

Senior Care Franchises and 7 Reasons Why They're Thriving

Senior care franchises are one of the fastest growing franchise opportunities. Why are they so hot right now? Here are 7 reasons why senior care franchises are thriving:

1. Baby Boomers. That demographic we have been hearing about for decades is aging, and they are impacting the business of senior care. Demand is on the rise, and expectations for quality facilities are growing as well.
2. According to the Census Bureau the over 65 population will double by 2030.
3. Senior care franchises have a relatively low start-up cost and a high return on investment.
4. This is a “feel-good” business that allows you to build ties to your community and your clients.
5. Healthcare experience is not required, but this industry is a great fit for someone with strong marketing, networking and business-building skills.
6. According to a survey by Franchise Business Review, senior care franchisees returned in the top five satisfied franchisees.
7. Senior care facilities aren't the only franchise option available. Home care for seniors represents a large portion of the senior care market, and that business model can offer greater flexibility for the franchisee.

Does a senior care franchise sound like the right business for you? [Contact a franchise consultant](#) to get started on your search for the perfect match.