



ONGOING HOME SERVICES FOR SENIORS & BUSY ADULTS

TruBlue's one-of-a-kind business model was exactly what we were looking for in a franchise. It's a business with a purpose that allows us to provide services to our community that was missing and so badly needed. We knew instantly that TruBlue was the right fit for us.

Matt Neelan | Pittsburg, PA. | Franchise Owner

**AGING POPULATION, SENIORS,
BUSY ADULTS, GROWING FAMILIES
...THE OPPORTUNITY OF A LIFETIME!**



TRUBLUE
HOME SERVICE ALLY.™

aging-in-place STARTS WITH THE HOME®

Home Services For Seniors and Busy Adults ... An Untapped Market for Success!

More and more of today's growing senior population is choosing to "age in place" which is defined by the CDC as "living in one's own home and community safely, independently, and comfortably, regardless of age." While there are thousands of senior homecare businesses in the market today that focus on caring for the individual, there is an overwhelming shortage of companies that focus on a vital piece missing from the age-in-place puzzle ... preparing and maintaining the home!

Living in a safe, well-maintained home filled with a lifetime of memories helps seniors age-in-place happily and successfully. At TruBlue, we start our home service solution by overcoming the 3 biggest obstacles to staying at home:

Safety and Accessibility

Is the home safe from falls, trips and accidents? Is the home livable and easy to navigate?

TruBlue Solution

Safety is our #1 concern. Backed by the Senior Home Safety Specialist Certification, TruBlue franchise owners can conduct Senior Home Safety Assessments, make necessary improvements and give seniors and loved one's peace of mind.

Maintenance and Repairs

Once a home is repaired, how can it be maintained on a regular basis to ensure it is safe?

TruBlue Solution

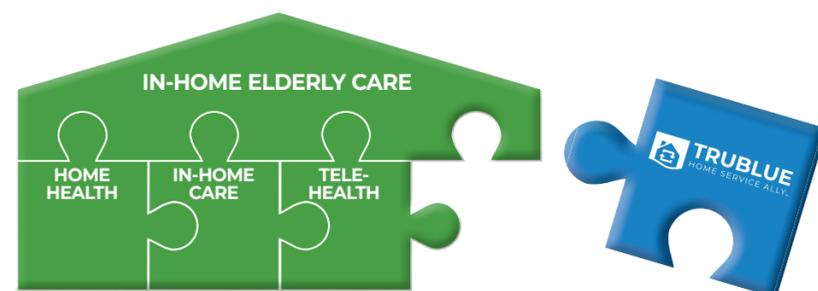
The TruBlue ongoing solution provides quarterly maintenance that can be customized to meet the ongoing needs of the home.

'To-Do' List Chores

Simple tasks that are often taken for granted, like changing a light bulb, can present unsafe challenges for seniors. Finding a loved one or friendly neighbor to regularly help out can prove to be just as challenging.

TruBlue Solution

Our Monthly Helping Hands package provides hassle-free living and tackles that endless list of to-do's, saves time, frustration and keeps everyone safe in the process.



One of a Kind Business Model

The only national brand that focuses on ongoing home maintenance for seniors and busy adults. TruBlue helps maintain sanity and gives families their life back with an affordable and convenient maintenance package that oversees all services and offers worry-free living for everyone involved.

A Home-Based Business with Freedom and Flexibility

As a TruBlue owner, there are no limits to your potential. If you have the drive and desire to succeed, you can enjoy the rewards that come with owning your own home-based business and helping others in the process.

Take Control of Your Future with a Business with a Purpose

If you're tired of working for someone else or are no longer passionate about your existing job, then TruBlue is the right choice for you. With TruBlue, you can change the direction of your life and take control of your future by helping seniors and busy adults in your community.



75% of remodelers have reported an increase in age-in-place remodeling inquiries. Not surprising as AARP reports 90% of seniors wish to age-in-place as opposed to moving to a long-term care facility.¹



a track record of
**SUCCESS IN THE
SENIOR MARKET**

TruBlue Meets the New Demand for Home Services

More than 10,000 people will turn 65 years old EVERYDAY for the next 20 years and nearly 90% of them want to age-in-place. TruBlue is perfectly positioned to help seize that next golden opportunity.

We Know the Booming Senior Market

Backed by more than 30 years of franchising experience, our complete, turn-key operation and innovative tools take the guesswork out of starting and growing your business. TruBlue's extensive training, ongoing support, and top-notch marketing will help you meet the booming demand of today's senior market. While in business for yourself, you will never feel like you're by yourself!

Here are a few more reasons to choose TruBlue:

- Benefit from a simple business model with low-investment costs and minimal monthly overhead.
- Experience the increased demand in a rapidly-growing market and already high-demand industry. As more seniors choose to age-in-place and the population of busy adults continues to grow, there will always be a need for your business.
- Achieve an unparalleled level of professionalism with TruBlue. We hold ourselves to a higher standard of service that is hard to find in the industry today.



The National Association of Home Builders (NAHB) predicts the "aging-in-place" remodeling market to be \$20-\$25 billion.¹



"I hired TruBlue to do work in my mother's home. Five-star workmanship and service. DJ did excellent finished carpentry. The cleaning service was great and very detailed. We highly recommend all their services!"

Corinne D., Bonita Springs, FL
TruBlue Customer

"When our grandmother had to have emergency surgery, I cannot tell you the peace of mind you gave EVERYONE in the family knowing you were just a call away and we didn't need to worry about a thing. Her home was ready for her return and we were able to remain at the hospital with her. Thank you for the peace of mind you give..."

Traci P., Yorktown, VA
TruBlue Customer



3 STRONG PROFIT CENTERS

The possibilities are endless. From Baby Boomers to Gen X to Millennials and Gen Z – customers are everywhere. From aging families to busy adults, your services are needed. Do what you love while helping others!



SENIOR SERVICES

- Home Safety Assessments
- House Modifications
- Quarterly Maintenance
- Monthly 'To-Do List' Chores

Become a Home Service Ally by assessing home safety and become a trusted, helping hand that reduces risks from falls and other serious concerns associated with aging-in-place.



ON-DEMAND SERVICES

- Handyman Services & Repairs
- Yard & Outdoor Services
- Realtor Property Services
- Commercial Property Maintenance

From aging families to busy adults, projects need to get done plus they provide a great source of revenue for your business. There are so many directions you can take your franchise. Whether it be a minor home remodeling project or partnering with a realtor to get new listings ready for market, the possibilities are endless with the right personnel.



RECURRING SERVICES

- Quarterly Maintenance
- Monthly 'To-Do List' Chores
- Home Watch Services

The truth is, finding the time, energy and resources to complete the tasks that need to get done on a regular basis is hard. Our services help to achieve the ultimate goal by checking off lists of to-do's, chores, maintenance tasks and seasonal projects that MUST get done. Our Home Watch services help to provide peace of mind by checking on and maintaining second homes, vacation homes and rental properties so you don't have to.



Nearly 90% of adults 65+ want to stay at home for as long as possible while 80% believe their current residence is where they'll always live. To age-in-place, physical and service environments must be safe. ²

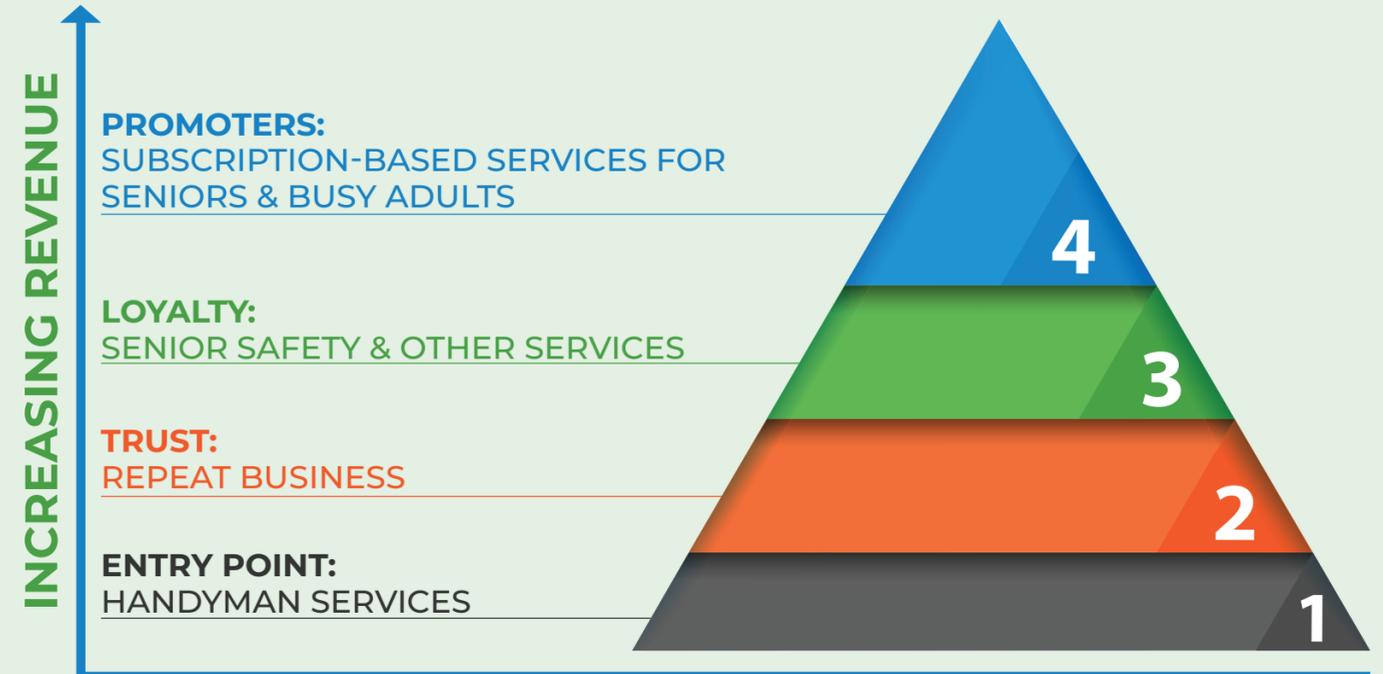


TRUBLUE IS TARGETING TWO UNIQUE MARKETS: SENIORS AND BUSY ADULTS, LOOKING FOR TRUST, PEACE OF MIND, PROFESSIONALISM, QUALITY, & RELIABILITY

The senior market is vulnerable and seeking a trustworthy, professional relationship that provides quality services for their home – services they can't, shouldn't and don't want to perform anymore.

Busy adults need a trustworthy, professional relationship to provide services they don't have the time, skill or desire to perform.

Both markets give TruBlue franchisees the opportunity to bring trustworthy, quality and dependable services to the very people who need them while having little overhead and the potential for high-profit margins.



WITH TRUBLUE, YOU'LL BE IN BUSINESS FOR YOURSELF... NEVER BY YOURSELF!

- A proven and successful business model that is easy and inexpensive to implement
- Ongoing operational support and training to help you continually improve your business
- Solid marketing programs that generate leads, attract customers and grow revenue
- Access to strategic national partners and additional revenue streams typically unavailable anywhere else
- Group buying power provides discounts on products and third-party services
- Peer-to-peer, non-competitive networking that fosters learning and sharing of best practices with owners across the franchise system



TRUBLUE'S COMPETITIVE EDGE

Our integrated technology and exclusive tools will help you organize and build the business you've always dreamed of owning.

- Provide a unique, home service solution by offering home maintenance and home safety modifications that make caring for a home so much easier for busy adults and seniors.
- Create home safety assessments backed by a third-party Home Safety Specialist Certification.
- Gain access to the latest technology, including our cloud-based software that includes all the tools you need right at your fingertips. From appointment scheduling to time estimates to accounting and relationship management – we help you streamline processes.
- Close business faster with our mobile estimating app that allows you to complete estimates quickly in real-time and on location.
- Feel the security of being a part of a large, protected territory with low startup and overhead costs.
- Operate a business with recurring revenue opportunities and high-margin services.
- Receive a complete marketing, advertising and public relations plan, including a customized website and the materials you need to succeed.
- Get connected to valuable partners and referral sources with our robust lead generation and networking program. Create strategic alliances with:
 - Realtors
 - Property Managers
 - Home Care Agencies
 - Healthcare Providers
 - Small Business Owners
 - Homeowner Associations



In 2019, People 65+ represented 16% of the population and is expected to grow to 22% by 2040. Adults 85+ are projected to more than double from 6.6 million in 2019 to 14.4 million in 2040, a 118% increase.³



Tim & Kay D. | Yorktown, VA | Franchisee of the Year



The training and support we have received since opening our business has been top notch. The operations staff is truly invested in our success.

Matt N. | Pittsburg, PA. | Franchise Owner



Arturo & Elena L. | West Houston, TX | Franchise Owners



experienced & dedicated

From hiring employees, scheduling appointments to billing customers and everything in between, we take the guesswork out of starting and operating your TruBlue business. Our friendly and experienced Operations Support Team is here to provide you with all the help and support you need. We make it easy for you! Here are the steps that we'll take together to get you up and running quickly and efficiently.

1 Online Training

Your Franchise Business Coach will mentor you through Firm Foundations, our online training program that prepares you for hands-on training located at TruBlue's Corporate Office in Cincinnati, Ohio. We will help you create a business plan and guide you through the entire process of setting up your new business.

2 Workshop Training

Gain the knowledge you need to be successful at our one-week extensive training program at TruBlue's Corporate Office. You will hear from our experts and learn everything you need to know. Whether you have questions about human resources, finance, our services or sales and marketing, you will have the opportunity to learn from the best. After this training, you will be ready with a finalized business plan and critical knowledge to run and grow your business.

3 Business Launch

Next, our Business Launch Team will walk you through your business opening game plan step-by-step. We will set business launch goals together and help you create the right success mindsets, habits and strategies from the very beginning. But our work is far from finished, and we will be with you every step of the way. The next several months will include in-depth and frequent coaching sessions to provide you with the support you need to help you stay on track and achieve your business goals.

4 Ongoing Support

Even after your business is up and running, you have our never-ending support. Your Franchise Business Coach will be there for you helping to work through issues, answer questions, suggest improvements, evaluate new opportunities, and share best practices from across the TruBlue system. Our goal is to help you continually develop as an owner! You will have exclusive access to our valuable Intranet community, webinars, strategic planning and ongoing financial and marketing coaching, including:

- Annual & Regional Conferences
- Dedicated Business Coaches
- Coaching Groups of Peers
- Educational and Training Webinars
- Supplier Discounts
- National Account Opportunities
- Senior Market Expertise
- Proven Marketing Programs
- Website and Digital Marketing
- And More!



TRUBLUE
HOME SERVICE ALLY™

A Trusted & Highly Rated Brand



OPERATIONAL SUPPORT



As a Realtor, TruBlue is a tremendous asset to my business. With one company, I can schedule top-notch cleaning services and receive quick estimates on home repairs. The HomeWatch [service] is great for my second home buyers who need someone to keep up with maintenance and concierge services from out of town.

Devon W., Ponte Vedra Beach, FL
TruBlue Customer

Every year about 1 in 4 seniors fall, and many of those falls result in serious injury — sometimes even death. The ability to help seniors by providing TruBlue's services is what really pushed me over the edge.

Nathan K. & Family
San Antonio, TX | Franchise Owner



The marketing plan provided and the support we receive managing our website and social media pages has helped us grow our business faster than we thought possible!

Arturo L. | West Houston, TX | Franchise Owner



innovative & effective

Strategic Marketing that Attracts Customers

When you join TruBlue, you won't waste time or money on costly mistakes. We will teach you everything you need to know to attract customers, retain customers and receive ongoing referrals.

TruBlue and our sister brands have collectively invested millions of dollars in developing a marketing plan that includes successful referral strategies and valuable tools. We've also integrated the latest technology into our marketing programs to ensure success.

Unbeatable Marketing

As a TruBlue owner, you will receive a complete marketing, advertising and public relations plan. Our plan includes everything you need to succeed - a customized website, pre-approved artwork, press releases, an array of full-color professionally designed marketing materials, incentive programs and more.

National Partnerships



Marketing Support

Our National Branding Fund provides ongoing support with new marketing strategies, programs, tools and educational sessions. You'll always have access to an endless supply of innovations and improvements to continually grow your business. Here are just a few of the many resources available ...

- A lead generation program ready for implementation immediately following your training
- Digital marketing strategies that drive traffic to your customized website
- Pay-Per-Click (PPC) advertising and search engine optimization (SEO) support
- Social media and digital display advertising assistance
- Professionally designed and customized marketing materials
- Press release templates to use in your local market
- Branded promotional items and presentation materials
- Tradeshows booths and banners
- Referral source generation programs
- Access to national accounts and strategic alliances
- Ongoing educational webinars on training, marketing, digital advertising and sales
- Support from national and local marketing/PR campaigns focused on senior issues, home services, and the growing population that need our help



Expenditures by homeowners 55+ are expected to account for more than 3/4 of market growth over the next decade while older homeowners continue to dominate the remodeling market as they age-in-place. Aggregate home improvement spending by homeowners 55+ is projected to reach 56% by 2025, an increase of 31% from 2005. 4



Customized TruBlue Website



Proprietary forms for estimates, invoicing, accounting, and more!



Software for estimating, accounting, scheduling, CRM, and so much more!



Intranet for Shared Resources



Social Media, E-mail Strategies & Marketing Campaigns



Branded Marketing Materials



Vehicle Graphics

collateral & digital platforms

MARKETING PROGRAMS



Why is TruBlue such a huge opportunity?

With one franchise, you have the opportunity to serve two of the fastest-growing markets in the country – seniors and busy adults who need home services! The senior population is growing exponentially. More than 90% of these seniors are choosing to age-in-place which can only begin in a safe and accessible home. While thousands of companies care for seniors and focus on the individual, no one is caring for their home. TruBlue provides a helping hand both inside and outside of the home to ensure it's safe, maintained and offers worry-free living to seniors and their busy families. Many of these same services are perfect for busy adults who work long hours, travel or are focused on raising a family. Busy adults who don't have the time or energy also need help maintaining their home. Two distinct markets with huge potential.

What if I've never owned a business?

It's OK. We teach you everything you need to know about operating and growing a successful business. You'll receive extensive training at our corporate office, then we'll be with you every step of the way and continue to provide ongoing support. All you need is the desire to help others, the passion to be successful and the willingness to follow a proven system.

Why purchase a franchise versus starting my own company?

There are many advantages to owning a franchise. The most obvious is being associated with an established and trusted brand. You're also purchasing a proven system that guides you through the entire process of starting your business, coaches you as your business grows and works with you to maximize its true potential. From operations to accounting to marketing and human resources, the foundation has already been set. Add in training, coaching, support, and experience and a franchise is easier to grow and ready to go! Without a franchise, a new business owner must create everything on their own, through trial and error, losing valuable time that could be spent growing the business.

Is owning a franchise expensive?

Absolutely not! This is a low-cost, home-based business with low account receivables and great profit potential. Depending on the business model, your service providers can be part-time, full-time or independent contractors who only get paid for work performed. The bottom line ... forming long-term, year-round customer relationships equals ongoing revenue streams and predictable cash flow opportunities.

What if I'm not handy and don't have experience with home services?

That's ok because your qualified employees will be performing the actual home services for you. We have a proven system to help you recruit and retain top-notch talent. Your role is to manage your business, the team and your customers to build the brand and reputation within your community.

How is TruBlue different from other senior care franchises?

TruBlue is not in direct competition with other senior care franchises because we focus on the home. Therefore, you won't be burdened with the same complex healthcare requirements necessary to care for an individual. In fact, senior care franchises that focus on the individual are great referral partners for your business.

Why should I choose TruBlue?

TruBlue has few direct competitors giving us a wide-open lane to continue to grow rapidly for decades to come. And, as the population continues to grow, there will always be a need for home services! The possibilities for your business are endless!



In the last decade, homeowners 55+ have dominated the home remodeling market to become the primary source of home improvement spenders. Older homeowners are living longer and willing to spend more on home improvements to remain safe in current home.⁵

SOURCES

¹ National Association of Home Builders.

² (Nov. 2021) National Conf. of State Legislatures and AARP Public Policy Institute.

³ (May 2021) Admin. for Community Living and Admin. on Aging, an operating division of U.S. Dept. of Health & Human Services.

⁴ (Feb. 2017) Improving America's Housing ... Joint Center for Housing Studies, Harvard University.

⁵ (June 2019) Housing Wire Annual.

BE IN BUSINESS FOR YOURSELF, NEVER BY YOURSELF.



877-772-0149

This is the best decision I've ever made. The business is so positive. We help seniors, veterans, schools, army bases, busy professionals, which makes it not only rewarding for us, but it allows us to have a lifestyle where we can take trips and as much time off as we want. People ask us, 'Why didn't you just do this on your own?' The answer is because this franchise allows you to be much bigger than you ever could be if you were starting out on your own. We went from just a few customers to a few hundred very quickly. We enjoy every single minute of this business.

Tim D. | Virginia | Franchise Owner



MISSION

Provide peace of mind, worry-free living and trusted services to all homeowners while preparing and maintaining their home through every stage of life.

VISION

Be the most trusted, accessible ally in protecting customer's most valued asset – their home!

CORE VALUES

EMPATHETIC: Compassion, Respect, Integrity | We treat every home like it's our own.

We understand that a home is a treasured possession where memories are made. We focus on the needs of every customer, empathize with each situation, and provide the highest level of expertise for all services.

TRUSTWORTHY: Safe, Secure, Sincere | We are passionate about our customers and our service.

We will do whatever it takes to create peace of mind. We give our customers confidence to know and feel their home is safe, secure, and prepared for their life. We are their trusted ally whenever home services are needed.

RELIABLE: Loyal, Professional, Credible | We keep our customers first in mind.

We offer a compelling combination of value and convenience. We hold ourselves to a higher standard service and take pride in everything we do. It is important to us that customers know they can always rely on TruBlue.

YOUR NEXT STEPS

Contact your Franchise Development Director today to learn more about becoming part of the TruBlue family and how to receive a special invitation to our corporate headquarters. Territories are limited and going fast so act now. Call to find YOUR opportunity of a lifetime with TruBlue!

**A Higher Standard
of Home Services.**

Recognized as an Industry Leader

FRANCHISING
MAGAZINE USA



Entrepreneur

Entrepreneur
FRANCHISE
500
RANKED

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