

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 of our corporate and franchised outlets in operation on December 31, 2024, our fiscal year end. On December 31, 2024, we had a total of 5 franchised outlets in operation.

L1 stands for Location 1, which is the corporate office. It has been open since 2012

L2 stands for Location 2, which has been open since Jan 1, 2020

L3 stands for Location 3, which has been open since Apr 4, 2022

L4 stands for Location 4, which has been open since Sep 19, 2022

L5 stands for Location 5, which has been open since Jun 19, 2023

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Part 1: Revenue and Expense Information for 2024

	Location 1	Location 2	Location 3	Location 4	Location 5
Year Opened	2012	2020	2022	2022	2023
Income	2,461,537	2,794,170	493,636	1,077,924	364,277
Caregiver Wages	1,281,602	1,834,413	255,869	421,063	234,550
Non-Caregiver Wages	411,992	52,619	39,054	29,764	10,624
Marketing & Advertising	8,395	60,183	11,888	54,064	9,852
Insurance	33,443	45,214	4,656	4,894	3,542
Rent	49,974	10,690	6,750	6,400	5,200
Royalties (5.5% - Imputed)	135,385	153,679	27,150	59,286	20,035
System Fees (Imputed)	22,128	14,784	8,664	9,888	8,664
Revenue Less Disclosed Expenses	535,982	633,471	145,089	499,129	77,294
	22%	23%	29%	46%	21%

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Part 2: Monthly Revenue 2024

	Location 1	Location 2	Location 3	Location 4	Location 5
Jan	174,700	200,700	15,220	69,330	18,140
Feb	158,600	204,500	22,790	54,540	16,600
Mar	167,900	220,800	30,760	64,330	31,190
Apr	160,400	225,300	32,020	80,280	25,730
May	182,000	255,400	35,250	85,340	27,830
Jun	223,300	234,400	46,450	87,550	12,850
Jul	256,100	241,800	54,300	104,000	25,520
Aug	249,200	243,000	57,690	101,400	32,830
Sep	232,400	235,100	53,680	88,560	31,480
Oct	230,300	279,100	62,260	92,330	38,230
Nov	224,000	251,200	52,350	118,500	40,870
Dec	219,000	223,700	54,190	128,600	41,840
Monthly Average	206,492	234,583	43,080	89,563	28,593
Monthly Median	221,150	234,750	49,400	88,055	29,510
2024 Total	2,477,900	2,815,000	516,960	1,074,760	343,110
2023 Total	2,123,200	1,923,600	104,600	328,750	58,490
% Change	17%	46%	394%	227%	487%

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Part 3: Monthly Client and Caregiver Information

Monthly Client Hours Billed, 2024					
	Location 1	Location 2	Location 3	Location 4	Location 5
Jan	4,950	5,980	548	1,550	557
Feb	4,550	6,000	803	1,190	491
Mar	4,820	6,430	995	1,370	889
Apr	4,630	6,280	982	1,670	750
May	5,150	7,140	1,070	1,800	817
Jun	6,620	6,570	1,410	1,850	400
Jul	7,640	6,760	1,600	2,130	771
Aug	7,060	6,820	1,760	2,270	965
Sep	6,540	6,840	1,730	2,060	902
Oct	6,580	8,010	1,870	1,870	1,100
Nov	6,360	7,320	1,600	2,820	1,190
Dec	6,230	6,770	1,630	3,590	1,180
Monthly Average	5,928	6,743	1,333	2,014	834
Monthly Median	6,295	6,765	1,505,	1,860,	853
2024 Total	71,130	80,920	15,998	24,170	10,012
2023 Total	62,379	57,869	3,741	8,504	2,262
% Change	14%	40%	328%	184%	343%

Monthly Client Count, 2024					
	Location 1	Location 2	Location 3	Location 4	Location 5
Jan	63	31	21	19	9
Feb	60	30	23	22	11
Mar	58	30	35	22	12
Apr	57	28	32	18	13
May	60	34	33	16	11
Jun	69	31	30	17	9
Jul	71	29	41	20	11
Aug	83	32	37	22	13
Sep	82	29	39	25	13
Oct	82	31	36	29	17
Nov	79	32	37	31	14
Dec	83	30	38	32	16
Monthly Average	71	31	34	23	12
Monthly Median	70	31	36	22	13
2024 Total	160	73	87	76	34
2023 Total	153	69	28	38	16
% Change	5%	6%	211%	100%	113%

Monthly Caregivers With Visits, 2024					
	Location 1	Location 2	Location 3	Location 4	Location 5
Jan	102	53	14	26	12
Feb	100	54	16	21	10
Mar	100	58	21	24	17
Apr	96	50	20	25	15
May	106	61	22	29	14
Jun	101	61	27	29	10
Jul	122	63	29	29	12
Aug	118	63	28	41	15
Sep	121	71	25	34	16
Oct	129	66	26	33	21
Nov	118	65	24	45	19
Dec	118	60	26	40	19
Monthly Average	111	60	23	31	15
Monthly Median	112	61	25	29	15
2024 Total Caregivers with Visits	256	126	63	123	42
2023 Total Caregivers with Visits	223	107	24	63	23
% Change	15%	18%	163%	95%	83%

Average Caregiver Hours Worked Per Month					
	Location 1	Location 2	Location 3	Location 4	Location 5
Jan	49	113	39	60	46
Feb	45	111	50	57	49
Mar	47	111	47	57	52
Apr	48	126	49	66	50
May	49	117	49	62	57
Jun	66	108	52	64	38
Jul	63	107	55	73	63
Aug	60	108	63	55	64
Sep	54	96	69	61	56
Oct	51	121	72	57	52
Nov	54	113	66	62	63
Dec	53	113	62	90	62
2024 Monthly Average	53	112	56	64	54
2024 Monthly Median	52	112	54	61	54
2023 Monthly Average	54	88	42	37	33
% Change	-2%	27%	34%	72%	65%

Footnotes

- 1) All figures are reported by the franchise owners.
- 2) Gross revenue figures are directly from the home care software and calculated on a date-of-service basis.
- 3) L1 is owned by the corporate office and operates in a larger territory than that listed in the FDD as a standard size
- 4) L2 operates in two territories and combines reporting
- 5) Imputed Systems Fees include all fees paid directly to the franchisor, including those paid on behalf of a third-party vendor. The Required Software fees, all of which are paid by directly to third-party vendors, are not included in this number.
- 6) 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
- 7) 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
- 8) Data above is taken from all locations in operation as of December 31, 2024

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.

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