



VisitingAngels[®]
LIVING ASSISTANCE SERVICES 

America's Choice in Home Care[®]

Visiting Angels is the nation's best known network of private duty, non-medical home care providers. Our independently owned and operated franchised agencies supply personal care, respite care and companion care for seniors and adults who wish to remain in the comfort of their own homes.



Redefining the Caring Quotient

Welcome to Home Care

Are you already a "difference maker?" As a Visiting Angels franchise owner, you will be. You'll provide your local community with the personal care option our clients have been fortunate to find and millions more want.

Regardless of whether you are considering a career change, found us because of a personal experience with a loved-one, or are genuinely inspired to help the elderly in your community, owning a Visiting Angels franchise is defined by difference makers.

As a franchise owner, some of the services your staff will provide include:

- Hygiene Assistance (Bathing, Dressing, Grooming)
- Meal Preparation/Diet Monitoring
- Live-in, Live-out, Sleep-over Care
- Respite for Family Caregivers
- Long Distance Caregiving
- Up to 24-hour Care
- Errands and Shopping
- Light Housekeeping
- Medication Reminders
- Joyful Companionship

As you learn more about the opportunity of owning your Visiting Angels franchise, we encourage you to talk with your family, loved-ones and neighbors. Ask them about the need and the various options they may have encountered when searching for home care.

Who We Are

Visiting Angels directors are the most experienced and accomplished group of home care professionals you will find in our industry. Our directors who provide initial training and ongoing support have experience as owners and/or operators of private duty home care agencies beginning as early as 1980. They are well known in the home care industry and have been featured speakers at the most highly attended home care conferences year after year.

Larry Meigs, President of Visiting Angels, has owned a private duty home care agency since 1998. His primary goal has been to assist franchisees in establishing caring relationships with each client and their family members and to provide seniors and adults with a caring and compassionate environment in the comfort of their own homes. We seek to provide peace of mind for families and support for the care and nurturing of their loved ones.

Our Mission

Visiting Angels strives to educate, support and provide all our franchisees with the resources needed to offer the best care possible to seniors and adults. We provide non-medical home care; yet, central to our mission is restoring hope through assisting in healing the emotional, spiritual and physical well-being of the individual. We accomplish this through relationship building and effective communication with clients, families and healthcare providers.

The Best Known Brand in Home Care

Our franchisees have built successful businesses providing in-home care options for seniors by offering top quality caregivers (and giving families a choice in caregivers).

Hundreds of Visiting Angels franchises have worked hard to establish our reputation for excellence which has made Visiting Angels the best known brand in private duty home care nationwide.

Our services provide the alternative to nursing homes and assisted living facilities.

Answering the Why

Answering “Why Visiting Angels?” is so different for so many. Some have dreamed of owning a business since they were young. Others are looking for a career change—remove the drudgery from the job and focus on what they love—something that gives back to the community.

When you compare our franchise fee and royalties to any others in the home care industry, you’ll find what’s been true for years—our fees are by far the most cost effective. Talk to one of our advisors and our franchisees about our royalty model and the enormous market potential of our protected territories. In the end, we’re confident you’ll answer the “why” yourself.



Success Requires Strong Support

It’s no secret that our organization owns the blueprint for success as America’s Choice in Home Care®. We have a library of marketing and support materials in the thousands; setting the stage for a quick start and long-term potential success. Ask anyone on our home office staff what the greatest asset to the company is and you’ll hear the immediate response, “Our experienced directors and our national network of franchise owners. They all share the same vision...our mission!”

Don’t just take our word for it, you can ask the people who have walked in your shoes for days, weeks, months, and years before you. Give us a call today and we will provide you with a list of franchise owners that you can call or e-mail.

Living Assistance Services, Inc., our home office entity behind Visiting Angels, has never focused simply on selling franchise opportunities.

We believe in building relationships—ones that extend beyond conventional franchisor-franchisee relations.

Each year we conduct a national conference and business builder meetings to foster relationships with our franchisees. Our home office headquarters generate thousands of qualified home care leads each month and disperses them to our franchisees from our 24-hour call center, using our automated lead distribution system. Our operations team then follows up with our franchisees to assist in the process of converting leads into actual business clients. We also conduct hundreds of one-on-one consultations with our franchisees each year.

The end goal: powerful relationships—home office with franchisee, franchisee with client, and caregiver with care recipient—it’s this formula that we’ve utilized to build our brand and affect the lives of millions!

U.S. Census data projects that 8,000 people reach the age of 60 each day. There will be 73.1 million “baby boomers” heading into senior age by the year 2030. According to U.S. Census projections for 2030, baby boomers will be between the ages of 66 and 84.



Larry Meigs, President, Living Assistance Services, Inc.

Home caregivers come from the enormous pool of labor that has been hired and trained in the giant healthcare industry. These employees are unique in that most of them entered healthcare because they have a heart to serve and a desire to make a difference in the lives of others. For this reason, the great majority of caregivers who serve our clients are people of strong character.

Barbara De Angelis, American Relationship Consultant

When you make a commitment to a relationship, you invest your attention and energy in it more profoundly because you now experience ownership of that relationship.

Emily, Pennsylvania Visiting Angels Franchisee

We opened our doors and in our first month we received twelve referrals from VisitingAngels.com alone! We have found these to be very qualified leads too. Having clients sent directly to us was a blessing and was one of the reasons why we joined Visiting Angels.



Living Assistance Services

Support comes in many forms, all integral to the success of our organization.

We support our franchisees with:

- National advertising and branding campaigns on the Internet and TV
- Annual conferences with featured guests, breakout sessions and one-on-one retraining
- Regional group support meetings scheduled throughout the year
- Individual consultations with members of our operations team
- Monthly webinar teleconference trainings
- Exclusive intranet with hundreds of proprietary marketing and advertising pieces
- Optimized and customized website
- Internal social media management platform connecting all of our franchises
- Google My Business directory listing
- Limited SEO
- National PPC

“Care is contagious, and support is simple when you believe in the relationship and the people you are helping. Invest in yourself and we will support you all along the way.”

-Richard Bitner, VP of Marketing

Our Caregivers are making a difference every day, in every way.

Caregiving is one of the most noble professions in the world, and one of the most personally rewarding. Our policy for caregiver background screening is the most stringent in the industry. We refer thousands of caregivers each month directly to agencies for potential employment.

Senior safety is our highest priority. That’s why we take the time to not only train agency owners on how to hire quality caregivers, but also the process of conducting meaningful evaluations.

Caregivers are the lifeblood of our business.

Understanding Your Investment

Visiting Angels has serviced hundreds of thousands of clients nationwide since our inception in 1998, generating word-of-mouth referrals every day. New franchisees, as well as our most experienced, benefit daily from our home office call processing center as they grow their businesses. Our ongoing national advertising campaigns, internet resources, digital marketing support, marketing materials and broadcast media spots, combined with our home office call center, have made Visiting Angels the predominant brand in today’s home healthcare market for millions of Americans needing care. No other franchised home care company has advertised on a national basis with the consistency of our organization.

When you invest in Visiting Angels, you are investing in hope for the community you serve. Hope is not a slogan, rather, it’s the most priceless commodity one can ever have. Visiting Angels agencies offer and maintain the hope, security and independence of seniors throughout America.



For your opportunity to learn more about owning your own Visiting Angels Agency, please contact us at **800.365.4189.**



For your opportunity to learn more about owning your own Visiting Angels Agency, please contact us at **800.365.4189.**

937 Haverford Road, Suite 200, Bryn Mawr, PA 19010

Franchise Site: LivingAssistance.com

Consumer Site: VisitingAngels.com

©2022 Visiting Angels is a registered trademark of Living Assistance Services, Inc. Each Visiting Angels agency is independently owned and operated.