

# The ten essential questions to ask franchise operators!



At Home Care Assistance Franchise, we know that it's easy to get overwhelmed with the many franchise options out there, especially when researching the booming senior care industry. It's important to find the most relevant and valuable information that will help identify which franchise opportunity is ideal for you. One of the easiest and quickest ways to do so is to contact current franchise owners and talk to them about their experiences. Here are the ten most important questions that you can ask franchisees. We hope that these make your conversations efficient and informative.

1. What is your relationship like with your franchisor? Is someone always available to talk to you should any problems occur?
2. How long have you operated your franchise?
3. Why did you choose the senior home care industry over others?
4. Why did you choose this specific company over others in the senior home care industry?
5. How do you rate your franchisor's training programs?
6. Does your territory size allow you to succeed in your market? Do you feel that you have to compete with other local franchises?
7. What marketing and advertising resources were given to you by the franchisor to attract customers?
8. Does your corporate office supply you with any other centralized resources? If so, what are they and how do they help you?
9. What is your relationship with other franchisees? Do you interact at all? If so, do you find this communication helpful?
10. Would you trust the quality of this franchise's services enough to make your parents clients?

When asking these questions, always remember that each franchise owner will have had different experiences based on a variety of factors; make sure to be open-minded and objective during each call. Good luck, and we hope to hear from you soon!

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