

Provision	Section in Franchise Agreement	Summary
u. Dispute resolution by arbitration or mediation	Article 19	Subject to federal and your state's law, all disputes, except as explicitly listed in the Franchise Agreement, must first be submitted to non-binding mediation in accordance with the commercial mediation rules of the American Arbitration Association ("AAA"). If the mediation is not successful, then the dispute must be submitted to arbitration before the AAA.
v. Choice of forum	Section 19.10	Subject to applicable state law, any litigation must be pursued in courts located in Las Vegas, Nevada. See any state-specific addendum attached in Exhibit F.
w. Choice of law	Section 19.1	Federal trademark law, and other federal laws govern where applicable. The laws of your state will apply to interpret your covenants not to compete with us and to not use our confidential information. Otherwise, Nevada law applies, except where individual state laws supersede, as reflected in any state-specific attachment to the Franchise Agreement, subject to applicable state law.

## **ITEM 18**

### **PUBLIC FIGURES**

We do not 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.

The financial information provided in the following tables represents the actual range of performance of our franchise-owned Placement Agencies for the periods specified in the tables below. We obtained the data in this Item 19 from the Gross Sales numbers reported to us by franchisees through the Computer System. The numbers have not been audited, but we have no reason to doubt their accuracy. Written substantiation for the financial performance representation will be made available to prospective franchisees upon reasonable request.

Data from those placement agencies that have been marketing their franchise for more than six months, full-time, by the franchisee Placement Agencies or its manager are presented below (a total of 56 Placement Agencies). We have not included information from franchise Placement Agencies where the franchisee or its manager does not spend her or his full time operating the Placement Agency in 2024 (a total of 6 Placement Agencies). We do not include Placement Agencies that are not operating full-time because we no longer will accept any franchisee who does not intend to spend his or her full time operating the Placement Agency, or who will not hire a manager to do so. As a result, we believe that including information from part-time franchisees in this Item 19 would present an inaccurate picture of

System financial performance information for the purposes of this Item. There are no characteristics of the Placement Agencies included below that may differ materially from those of a new franchisee's outlet.

Annual Gross Sales of Franchised Placement Agencies With Multiple Marketing Areas\*  
Calendar Year 2024 (Total of 15 Placement Agencies)

No. Months Since Beginning Marketing	%/# of Franchisees	Gross Sales Range	Average Gross Sales	% Exceeding Average	Median Gross Sales	% Exceeding Median
54+ months	40.00% (6)	\$139,770 - \$1,149,878	\$464,419	33.33% (2)	\$360,175	50.00% (3)
43-54 months	13.33% (2)	\$81,042 - \$564,638	\$322,840	50.00% (1)	\$322,840	50.00% (1)
31-42 months	13.33% (2)	\$78,446 - \$172,797	\$125,622	50.0% (1)	\$125,622	50.00% (1)
19-30 months	13.33% (2)	\$24,855 - \$127,822	\$76,339	50.0% (1)	\$76,339	50.00 % (1)
6-18 months	27.94% (19)	\$8,085 - \$11,500	\$10,038	66.66% (2)	\$10,530	66.66% (2)

\*Prior to 2024, our franchise structure involved offering "Multi-Unit" franchises. In this structure, each "territory" (now referred to as a "Marketing Area") was granted through a separate franchise agreement. Each Placement Agency listed above was structured this way. Functionally, these "Multi-Unit" franchises are similar to a single franchise with multiple Marketing Areas. Starting in 2024, we began offering multiple Marketing Areas within a single franchise agreement. Collectively, these Marketing Areas are referred to as a "Territory." Therefore, what we previously called a "territory" is now known as a "Marketing Area."

Annual Gross Sales of Franchised Placement Agencies  
With a Single Marketing Area\*: Calendar Year 2024  
(Total of 41 Placement Agencies)

No. Months Since Beginning Marketing	%/# of Franchisees	Gross Sales Range	Average Gross Sales	% Exceeding Average	Median Gross Sales	% Exceeding Median
54+ months	28.57% (12)	\$121,125 - \$524,553	\$278,404	58.33% (7)	\$288,817	50.00% (6)
43-54 months	11.90% (5)	\$134,654 - \$380,685	\$214,816	40.00% (2)	\$175,322	60.00% (3)
31-42 months	14.29% (6)	\$90,540 - \$210,654	\$150,447	50.00% (3)	\$105,743	50.00% (3)
19-30 months	16.67% (7)	\$71,307 - \$181,229	\$126,268	42.85% (3)	\$85,718	42.85% (3)

No. Months Since Beginning Marketing	%/# of Franchisees	Gross Sales Range	Average Gross Sales	% Exceeding Average	Median Gross Sales	% Exceeding Median
6-18 months	28.57% (12)	\$35,932 - 118,568	\$77,250	33.33% (4)	\$52,189	33.33% (4)

\*Prior to 2024, our franchise structure involved offering "Multi-Unit" franchises. In this structure, each "territory" (now referred to as a "Marketing Area") was granted through a separate franchise agreement. Each Placement Agency listed above was structured this way. Functionally, these "Multi-Unit" franchises are similar to a single franchise with multiple Marketing Areas. Starting in 2024, we began offering multiple Marketing Areas within a single franchise agreement. Collectively, these Marketing Areas are referred to as a "Territory." Therefore, what we previously called a "territory" is now known as a "Marketing Area."

**Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.** See the notes below, which are a material part of this Item.

1. Gross Sales. "Gross sales" includes all consideration, whether by cash, credit, in kind or otherwise, that the Placement Agency reported receiving.
2. Months Since Beginning Marketing. We require franchisees to complete the Initial Training Program, coaching, an on-site visit, and secure sufficient contracts with assisted living locations in their respective territory(ies) before they can initiate local marketing efforts. This process typically takes six months or longer. As a result, we measure our franchisees' financial performance from the time they begin marketing.
3. Legacy Franchisees May Have Larger Marketing Areas / Territories. Certain of our longstanding franchisees were granted larger Marketing Areas than the standard size for Marketing Areas (between 2,500 and 4,000 beds) that we grant now.

The financial information provided in the following tables represents the actual range of performance of our franchise-owned Placement Agencies for the periods specified in the tables below. We obtained the data in this Item 19 from the Gross Sales numbers reported to us by franchisees through the Computer System. The numbers have not been audited, but we have no reason to doubt their accuracy. Written substantiation for the financial performance representation will be made available to prospective franchisees upon reasonable request.

Other than the representation given above, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Frank Samson at 755 Baywood Drive, Suite 200, Petaluma, CA 94954 (888) 809-1231, or email: [frank@seniorcareauthority.com](mailto:frank@seniorcareauthority.com).

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## **ITEM 20**

### **OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NO. 1.**  
**Systemwide Outlet\* Summary for Years 2022 through 2024**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	71	78	+7
	2023	78	100	+22
	2024	100	108	+8
Company-Owned	2022	4	0	0
	2023	4	2	-2
	2024	2	2	0
Total Outlets	2022	75	78	+3
	2023	78	102	+24
	2024	102	110	+8

\* For the purposes of this Item 20, an “Outlet” means a Placement Agency operated by a single franchisee and may include multiple marketing areas.

**TABLE NO. 2**  
**Transfers of Outlets from Franchisees to New Owners (Other than Franchisor or an Affiliate) for Years 2022 through 2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Arizona	2022	2
	2023	0
	2024	0
California	2022	4
	2023	0
	2024	1
Florida	2022	1
	2023	0
	2024	0
Georgia	2022	1
	2023	0
	2024	0
Louisiana	2022	1
	2023	0
	2024	0
Minnesota	2022	2
	2023	0
	2024	0
New York	2022	0
	2023	0