



**Assisting Hands<sup>®</sup>**

*Home Care*

## **Assisting Hands Home Care Press Kit**

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## About Assisting Hands Home Care

Assisting Hands Home Care® grew out of a desire to provide seniors, and others needing non-medical assistance at home, with the option that most people prefer – to remain independent, safe and comfortable in their own homes. At Assisting Hands, our mission is to offer our clients the very finest personalized non-medical care, allowing them to live safely and comfortably in their own homes. Our trained dependable caregivers and personal assistants can help overcome those challenges and make home an even better place to be. Our services range from dementia care, companionship, meal preparation, medication reminders, shopping and errands, light housekeeping and laundry, to personal care and help with bathing and dressing.

One in three Americans voluntarily provides unpaid, informal care each year to one or more ill or disabled family members or friends. The need for senior care franchises is significant, and will only continue to rise. According to a recent study conducted by AARP, 117 million Americans are expected to need caregiving assistance by 2020.

Assisting Hands Home Care couples proven marketing strategies with quality care to generate customer referrals. By building strong relationships with referral sources and understanding how to communicate successfully with them, our franchisees continue to grow their business with a high rate of satisfied customers.

Assisting Hands Home Care is one of the leading in-home care franchises, emphasizing exceptional customer service and personalized care, providing our franchisees with a proven and scalable business model, and a leadership team that is second to none in the industry. Our leadership team has a diverse background and a wealth of experience in many aspects of business operations including finance, marketing, and home health franchising, in addition to more than 25 years in the health care industry.

At Assisting Hands, we care to see each franchise owner succeed. We call it our Family of Franchise Owners (FOFO). We care about each other like a family. Our FOFO started with our founders who cared about each new owner and their success and that care for each other has continued through our entire Family of Franchise Owners. Every year, our FOFO gathers for an annual Franchise Education Adventure Retreat (FEAR) in locales such as Cancun, Nashville, Jackson Hole and Miami. During FEAR, we conduct informative workshops, engaging roundtable discussions, and bring in industry professionals to help our franchise owners grow their business. We also offer a number of networking opportunities to learn from others. And we have a lot of fun.

Today, our Assisting Hands FOFO serve their communities and care for others in locations spread throughout the United States. Assisting Hands owners find fulfillment in their professional lives while serving the needs of others in their community. To learn more about Assisting Hands, visit our website at [assistinghands.com](http://assistinghands.com)



## Rankings

### **Entrepreneur Franchise 500**

2018 - #164

2017 - #287

2016 - #307

### **Inc. 5000**

2017 - #2773 on Inc. 5000

### **Franchise Times**

2017 - #430 on 500 largest Franchise Systems

### **Franchise Business Review**

2018 - Top 50 Franchisee Satisfaction Award

2017 - Top 50 Franchisee Satisfaction Award

- 89.2% satisfaction with Team Culture

2017 - Top Franchise for Women

2017 - Top Low-Cost Franchise 2016 - Top 50 Franchisee Satisfaction Award

- 93.3% satisfaction with honesty & integrity

- 90.4% satisfaction with core values

2016 - Best of the Best: Top 200 Franchises

### **Best of Home Care**

2017 - Leader in Excellence

## Lane Kofoed - President & CEO



Lane Kofoed is President and CEO of Assisting Hands Home Care and leads the executive team with a diverse background, including public accounting, financial auditing, systems integration and management consulting for Price Waterhouse and other consulting firms. Kofoed previously held the position of Chief Operating Officer at Assisting Hands, working closely with the management team in sales, marketing, operations, training and support. Before joining Assisting Hands in June 2009, Kofoed owned several profitable small businesses in his native city Boise, Idaho. Kofoed holds a Masters degree in Business and Accounting from Brigham Young University. He is the glue to the organization, shepherding and facilitating

new and exciting programs that help Assisting Hands Home Care owners to be more efficient in their franchise operations while overseeing the national growth and success of the Assisting Hands Home Care family of franchises.

*Read the Franchise Times Cover Story on CEO Lane Kofoed [here](#).*

## FAQs with Lane

### 1. What traits make for an ideal Assisting Hands franchisee?

There are three things we look for in an Assisting Hands franchisee:

- One, they must have strong management skills and be able to work well in a team.
- Two, they have to have a heart for the business, meaning they have deep compassion for the elderly and the community they serve, as well as a desire to give back and make a difference.
- Three, they must meet the minimum financial qualifications.

### 2. What advice do you have for new franchisees, and how would you help set their expectations?

Starting any new business is hard work. The keys to success for our business owners reside in setting realistic goals, calling on others for wisdom and support, and a commitment to providing superior service to our clients. Assisting Hands owners have access to the best support team in the industry with decades of hands-on experience in senior care and business operations.

Calling on this support team to help establish goals, implement plans, and adjust as needed is imperative to succeeding.

### 3. What kind of support does Assisting Hands provide to new franchisees?

As a new Assisting Hands Home Care franchisee, you will undergo a week of intensive training in the classroom, as well as an on-site visit covering all aspects of the Assisting Hands franchise business. This training will include caregiver training, recruitment and hiring, billing, scheduling, customer service, cash management, marketing and advertising. We also offer monthly business webinars, quarterly marketing webinars, annual retreats, and a mentoring initiative for franchisees. However, the biggest support our franchisees seem to find is in our FOFO—Family of Franchise Owners. We really support each other like a family.



## Videos

### Assisting Hands Home Care President and CEO Lane Kofoed

Assisting Hands Home Care CEO Lane Kofoed's father battled cancer for 10 years, so he knows first-hand the ingredients for caregiving.

### Why Franchise Owners Chose Assisting Hands Home Care

Hear from some franchise owners with a passion for caregiving on why they joined Assisting Hands.

*View all Assisting Hands Home Care videos on [Vimeo](#).*



Logo





## Franchisee Testimonials

“When I started researching with different companies and different franchises, I decided I wanted to go with Assisting Hands because they had the most thorough process in terms of making sure that the franchise owners are getting into the business because they like working with others. They are very ethical, they are committed to serving others, and you know they are going to do a good job to preserve the name of the company. That’s something different I saw with Assisting Hands versus the other companies.” - Armando Morales | Miami, Florida

“I became a widow and I ended up being responsible for my deceased husband’s parents, which made me realize that I had pretty high standards for what I wanted to hire and I couldn’t find anybody that met those standards.”  
- Judy Brady | Orange County, CA

“One of the most important attributes in this industry is compassion. We can teach a lot of business skills, we can share a lot of understanding, a lot of expertise, but the ability to be compassionate is probably the most important ingredient. You’ll find that most of our owners of Assisting Hands have had some experience with a disabled child or an aged parent that they cared for, and that compassion is part of their life story.”  
- Lane Kofoed | President & CEO



## News & Press Coverage

December 2017: Assisting Hands Menomonee: New Owner, Ribbon Cutting

October 2017: Home Health Care News The Biggest Home Care Franchises

October 2017: Franchise Times Joint employer tops list at Franchise Action Network event

September 2017: Home Health Care News Millennials Solve Corporate Needs in Home Care

September 2017: Franchise Times Joint Employer 'Could Be Catastrophic' for Franchise Model, 'Zees Say

September 2017: Newport Beach Franchise Owner Named Franchisee of the Year

September 2017: Home Health Care News Movers & Shakers

September 2017: Franchise Times Executive Ladder

August 2017: Chicago Tribune's Elgin Courier-News Elgin Business Owner/Nurse Accompanies Veterans on Honor Flight Chicago

June 2017: Home Health Care News Home Care Makes Low-Cost Franchise List

February 2017: Home Health Care News Four Home Care Franchises Named Best for Women Entrepreneurs

February 2017: Franchise Times Executive Ladder



## Blogs

*Get the latest news by visiting the [Assisting Hands Home blog](#).*

### Hurricane Caregivers: Assisting Hands Naples Go Above and Beyond

Tricia Winiacki shared the stories of caregivers who endured less than ideal conditions to assist their clients: “We had 15 caregivers that stayed with clients in their homes and special needs shelters.”

### Hurricane Caregivers: Assisting Hands Fort Myers Takes Their Business Personally

From Fort Myers, Florida, Robert Thomas provided stories on a number of caregivers and staff members who selflessly served during the hurricane.

### Hurricane Caregivers: Assisting Hands Miami Sponsors Two Donations for Irma & Maria

Assisting Hands Home Care of Miami owner Armando Morales has made efforts to assist recovery efforts from both Hurricane Irma and Hurricane Maria. Morales coordinated efforts with Miami caregivers and local businesses to provide hurricane relief.

### Assisting Hands Houston Named “Premier Provider” of Home Care

Under the leadership of franchise owner Terri Robbins, Assisting Hands Houston was named the “#1 provider for elder and senior care in the Houston area.