



**Nurse Next Door®**  
*home care services*



NURSE NEXT DOOR  
**FRANCHISE REPORT**

# About Home Care Franchising

Exploring the opportunities and benefits.



## The Home Care Industry is Rapidly Expanding

In Australia, the home care industry is expanding at a rapid pace across both the aged care and disability sectors.

Approximately 4.2 million Australians are over the age of 65 and 7 out of 10 would prefer to stay at home as they age. Similarly 4.4 million Australians are living with a disability with 40% needing assistance from formal providers.

Despite this ever-growing demand, there are still not enough home care service providers to meet everyone's needs which is why home care franchising is not only a great business opportunity but one that can positively impact many Australians.

Healthcare leaders now understand that home care franchises are one of the best ways to bring in-home care and nursing services to communities in need.

Source: AIHW, ABS & TheCareSide.

## Should You Buy a Franchise or Start Your Own Business?

There is no one right way to start a home care business. It mainly comes down to your personality and working style. If you are unsure whether you should join a franchise or start your own business independently, consider the following:

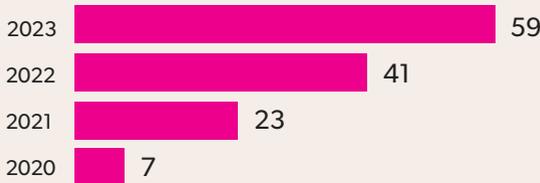
### Franchise model

Proven systems and process
Business coaches are at your fingertips
Support with sourcing start-up capital
Built-in community support
Start with an already established brand

### Independent model

Build your own systems from scratch
Lean on your own knowledge and expertise
Solo capital raising
Independent, self-led networking
Grow your brand from the ground up

## Nurse Next Door Franchise Locations



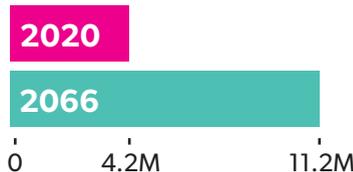
Launching our first franchise in 2020, Nurse Next Door Australia has rapidly grown to a total of 41 locations.

As a result of this growth Nurse Next Door is expected to deliver over 850,000 hours of care within local communities in 2023.

With over 20 years of franchising in North America, Nurse Next Door continues to provide world-class systems to help set up our Australian Franchise Partners for success.

## Demographics

### Aged Care



As of 2020 4.2 million Australian are aged 65 years or over.

By 2066 the number of older people is projected to reach 11.2 million.

Source (ABS & AIHW)

### Disability



As of 2020 4.4 million Australians are living with a disability.

By 2066 this number of people is projected to reach 7.8 million.

Source (ABS & AIHW)



# Do You Need Assistance with Finance?

*Speak to our Franchise Development Team about finance opportunities.*

## 5 Reasons to Buy a Home Care Franchise in Australia

### 1 Access a proven business model so you can do more of what works

When buying a home care franchise, you gain instant access to a proven business model with systems and processes already developed through years of trial and error.

### 2 Join a community of like-minded people

With a franchise, a community of your peers is ready and waiting to welcome you! There's no need to stress about who to seek out when navigating the tough times and celebrating the wins.

### 3 Avoid workplace burnout

With burnout on the rise in the healthcare industry, you'll be pleasantly surprised that many home care franchise owners happily maintain a healthy work/life balance by utilising franchise support systems.

### 4 Mentors who can show you successful business ownership

As a franchise owner, you gain access ongoing business mentorship from people who know the business best. From navigating launch day to hitting business goals year after year.

### 5 Make a positive impact (and have fun along the way)

Gain purpose at work by providing more joy to your clients and positively impacting your community.



## Our Co-Founders' Story

### CEO Amber Biese & COO Matt Fitton

Learn more about why Nurse Next Door was brought to Australia.

"We really wanted to build something that had a sense of purpose and something that we could grow and scale into a national business, and one of those sectors we identified is aged care and disability support which is close to our heart.

 **Everyone at Nurse Next Door was just exuding Making Lives Better.**

What we're looking for in franchise partners is people who are not just looking for a profitable business but people who are looking for a business with purpose and who are passionate about making a difference."

# Build a Business with Purpose and Heart

*Make a difference in your local community with our Bold Pink Brand.*



## Why Choose Nurse Next Door?



### 24/7 Care Services Team

Your business is supported 24/7 with a centralised live Care Services team for client bookings, scheduling and visit attendance.



### Brand and philosophy

We go bold! We implement forward-thinking ideas that lead the industry to bold pink, attracting clients from across the country.



### World class training

Get started with world-class business training and access to an online academy to keep up to date on home care best practices.



### Protected territory

Each franchise territory is protected, so you can establish a robust business in your community.



### Growth potential

With an ever-growing demand for home care, and Government financial assistance available, more opportunities grow each day.



**Meet Kylie**

Franchise Partner  
Canberra, ACT



## What our Franchise Partners Say

### Kylie Williams - Nurse Next Door Canberra

Learn more about why Nurse Next Door stands out from competitors.

“We did look at other options but having those existing policies, procedures and the support was really important.

Nurse Next Door stood out because they provided a lot of other support and benefits that other franchises in the home health care industry didn't.



**The Care Services team has been really valuable to us, and I wouldn't be without it.**

The fact that they are able to deal with the scheduling really helps us be able to focus on the actual delivering their business.”





# What Makes a Successful Nurse Next Door Owner?

*No, you don't need to be a nurse.*



## Profit & Purpose

We are looking for people that share our belief in equal parts profit and purpose. We get it, this has to be a good financial opportunity, but in order to be successful, you need to have a purpose. So what's driving you?



## Sales & Marketing Aptitude

You don't need the experience, but you need to have the aptitude. This business requires you to connect with others and build relationships, so being a people person is a must. Are you ready to put yourself out there in the community?



## Strong Coachable Leaders

Successful businesses are run by strong leaders. You will embody the brand values and instill the right culture amongst your team, hold them accountable and empower them to deliver on our philosophy of care. Can you inspire and lead your care team?



## Tenacity

This is not a 9 to 5 job. Starting a business is hard work, even in a franchise setting with a support system in place. It's your hard work and dedication that drives your success to greater freedom. We are looking for people with tenacity!

## Hear From Real Owners

*Our Nurse Next Door franchisees share their stories and experiences.*



Hear how Fiona builds a Nurse Next Door business filled with Purpose, Possibility, and Heart that has left a great positive impact in her local community.



Matt details what it is like to have a Nurse Next Door business experience exponential growth within 12 months of operation.



Amal shares her experience running a Nurse Next Door business and how it led to her having a better work-life balance.

# We're in the Business of Making Lives Better

Speak to our Franchise Development Team about opportunities.



## Steps to Ownership

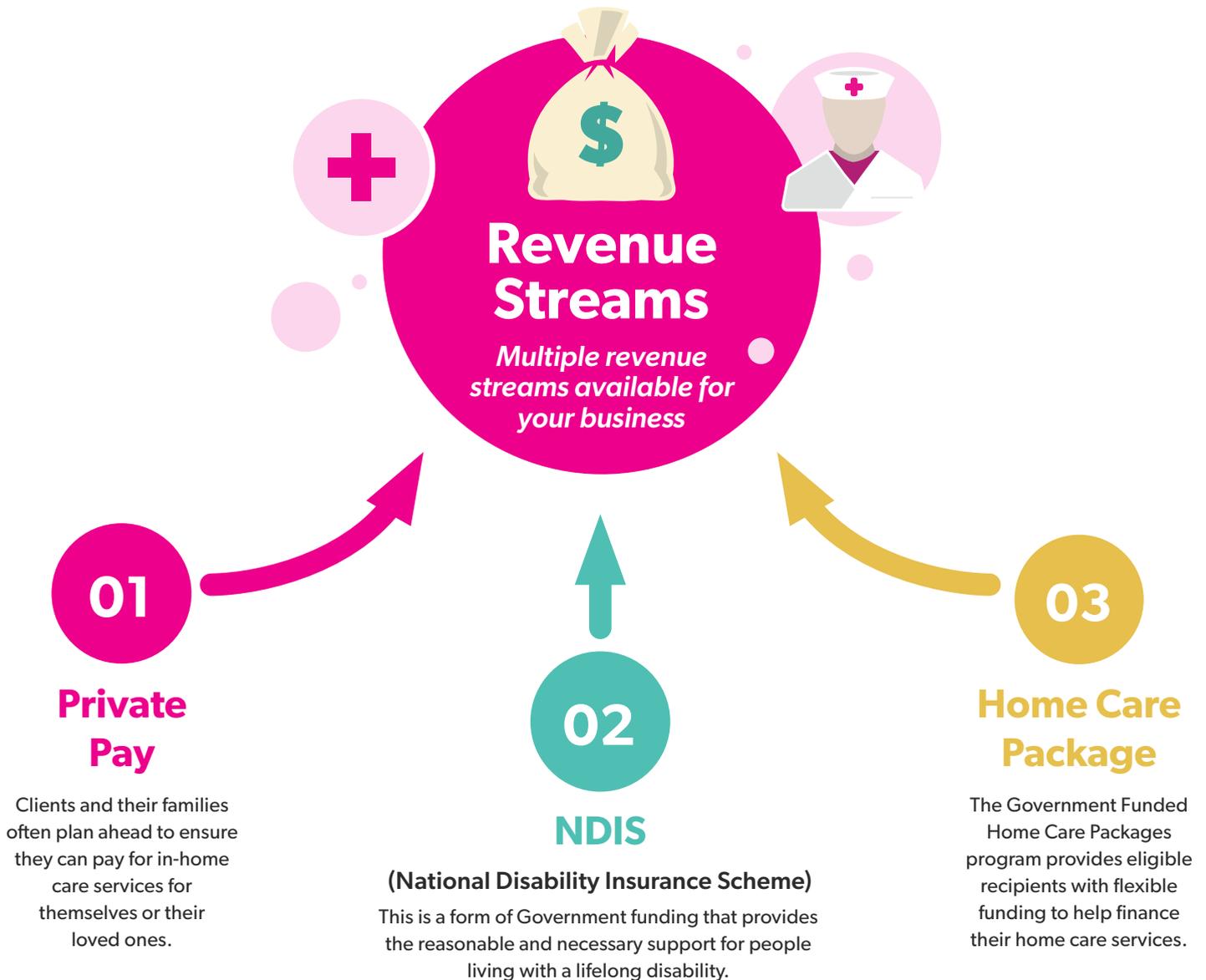
The four simple steps to owning a franchise from start to finish.





## Equal Parts Profit and Purpose

*Franchise Partners are the foundation  
of Nurse Next Door.*





## Before You Call

We recommend spending 10-15 minutes reviewing the four types of questions the Franchise Development Team will be asking in your first call.

These are listed below:

### 1. Why home care?

What is it about home care that interests you? Do you know much about the home care industry?

### 2. Do you know how a franchise system works?

What do you know about franchising? Why does the franchise model interest you?

### 3. What do you know about Nurse Next Door?

Have you watched the Nurse Next Door [testimonial videos](#)? What research have you done about Nurse Next Door's key differentiators, investment requirements, etc.?

If you'd like to learn more, [visit our website!](#)

### 4. How soon are you looking to invest in a home care franchise opportunity?

Are you looking to invest within 2-3 months or 2-3 years? This is an important question to consider before the discovery call, as it will help determine what resources will be the best fit for where you are in your franchise discovery journey.

To learn more about start-up costs, [click here.](#)

**Nurse Next Door is Registered with**



*Ready to get started?*

# Book a Free Discovery Call Today

*No obligation.*

Speak to our Franchise  
Development Team  
to get started.



**Chris Ferguson**

Franchise Development  
Manager



**CLICK HERE TO BOOK A CALL**

**OR EMAIL:**

**franchise@nursenextdoor.com.au**