

## **ITEM 18. PUBLIC FIGURES**

We do not presently 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 such 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.

### **BACKGROUND**

This Item sets forth certain historical data submitted by our franchisees during the 2022 calendar year, 2023 calendar year, and 2024 calendar year (each, a "Measurement Period"). Written substantiation for the financial performance representations will be made available to the prospective franchisee upon reasonable request.

As of December 31, 2024, we had 180 franchise units. As of December 31, 2023, we had 135 franchise units. As of December 31, 2022, we had 121 franchise units. This Financial Performance Representation excludes data in connection with two (2) company/affiliate-owned units that operated during the 2024, 2023, and 2022 calendar years.

For the 2024 data, we excluded 79 franchise units, of which (a) 49 opened during the 2024 calendar year and otherwise were not open the entire 2024 calendar year, (b) 3 franchise units that failed to report their complete financial data to us, (c) 14 franchise units that did not complete a full year of operations in 2024 since they were awaiting licensure with their state or had licensing issues, and (d) 5 franchise units that transferred during the year and where the new operator did not operate for the entire 2024 calendar year.

For the 2023 data, we excluded 56 franchise units, of which (a) 26 opened during the 2023 calendar year and otherwise were not open the entire 2023 calendar year, (b) one franchise unit that failed to report its complete financial data to us, (c) 12 franchise units that did not complete a full year of operations in 2023 since they were awaiting licensure with their state or had licensing issues, (d) three franchise units that transferred during the year and where the new operator did not operate for the entire 2023 calendar year, (e) three franchise units that failed to operate the entire year due to health/medical reasons, (f) two franchise units that failed to operate the entire year due to personal reasons; and (g) two franchise units that didn't complete a full year of operations.

For the 2022 data, we excluded 53 franchise units, of which (a) 37 opened during the 2022 calendar year and otherwise were not open the entire 2022 calendar year, (b) nine franchise units that did not complete a full year of operations in 2022 since they were awaiting licensure with their state, and (c) one franchise unit that failed to report its complete financial data to us.

Section I in this Item 19 sets forth certain historical data collected from our (a) 76 franchise units that were open and operating for the 12-month period beginning January 1, 2022, through December 31, 2022, (b) 86 franchise units that were open and operating for the 12-month period beginning January 1, 2023, through December 31, 2023, and (c) our 109 franchise units that were open and operating for the 12-month period beginning January 1, 2024, through December 31, 2024. Also in Section I, we separately disclose certain historical data collected from our 62 franchise units that were open and operating for the 12-month period beginning January 1, 2024, through December 31, 2024 (which excludes first year and second year

franchise units).

Section II in this Item 19 sets forth certain historical data collected from our (a) 76 franchise units that were open and operating for the 12-month period beginning January 1, 2022, through December 31, 2022, (b) 86 franchise units that were open and operating for the 12-month period beginning January 1, 2023, through December 31, 2023, and (c) our 109 franchise units that were open and operating for the 12-month period beginning January 1, 2024, through December 31, 2024. Also in Section II, we separately disclose certain historical data collected from our 62 franchise units that were open and operating for the 12-month period beginning January 1, 2024, through December 31, 2024 (which excludes first and second year franchise units). These franchise units were then separated into those that work full time in their Franchised Business (defined as 40 hours or more per week) and those that work part time (anything less than 40 hours per week).

Section III in this Item 19 sets forth certain historical data collected from our (a) 30 franchise units for the 12-month period beginning January 1, 2022, through December 31, 2022, (b) 35 franchise units that were open and operating from the 12-month period beginning January 1, 2023, through December 31, 2024, and (c) 44 franchise units that were open and operating for the 12-month period beginning January 1, 2024, through December 31, 2024, and that: (i) operate their Franchised Business from an office outside of their home; (ii) offer personal care services (described further below) and (iii) work at least full time in their Franchised Business (defined as 40 hours or more per week). We also include this same data in connection with 26 franchise units that meet the same qualifications above and excludes first year and second year franchise units.

We selected this criteria because these factors are indicative of what we are training franchisees today. An area of services that we now coach our franchisees to provide are what we refer to as “Personal Care Services.” Personal Care Services are those which typically involve a level of hands-on care of the person receiving the service from the person providing the service greater than just companion care services. Finally, we do not include the results of franchise units who otherwise met the criteria but failed to respond to the survey.

Section IV in this Item 19 sets forth certain historical data collected from our 28 franchise units that completed their 1<sup>st</sup> year in 2024, as well as our 19 franchise units that completed their 2<sup>nd</sup> year in 2024.

Written substantiation of the data used in preparing this information is available upon reasonable request.

*[The remainder of this page is intentionally left blank.]*

## SECTION I – AVERAGE ANNUAL REVENUE (FULL SYSTEM)

Section I - Average Annual Revenue - Full System				
	2022	2023	2024	Notes:
# of Units - All	76	86	109	Includes 1st and 2nd Year Owners
Average Annual Revenue - All	\$ 727,253	\$ 810,355	\$ 820,979	Includes 1st and 2nd Year Owners
Median Annual Revenue - All	\$ 521,178	\$ 536,429	\$ 543,911	Includes 1st and 2nd Year Owners
# of Units - Excludes 1st and 2nd Year Owners			62	Excludes 1st and 2nd Year Owners
Average Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 1,043,085	Excludes 1st and 2nd Year Owners
Median Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 687,955	Excludes 1st and 2nd Year Owners

### Notes to Section I:

1. Average Annual Revenue represents all revenue generated by the Franchised Business in exchange for services provided. The average is calculated by adding all franchisee revenues together and dividing that number by the total number of franchisees in the data set.
2. Median Annual Revenue represents all franchisee revenues in the applicable data set in ascending order and then selecting the number in the center of that distribution.
3. In 2022, the highest figure in this data set for the 76 franchisees is \$3,189,004, and the lowest figure is \$0. Of the 76 franchisees included in this data set, 26 (or 34.2%) met or exceeded the Average Annual Revenue.
4. In 2023, the highest figure in this data set for the 86 franchisees is \$3,400,806, and the lowest figure is \$53,654. Of the 86 franchisees included in this data set, 25 (or 29%) met or exceeded the Average Annual Revenue.
5. In 2024, the highest figure in this data set for the 109 franchisees is \$4,212,406, and the lowest figure is \$29,800. Of the 109 franchisees included in this data set, 35 (or 32%) met or exceeded the Average Annual Revenue.
6. In 2024, excluding 1<sup>st</sup> year and 2<sup>nd</sup> year franchisees, the highest figure in this data set for the 62 franchisees is \$4,212,406, and the lowest figure is \$31,999. Of the 62 franchisees included in this data set, 23 (or 37%) met or exceeded the Average Annual Revenue.
7. All franchisees were surveyed. 60 responses were received from agencies that have completed at least their 1<sup>st</sup> year in business. According to these responses:
  - a. The average 2024 Client count was 46 and the median was 34;
  - b. The average 2024 Caregiver count was 53 and the median was 40;
  - c. The pay rate ranged from \$13 to \$21.8;
  - d. The bill rate ranged from \$23 to \$58;
  - e. The average Caregiver Payroll Cost as a percent of revenue was 53.6% and the median was 52%;
  - f. The average Office Staff Payroll Cost as a percent of revenue was 9.8% and the median was 8.7%;
  - g. The average Advertising and Marketing Cost as a percent of revenue was 5.2% and the median was 3.1%;
  - h. 32 out of 60 respondents had an outside office; and
  - i. The average office rent was \$1,281/month and the median was \$1,125.

## SECTION II – AVERAGE ANNUAL REVENUE (FULL SYSTEM) (FULL-TIME VS. PART TIME)

Section II – Average Annual Revenue – Full System – Full Time vs. Part Time				
Full-Time Franchisees				
	2022	2023	2024	Notes:
# of Units - All	64	80	96	Includes 1st and 2nd Year Owners
Average Annual Revenue - All	\$ 832,538	\$ 854,411	\$ 911,807	Includes 1st and 2nd Year Owners
Median Annual Revenue - All	\$ 616,129	\$ 588,748	\$ 619,254	Includes 1st and 2nd Year Owners
# of Units - Excludes 1st and 2nd Year Owners			57	Excludes 1st and 2nd Year Owners
Average Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 1,116,359	Excludes 1st and 2nd Year Owners
Median Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 762,788	Excludes 1st and 2nd Year Owners
Part-Time Franchisees				
	2022	2023	2024	Notes:
# of Units - All	12	6	13	Includes 1st and 2nd Year Owners
Average Annual Revenue - All	\$ 165,733	\$ 222,945	\$ 150,244	Includes 1st and 2nd Year Owners
Median Annual Revenue - All	\$ 146,941	\$ 179,457	\$ 109,801	Includes 1st and 2nd Year Owners
# of Units - Excludes 1st and 2nd Year Owners			5	Excludes 1st and 2nd Year Owners
Average Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 207,767	Excludes 1st and 2nd Year Owners
Median Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 150,484	Excludes 1st and 2nd Year Owners

### Notes to Section II:

- Average Annual Revenue represents all revenue generated by the Franchised Business in exchange for services provided. The average is calculated by adding all franchisee revenues together and dividing that number by the total number of franchisees in the data set.
- Median Annual Revenue represents all franchisee revenues in the applicable data set in ascending order and then selecting the number in the center of that distribution.
- Full-Time Franchisees:
  - In 2022, the highest figure in this data set for the 64 franchisees is \$3,189,004, and the lowest figure is \$58,948. Of the 64 franchisees included in this data set, 32 (or 50%) met or exceeded the Average Annual Revenue.
  - In 2023, the highest figure in this data set for the 80 franchisees is \$3,400,806, and the lowest figure is \$53,654. Of the 80 franchisees included in this data set, 25 (or 31%) met or exceeded the Average Annual Revenue.
  - In 2024, the highest figure in this data set for the 96 franchisees is \$4,212,406, and the lowest figure is \$46,836. Of the 96 franchisees included in this data set, 30 (or 31%) met or exceeded the Average Annual Revenue.
  - In 2024, excluding 1<sup>st</sup> year and 2<sup>nd</sup> year franchisees, the highest figure in this data set for the 57 franchisees is \$4,212,406, and the lowest figure is \$46,836. Of the 57 franchisees included in this data set, 21 (or 36.8%) met or exceeded the Average Annual Revenue.
- Part-Time Franchisees:
  - In 2022, the highest figure in this data set for the 12 franchisees is \$337,470, and the lowest figure is \$0. Of the 12 franchisees included in this data set, 5 (or 41.6%) met or exceeded the Average Annual Revenue.
  - In 2023, the highest figure in this data set for the 6 franchisees is \$ 444,431, and the lowest figure is \$137,785. Of the 6 franchisees included in this data set, 2 (or 33.3%) met or exceeded the Average Annual Revenue.
  - In 2024, the highest figure in this data set for the 13 franchisees is \$432,139, and the lowest figure

is \$29,800. Of the 13 franchisees included in this data set, 4 (or 30.7%) met or exceeded the Average Annual Revenue.

- d. In 2024, excluding 1<sup>st</sup> year and 2<sup>nd</sup> year franchisees, the highest figure in this data set for the 5 franchisees is \$432,139, and the lowest figure is \$31,999. Of the 5 franchisees included in this data set, 2 (or 40%) met or exceeded the Average Annual Revenue.

### SECTION III – AVERAGE ANNUAL REVENUE (CURRENT MODEL)

Section III – Average Annual Revenue – Current Model				
	2022	2023	2024	Notes:
# of Units - All	30	35	44	Includes 1st and 2nd Year Owners
Average Annual Revenue - All	\$ 1,201,652	\$ 1,306,420	\$ 1,314,687	Includes 1st and 2nd Year Owners
Median Annual Revenue - All	\$ 987,708	\$ 1,069,267	\$ 1,010,304	Includes 1st and 2nd Year Owners
# of Units - Excludes 1st and 2nd Year Owners			26	Excludes 1st and 2nd Year Owners
Average Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 1,641,298	Excludes 1st and 2nd Year Owners
Median Annual Revenue - Excludes 1st and 2nd Year Owners			\$ 1,452,157	Excludes 1st and 2nd Year Owners

#### **Notes to Section III:**

1. Average Annual Revenue represents all revenue generated by the Franchised Business in exchange for services provided. The average is calculated by adding all franchisee revenues together and dividing that number by the total number of franchisees in the data set.
2. Median Annual Revenue represents all franchisee revenues in the applicable data set in ascending order and then selecting the number in the center of that distribution.
3. In 2022, the highest figure in this data set for the 30 franchisees is \$3,189,004, and the lowest figure is \$240,500. Of the 30 franchisees included in this data set, 13 (or 43.3%) met or exceeded the Average Annual Revenue.
4. In 2023, the highest figure in this data set for the 35 franchisees is \$3,400,806, and the lowest figure is \$153,313. Of the 30 franchisees included in this data set, 13 (or 37.1%) met or exceeded the Average Annual Revenue.
5. In 2024, the highest figure in this data set for the 44 franchisees is \$4,212,406, and the lowest figure is \$305,947. Of the 44 franchisees included in this data set, 17 (38.6%) met or exceeded the Average Annual Revenue.
6. In 2024, excluding 1<sup>st</sup> year and 2<sup>nd</sup> year franchisees, the highest figure in this data set for the 26 franchisees is \$4,212,406, and the lowest figure is \$331,044. Of the 26 franchisees included in this data set, 10 (or 38.4%) met or exceeded the Average Annual Revenue.

*[The remainder of this page is intentionally left blank]*

## SECTION IV – 2024 REVENUE FOR 1<sup>ST</sup>, 2<sup>ND</sup>, and 3<sup>RD</sup> YEAR FRANCHISE UNITS

Section IV - 2024 Revenue - 1st, 2nd and 3rd Year Owners (This includes Full-Time and Part-Time Franchisees)			
	1st Year	2nd Year	3rd Year
# of Units	28	19	5
Average Annual Revenue	\$ 333,695	\$ 814,310	\$ 1,279,722
Median Annual Revenue	\$ 262,927	\$ 626,857	\$ 1,170,651
High	\$ 925,905	2,824,947	2,623,759
Low	\$ 29,800	\$ 147,926	\$ 543,911

### Notes to Section IV:

1. Average Annual Revenue represents all revenue generated by the Franchised Business in exchange for services provided. The average is calculated by adding all franchisee revenues together and dividing that number by the total number of franchisees in the data set.
2. Median Annual Revenue represents all franchisee revenues in the applicable data set in ascending order and then selecting the number in the center of that distribution.
3. In 2024, the highest figure in this data set for the 28 franchisees that have completed their 1<sup>st</sup> year is \$925,905, and the lowest figure is \$29,800. Of the franchisees included in this data set, 11 (or 39.2%) met or exceeded the Average Annual Revenue.
4. In 2024, the highest figure in this data set for the 19 franchisees that have completed their 2<sup>nd</sup> year is \$2,824,947, and the lowest figure is \$147,926. Of the franchisees included in this data set, 7 (or 36.8%) met or exceeded the Average Annual Revenue.
5. In 2024, the highest figure in this data set for the 5 franchisees that have completed their 3<sup>rd</sup> year is \$2,623,759, and the lowest figure is \$543,911. Of the franchisees included in this data set, 2 (or 40%) met or exceeded the Average Annual Revenue.

### GENERAL NOTES TO ITEM 19

1. **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 Philip W.S. Yocom at 50 Grandview Boulevard, Wyomissing Hills, PA 19609 or (610) 927-2778, the Federal Trade Commission, and the appropriate state regulatory agencies.

*[The remainder of this page is intentionally left blank.]*

**ITEM 20.     OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**System-wide Outlet Summary**  
**for years 2022 to 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	98	121	+23
	2023	121	135	+14
	2024	135	180	+45
Company Owned	2022	2	2	0
	2023	2	2	0
	2024	2	2	0
<b>Total Outlets</b>	<b>2022</b>	<b>100</b>	<b>123</b>	<b>+23</b>
	<b>2023</b>	<b>123</b>	<b>137</b>	<b>+14</b>
	<b>2024</b>	<b>137</b>	<b>182</b>	<b>+45</b>

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners**  
**(other than the Franchisor) for years 2022 to 2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Colorado	2022	1
	2023	0
	2024	1
Florida	2022	2
	2023	0
	2024	1
Indiana	2022	0
	2023	0
	2024	1
Missouri	2022	1
	2023	0
	2024	1
Nebraska	2022	0
	2023	0
	2024	1
Ohio	2022	0
	2023	1
	2024	0