\$5,630
Insurance	\$88,524	\$54,445	\$6,407	\$7,890	\$14,381
Rent	\$51,474	\$10,024	\$10,250	\$7,650	\$1,275
Royalties (5.5% - Imputed)	\$154,207	\$172,049	\$32,130	\$87,094	\$29,184
Systems Fee (\$525/month - Imputed)	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300
Revenue Less Disclosed Expenses	\$678,788	\$705,597	\$140,200	\$565,550	\$151,495
	24%	23%	24%	36%	29%

Tables 3A-E¹
Client and Caregiver Information
All Territories Open January 1, 2025 – December 31, 2025

Table 3A

2025 Monthly Client Hours Billed					
	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
January	6131	6871	1313	3679	1210
February	5646	5678	1301	4120	1022
March	6506	6687	1320	4225	1126
April	6556	6678	1247	4138	1114
May	6169	6461	1506	4353	943
June	6703	6332	1483	4464	882
July	6282	7251	1570	4882	1096
August	5932	7807	1625	4697	1113
September	5613	7557	1767	3789	1247
October	5548	9071	2117	3789	1511
November	4554	9023	1809	4278	1298
December	5223	8381	2071	4437	1517

2025 Total	70,863	87,797	19,129	50,851	14,079
2024 Total	71,130	80,920	15,998	24,170	10,012
2023 Total	62,379	57,869	3,741	8,504	2,262

Table 3B

2025 Monthly Client Count¹⁰					
	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
January	83	27	43	38	15
February	88	25	35	35	12
March	86	28	38	37	15
April	87	34	38	39	16
May	86	28	37	40	15
June	89	30	34	46	14
July	92	33	35	37	15
August	92	41	38	39	14
September	87	38	39	32	21
October	86	45	42	37	27
November	80	39	44	42	28
December	78	38	43	45	29
2025 Total	170	105	89	102	59
2024 Total	160	73	87	76	34
2023 Total	153	69	28	38	16

Table 3C

2025 Monthly Caregivers with Visits					
	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
January	111	56	26	48	20
February	112	50	22	54	18
March	111	54	23	46	19
April	116	61	26	50	17
May	107	55	20	53	16
June	120	63	22	49	17
July	116	61	24	56	17
August	108	69	24	62	17
September	114	69	23	46	20
October	109	81	25	39	23

November	106	72	26	45	25
December	108	69	26	52	26
2025 Total	254	135	53	141	51
2024 Total	256	126	63	123	42
2023 Total	223	107	24	63	23

Table 3D

2025 Average Monthly Caregiver Hours Worked¹¹					
	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
January	56.0	121.2	50.2	61.4	66.1
February	51.3	114.0	58.9	62.3	63.0
March	59.7	124.6	57.5	74.5	65.4
April	57.6	109.1	48.0	67.0	68.6
May	58.8	115.1	75.5	68.9	66.0
June	57.1	100.7	67.5	74.8	58.0
July	55.4	119.3	65.5	69.8	72.7
August	55.9	111.5	67.8	58.7	76.6
September	50.5	109.4	77.0	61.6	68.4
October	51.9	112.6	84.7	74.9	70.2
November	44.0	125.7	70.1	77.0	56.6
December	49.4	126.3	79.7	67.5	62.6
2025 Total	54.0	115.8	66.9	68.2	66.2
2024 Total	53.1	112.0	56.1	63.7	54.4
2023 Total	54.0	88.0	42.0	37.0	33.0

Table 3E

Total Active Caregivers					
	Affiliate 1⁴	Franchise 1⁵	Franchise 2	Franchise 3	Franchise 4
Year Opened	2012	2020	2022	2022	2023
January	537	384	133	122	79
February	524	386	134	130	80
March	524	392	137	128	75
April	533	394	144	133	77
May	533	398	146	128	80
June	542	399	149	126	83
July	558	404	152	134	85
August	564	408	155	147	86

September	579	415	159	149	89
October	589	428	166	134	93
November	599	437	167	139	98
December	606	439	173	150	108

Table 4¹
Total Active Caregivers
Territories First Opened in Calendar Year 2025

	Franchise 5	Franchise 6⁷	Franchise 7⁸	Franchise 8⁶	Franchise 9	Franchise 10	Franchise 11⁹	Franchise 12
Open Date	May-25	Jun-25	Aug-25	Sep-25	Sep-25	Nov-25	Dec-25	Dec-25
January	0	0	0	0	0	0	0	0
February	0	0	0	0	0	0	0	0
March	0	0	0	0	0	0	0	0
April	0	0	0	0	0	0	0	0
May	4	1	0	0	0	0	0	0
June	10	3	0	0	0	0	0	0
July	20	11	0	0	0	0	0	0
August	26	17	1	1	1	0	0	0
September	34	22	8	1	4	0	0	0
October	49	28	12	4	12	0	0	0
November	54	39	15	8	17	0	0	0
December	55	42	28	11	22	5	8	5

Table 5^{1,12}
2025 Revenue
Territories First Opened in Calendar Year 2025

	Open Date	First Revenue	Total Revenue
Franchise 5	May-25	Aug-25	\$25,518
Franchise 6 ⁶	Jun-25	Jul-25	\$45,576
Franchise 7 ⁷	Aug-25	Sep-25	\$20,820
Franchise 9	Sep-25	Oct-25	\$6,592

Notes:

¹ The information in these Tables has not been audited.

² Gross revenue figures are directly from the home care software and calculated on a date-of-service basis.

³ All figures are reported by the franchise owners. Franchisees that operate in multiple territories combine reporting.

⁴ Our affiliate-owned 2nd Family business operates in a territory that is larger than a franchised territory that is described in Item 12 of this Disclosure Document.

⁵ This franchisee operated 2 territories through March 2025 and operated 3 territories from April 2025 through December 2025.

⁶ This franchisee operates 2 territories.

⁷ This franchisee operates 3 territories.

⁸ This franchisee operates 4 territories.

⁹ This franchisee operates 5 territories.

¹⁰ Client Count is reported as clients who have received services at any point during the month. Some clients continue over many months, while some do not. The Total column include the total number of clients for which services were rendered during the calendar year.

¹¹ Average Caregiver Hours Worked per Month only include caregivers who worked a shift during the month and does not take into account caregivers who are on the active roster but did not perform any services

¹² This Table includes only those franchises that first opened in 2025 and received revenue in 2025.

Written substantiation of the data used in preparing these figures will be made available to you upon reasonable request. The information presented above has not been audited.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Chad Tracey, 2nd Family Franchising, LLC, 1532 Liberty Road, Suite 105, Eldersburg, Maryland, 21784, 443-609-3640, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

Table No. 1

System-wide Outlet Summary
For Years 2023 to 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	5	6	+1
	2024	6	5	-1
	2025	5	24	+19
Company – Owned*	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	6	7	+1
	2024	7	6	-1
	2025	6	25	+19