



*Compassionate  
Companions™*  
Non-Medical Care for Adults and Seniors

## **Business Opportunity for Compassionate Companions, Incorporated**

So you want to buy a business! Whether this is your first venture into business ownership or you are an expert in the process, there are many questions you need answered and facts of which you need to be aware.



Regardless of how or why you came to this decision to become an entrepreneur, the decision you make regarding what kind of business you want is a crucial component. The team at **Compassionate Companions, Inc.** (referred to later as CCI) believes that owning a home-based, non-medical service business such as CCI offers you an extraordinary opportunity to make as much or as little money as you want, depending on how intensely you want to work the business. For example, if you are looking to supplement a pension, social security or work part time for some extras, this low cost, low maintenance business might be perfect for you.

On the other hand, if this is to be your primary income (as is the case with me), you can be as successful as you want to be. I am a solo business owner and have been fully self-supporting for the past 21 years, based entirely on my income from CCI. You can work the business on a full time basis, market it extensively, get involved in your community and become a successful self-employed entrepreneur. **THERE IS NO DOUBT THAT YOUR SPECIFIC NEEDS AND GOALS WILL DICTATE HOW MUCH EFFORT YOU PUT IN THIS BUSINESS, WHICH WILL IN TURN CORRELATE TO YOUR EARNING POTENTIAL.**

We are looking for people who will have a commitment to the concept behind this type of business, who will always maintain the integrity of our model, and who wish to serve their elder community. Beginning in 1990, CCI has established a credible, successful and personally meaningful service which affects many aspects of the community as well as our elder clients and their families. It is also a meaningful experience for our mature companions and homemakers who work with us, affording them fulfilling jobs and a good reason to get up in the morning. We call this a win, win, win situation.

It is very important to us that those who purchase a CCI License are fully committed to maintain our stellar reputation of integrity. Link here for a brief video about starting a business  
<http://www.youtube.com/user/CompassionateComp#p/a/u/1/QFQLaIgzWyo>.

***Our goal is to make this business opportunity as affordable as possible to as many people as possible.***

Don't forget-when you own your own business, no one can ever fire you. Your success is directly proportionate to your effort and is dependent on YOU! I used to be a vice president of a commercial bank. When I lost my job, I had a great deal of trouble finding another one at which I would be equally compensated. I spent my savings in the course of six months, at which point, through some incredible experiences, I decided to start Compassionate Companions, Inc. Indeed, I got started during the lowest emotional and financial time of my life. But I was passionate about the potential of creating this type of service. I borrowed from family and friends, used credit cards, (not suggested!) and ate a lot of peanut butter sandwiches and macaroni and cheese.

With no experience, no money and no professional models or support for my venture, as it seemed I was one of the first in my area to consider the prospect of non-medical eldercare as a business. There were many home health care agencies but few, if any, which considered a business which was engaged in preventative care for frail seniors, before they needed nurse aides, assisted living facilities and nursing homes.

Within several months after working diligently on our marketing effort, we were interviewed by a local news reporter and we were featured on the local news. Several of our clients and companions spoke of their experiences and the phones rang for weeks. Several local newspapers also gave us considerable coverage in the business sections of their publications. This was 1990, long before the internet became the prevalent news vehicle.

I knew immediately that I had tapped into an unmet need in eldercare services. Our companions were and still are mature individuals who could help the frail elderly population, not unlike what a family member would do. We did not recruit nurses or home health aides but mature people, retirees, men and women who had compassion for those a few years older and in need of non-medical assistance. Even though many of our workers are nurses' aides or home health aides, they function as caring companions who establish long relationships with their elderly clients. We had a 75 year old retired lawyer becoming the "friend" of a 97 year old woman whose sight was greatly impaired. Link here to learn more about finding a companion <http://www.youtube.com/user/CompassionateComp>.

Our registration number is #5657. New businesses such as ours in Florida now have registration numbers in the #200,000 range. The need is not going away, particularly as we live longer and our aging population grows.

The first year in business, I broke even.

The second year in business, I made a profit.

The third and fourth years I was earning more from this service than I ever earned as a banker. Twenty plus years later, still going strong! All this without any role models or manuals or guidance!

You could be a successful business owner too. The following is some pertinent information.

## Financial Terms:

We have a proven track record and a proven model. Ten years after opening our business in South Florida, my son in Orlando was seeking an alternative income source. I offered him the opportunity to open a **Compassionate Companions** business, utilizing my model, documentation etc. as a prototype. His business continues to be successful after all these years. **Compassionate Companions of Central Florida** operates as a totally independent entity with completely separate operations. Your business would follow the same model.

### Start-Up Costs:

**Base fee** (one time)

**Membership fee**

(paid at first and subsequent anniversaries)

**Now Just:**  
**\$2,999.00 for a**  
**limited time!**  
~~\$7,775.00~~

**\$775.00**

**A 60%  
discount  
for a limited  
time!**

NOTE: THE FEATURES BELOW ARE ESTIMATES. 3RD PARTY COSTS ARE IN NO WAY RELATED TO THE LICENSING FEE ETC, HOWEVER MOST ITEMS WILL BE NECESSARY IN ORDER FOR YOU TO START A COMPASSIONATE COMPANIONS LICENSE IN YOUR LOCATION. COSTS WILL VARY ACCORDING TO LOCATION.



## Estimated Costs:

<b>Liability Insurance</b>	\$2000-4000 (annually)
<b>Bonding</b>	\$300-\$500 (annually)
<b>Office supplies/brochures/cards</b>	\$3000.00
<b>Occupational licenses</b>	varies
<b>Professional fees</b>	varies
<b>Website participation</b>	\$1,800.00 (annually) (optional)
<b>Advertising/Marketing/Recruiting</b>	\$4,000.00 (first year only, less annually)
<b>First Year Start-Up Costs</b>	\$10,000 - \$15,000.00

*(Excludes Licensing Agreement, state and county expenses, phone, internet etc)*



### **Tax Breaks for Small Business/ Business Owners:**

As a corporation or an LLC, you may be entitled to many tax advantages not available to you as an employee. Items such as: car, rent, utilities in your home office, business travel, restaurants, insurance are just some of the tax advantages.

No matter what, engage the professional services of an accountant, lawyer and/ or other financial professional to find out more about the savings you can incur as a business owner. We are not attorneys, accountants or financial professionals and are only providing this information as a "guide". Please do not rely on this information in making financial decisions.

You must still have some questions about the potential of this business. We hope these questions and answers will satisfy some of your inquiries.

## Questions and Answers:

### ***Do I need experience in the field to be successful?***

I knew nothing about either starting a business or about the eldercare field. What is needed is a willingness to learn, involvement in or desire to become involved in the community and the desire to succeed. These are the basics components necessary to be successful in our business. We will provide you with a Manual describing the details. Knowledge of nursing, elder issues through experiences with family or close friends, or prior experience in running a successful business will be a bonus.

### ***How long does it take to get going?***

I had my client the first month I started. I was talking to many people in my community for many months before actually beginning, so the word was out. It took me a full year to become fully comfortable with the process, knowing where to go for referrals, joining marketing groups in the community. Remember, I had no role models or Manuals to show me the ropes. It was a lot of trial and error. You will receive all the knowledge I have learned over the years, and will have a helping hand as you need it. So we are confident that it will take you less time to get things moving in the right direction.

### ***Do I need a website?***

Yes! Yes! Yes! There is little chance of success in business today without a website and a Compassionate Companions business is no exception. Chances are you found us on the web. If you are computer savvy or have the connections to design your own site, that is a perfectly good way to go. We have worked hard to make our site easy to find, attractive and interactive. For a fee, you can be part of that or design your own. In any case, internet presence is crucial to new business.

### **Would living in a more rural or smaller demographic area be a good location?**

We are offering Compassionate Companions licenses by zip codes and population. If you live in a rural enough area, you could have a very large geographic base. Before we even begin, we would need to do a survey of appropriate demographics, to make sure that there is enough of an elderly population to support your business.

### **Do I need liquid assets to get started?**

You do need some funds to get started. They are listed in the information above. To get started, you will need the initial licensing costs. Additionally you will need to consider the professional fees (accountants and lawyers), marketing materials, insurances and website costs. All cost money but the potential for profits early in the process should ensure that you will make up for financial outlay quickly.

### **Will anyone be available to answer questions once I get started?**

Yes! As a Licensee you receive a pre-set amount of hours to help you get started. After that you will have the option to consult with us. There will be a very reasonable hourly consulting fee and we will be available to guide you and answer questions should you need us at any point. Your success is our success.

Our senior population grows every year. The Baby Boomers will only add to the need for quality eldercare and the need for this business has only one way to grow... bigger and more!

We truly appreciate your interest in starting **Compassionate Companions** in your community.

Please fill out the **Initial Inquiry** form here: <http://compassionatecomp.com/initialinquiry.php>

Email us if you are interested in owning your own eldercare service. It has been a great source of pride and financial success for us and you too could join the ranks of successful entrepreneurs in your location.

### **Myrna Wolf**

*Owner and President*



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