



90% of adults age 65 or older, want to “age in place” in their homes and their communities.¹

There is a need and desire among seniors for in-home care. The Family Caregiver Alliance (FCA) reports that the number of **people who will need long-term care in 2050 will be 27 million²**, more than double the number that needed those services in 2000.

20% of the U.S. population will be age 65 or older by 2030³. That number will continue to rise as will the demand for in-home care—especially considering that 2 in 5 (40%) adults age 65 years and older have a disability⁴.

Home care industry: a solid investment



Home care can't be outsourced



Pandemic and recession-resistant



10,000 baby boomers turn 65 every day⁵



It's a comparatively low-cost investment



\$96.9 billion yearly industry revenue⁶



Estimates predict global home care will grow 9% by 2030⁷

¹AARP, roughly 90%; ²FCA and WHO; ³US Census Bureau; ⁴CDC; ⁵US Census Bureau; ⁶IBIS World; ⁷Future Market Insights

Ready to get started with your own Griswold Home Care franchise? Go to: griswoldhomecare.com/franchising or email: franchising@griswoldhomecare.com



Why own a Griswold franchise?

Griswold is not only one of the first companies in the United States to offer in-home care to seniors and other adults with disabilities, illnesses, or injuries; we were the first to franchise it almost 40 years ago. **We are the gold standard when it comes to delivering what care should be**, going above and beyond to treat our clients as we would members of our own family: with dignity and kindness.

Griswold Home Care has 500+ territories available across the U.S. New franchisees are finding their calling by helping adults in their community age in the place they love, providing peace of mind to their families. Griswold Home Care is passionately committed to the success of our owners and to our business model that is easy to scale and a joy to own. There has never been a better time to get started!

“Other brands would tell me how great the margins were, but when I got on the phone with Griswold, they were the only ones who said anything about care. They remembered that the end product was care to seniors.”

Scott Savel, Owner Scottsdale, AZ