

A person in a dark suit and blue patterned tie is standing in front of a whiteboard. They are holding a red marker and have just drawn a red line that starts from the bottom left and goes diagonally upwards towards the top right. The whiteboard has a faint grid pattern. The background is dark and out of focus.

Creating Your \$5 Million Home Care Business Plan

By Steve "The Hurricane"

A person in a yellow jacket and orange helmet is climbing a tall, narrow rock spire. The climber is positioned about halfway up the spire, which is a light brown color. A red rope is attached to the climber and extends down the side of the spire. The background is a dramatic sky with dark, heavy clouds at the top and lighter, blue-tinted clouds at the bottom. A horizontal red band runs across the middle of the image, containing the word "CHALLENGES" in white capital letters.

CHALLENGES



A man in a white long-sleeved shirt and white trousers stands on a sandy beach, facing away from the camera with his arms outstretched to the sides. He is looking out at the ocean under a clear blue sky. The text "REFERRALS = FREEDOM" is overlaid in white, italicized font on the right side of the image.

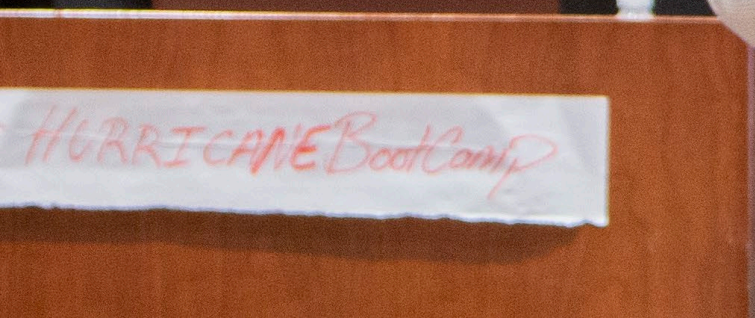
REFERRALS =
FREEDOM







The Movement







Renee Peter Gray  recommends Home Care Marketing by Hurricane Marketing Enterprises.

July 6 at 4:37 PM · 



What an AWESOME program! We began going to boot camp in early 2017. We signed up for coaching in March 2017. 1 year later we had grown by 43%! And year 2 topped that with 54% growth!! Can't believe these #'s - and honestly... we're not THAT good. But Steve & his team give us confidence, the tools and the training & the results are SPECTACULAR! We look forward to continued success with [Steve R Weiss](#) and crew's guidance. Thank you, [Steve Weiss](#)



Start a private conversation with Renee Peter Gray in Messenger.

Message



Home Care Marketing by Hurricane Marketing Enterprises and Steve Weiss

1 Comment



Like



Comment



Share



Message



Steve Weiss Thank you SO MUCH for this beautiful recommendation. I am so proud of you and your growth! God bless you all.

Like · Reply · 2d

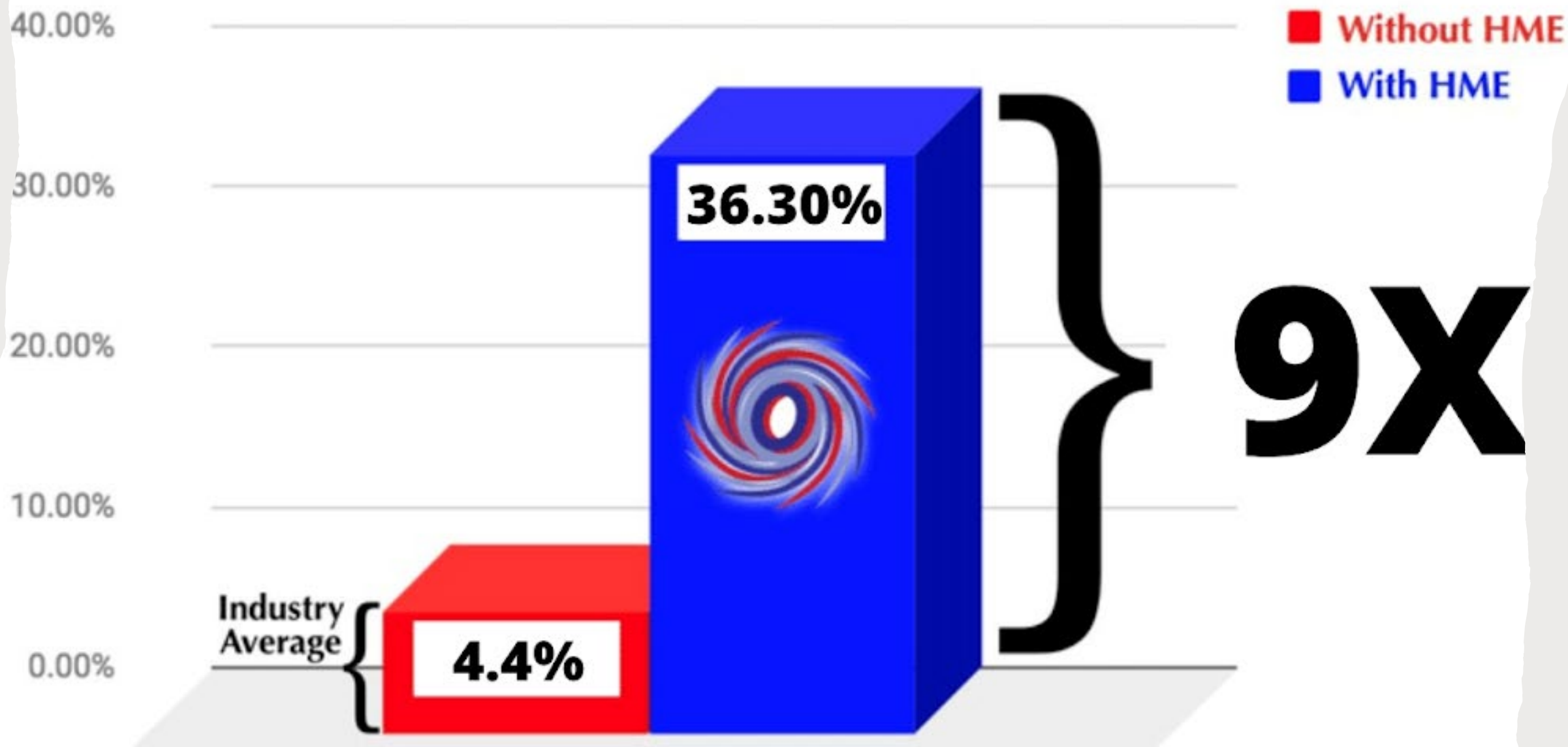


Write a comment...





Average Revenue Growth





Will *YOU* Be My Next Success?

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A person in a dark suit and blue patterned tie is drawing a red arrow on a whiteboard. The arrow starts from the bottom left and points towards the top right. In the background, there is a bar chart with five bars of increasing height. The whiteboard has a white border.

How Many Clients?

In-Home Care



Homemaker Services¹

\$23.50

2021* Cost

\$24.68

Home Health Aide¹

\$24.00

2021* Cost

\$25.20

- $\$5\text{M}/\$25\text{hr} = 200,000\text{hrs}$
- $200,000\text{hrs}/52\text{wks} = 3850\text{wk}$
- $3850/40\text{hrs per client} = 97\text{clients}$

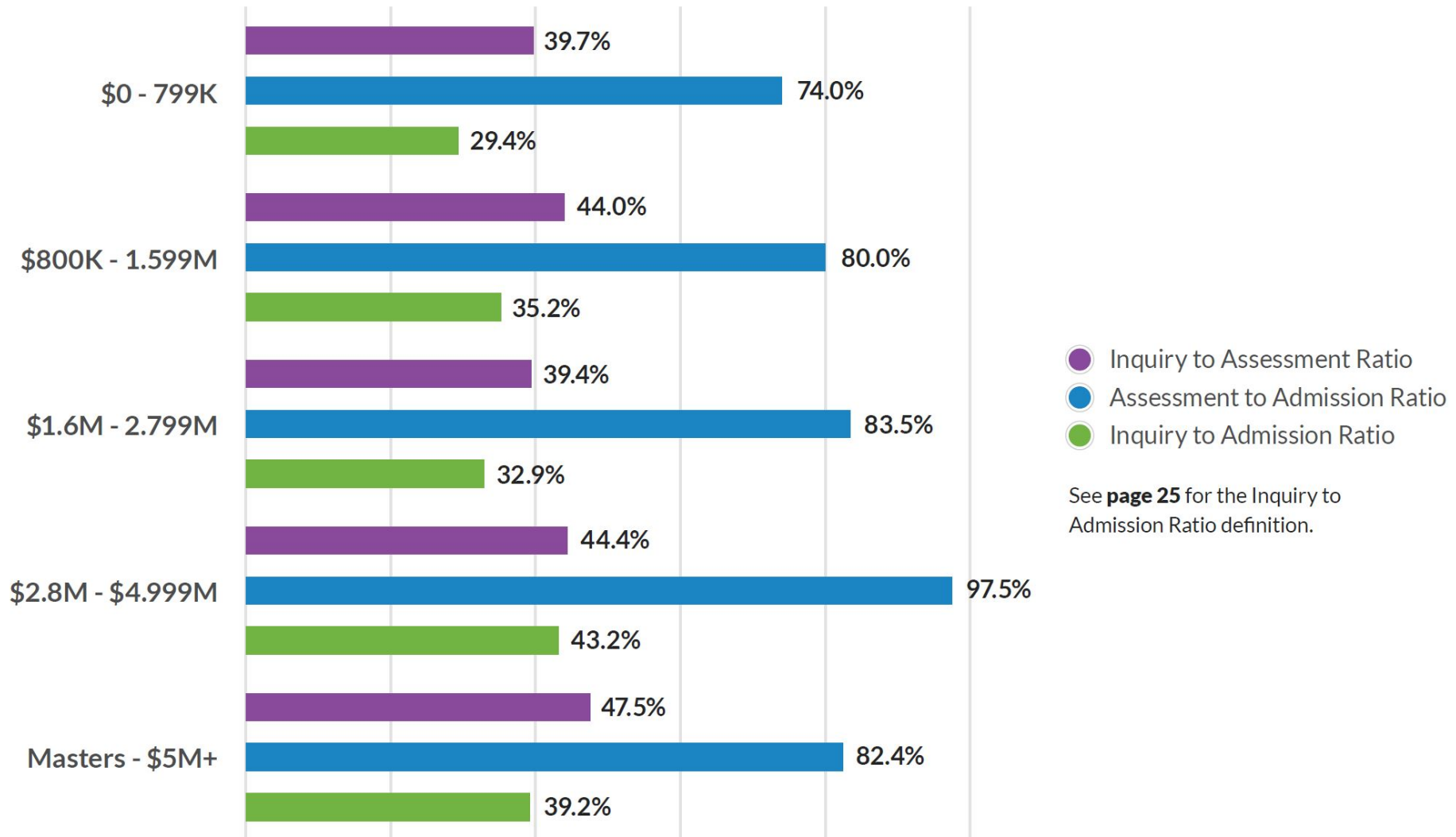




A person in a dark suit and blue patterned tie is standing in front of a whiteboard. They are holding a red marker and have just drawn a red arrow pointing upwards and to the right. The whiteboard features a bar chart with five bars of increasing height from left to right. The bars are outlined in grey and filled with diagonal grey lines. A horizontal line is drawn across the chart, intersecting the second and third bars. The text 'How Many Referrals/Leads?' is written in white with a blue glow effect, centered over the chart. The entire scene is framed by a white, hand-drawn style border.

How Many
Referrals/Leads?

2.13 Median Sales Close Ratios for 2019 - Revenue Ranges



$$150\text{clients} \times 2.5 = 375$$



1500 TARGET CUSTOMERS PER 250K



A person in a dark suit and blue patterned tie is drawing a red arrow on a whiteboard. The arrow starts from the bottom left and points towards the top right. In the background, there is a bar chart with five bars of increasing height. The whiteboard has a white border and a horizontal line. The text "How Many Caregivers?" is written in white with a blue glow.

How Many Caregivers?

CAREGIVER HIRING RATIOS

3.8 Median Hiring Conversions for 2019 - Masters

of Caregiver Applicants

1,000

35.8% of applicants progressed to an interview.

of Caregiver Interviews

358

48.6% of interviewees were hired.

of New Hires

174

17.4% of applicants were hired.





A person in a dark suit and blue patterned tie is drawing a red arrow on a bar chart. The chart has five bars of increasing height from left to right. The person's hand is visible, holding a red marker. The word "Staff?" is overlaid in white text with a blue glow. The entire scene is framed by a white, hand-drawn style border.

Staff?

STAFFING SUMMARY

5.24 Median Staffing Summary for 2019 - Overall & Revenue Ranges

Position	\$0 - 799K	\$800K - 1.599M	\$1.6M - 2.799M	\$2.8M - 4.999M	Masters - \$5M+	2019 Median
Active owners (5%+ ownership)	1	1	1	1	1	1
Executives (non-owners)	0	0	1	1	2	1
Admin staff (payroll, billing, secretarial)	0.5	1	1	2	4	1
Sales reps	1	1	2	2	4	1.5
Staffing coordinators/care schedulers	0	0.5	1	2	3	1
Supervisors in the field (checking on clients/caregivers)	0	0	0	0	2	0





HURRICANE MARKETING
ENTERPRISES
Blow Away the Competition

A person in a dark suit and blue patterned tie is drawing a red arrow on a bar chart. The chart has five bars of increasing height from left to right. The person's hand is visible, holding a red marker. The entire scene is framed by a white, hand-drawn style border. The word "Costs?" is written in white text with a blue glow effect, positioned over the middle of the chart.

Costs?

4.14 Profit & Loss Comparison for 2020 - Revenue Ranges

Masters

*See previous page for expense examples.

Revenue Range	\$5M+	\$2.8M-\$4.999M	\$1.6M - \$2.799M	\$800K - \$1.599M	\$0 - \$799K
Median Annual Revenue	\$7,648,000	\$3,576,000	\$2,045,000	\$1,245,000	\$450,000
Direct Care Expenses					
Caregiver wages	60.7%	52.8%	55.5%	54.8%	55.4%
Workers comp insurance	1.0%	1.0%	1.2%	1.5%	1.6%
Caregiver benefits (health, 401k, supplemental, etc.)	0.7%	0.8%	0.6%	0.8%	0.8%
Caregiver payroll taxes (employer taxes, unemployment insurance)	5.2%	5.1%	5.9%	5.6%	5.8%
Caregiver reimbursements (mileage, meals, etc.)	0.3%	0.3%	0.3%	0.4%	0.5%
Caregiver ongoing training (not initial training)	0.2%	0.2%	0.2%	0.3%	0.4%
*Other direct care expenses not listed	0.3%	0.5%	0.3%	0.7%	0.7%
Total Direct Care Expenses	68.4%	60.7%	64.1%	64.2%	65.2%
Caregiver Recruitment & Retention Expenses					
Caregiver job ads and networking	0.2%	0.3%	0.4%	0.4%	0.5%
Caregiver background checks and screenings	0.1%	0.2%	0.2%	0.1%	0.4%
Caregiver retention (bonuses, recognition program, satisfaction mgmt)	0.3%	0.3%	0.3%	0.2%	0.3%
Caregiver onboarding and initial training	0.2%	0.2%	0.2%	0.2%	0.4%
Team wages associated with recruiting and retaining caregivers	0.9%	1.4%	1.7%	2.3%	2.6%
Pre-employment assessments	0.1%	0.1%	0.1%	0.1%	0.6%
All other expenses related to recruiting and retaining caregivers	0.1%	0.1%	0.4%	0.3%	0.5%
Total Caregiver Recruitment & Retention Expenses	1.9%	2.4%	3.2%	3.6%	5.2%
Sales & Marketing Expenses					
Traditional advertising (radio, print, etc.)	0.1%	0.2%	0.3%	0.4%	0.4%
Internet advertising (Google Ads, paid ads on Facebook, etc.)	0.2%	0.3%	0.4%	0.4%	0.8%
Networking and events (community, gifts, conventions, etc.)	0.1%	0.1%	0.1%	0.2%	0.3%
Search Engine Optimization (SEO)	0.2%	0.2%	0.4%	0.3%	0.8%
Sales rep salaries	1.9%	1.9%	3.1%	2.5%	5.0%
Sales rep bonuses and perks	0.2%	0.4%	0.4%	0.4%	0.4%
Lead Generation websites (Caring.com, etc.)	0.1%	0.1%	0.1%	0.3%	0.5%
All other marketing-related expenses (consulting, etc.)	0.2%	0.4%	0.4%	0.4%	0.5%
Total Sales & Marketing Expenses	2.9%	3.6%	5.1%	4.9%	8.7%
Operating Expenses					
Rent, maintenance, and utilities	1.3%	1.5%	1.9%	2.0%	3.0%
Office support wages (admins, schedulers, HR staff, nurses)	7.3%	7.6%	7.7%	8.1%	13.9%
Executive team wages (exclude all owners)	2.9%	4.2%	3.8%	5.7%	12.3%
Scheduling software, including telephony	0.3%	0.4%	0.4%	0.5%	0.8%
Franchise royalty fees (if applicable)	4.2%	4.7%	4.4%	5.2%	4.7%
Association/membership dues (if applicable)	0.1%	0.1%	0.1%	0.2%	0.3%
Travel/meals/entertainment expenses	0.1%	0.1%	0.2%	0.2%	0.3%
*Other operating expenses (exclude owners' salary and benefits)	4.3%	3.0%	3.2%	3.5%	4.7%
Total Operating Expenses	20.5%	21.5%	21.8%	25.3%	39.8%



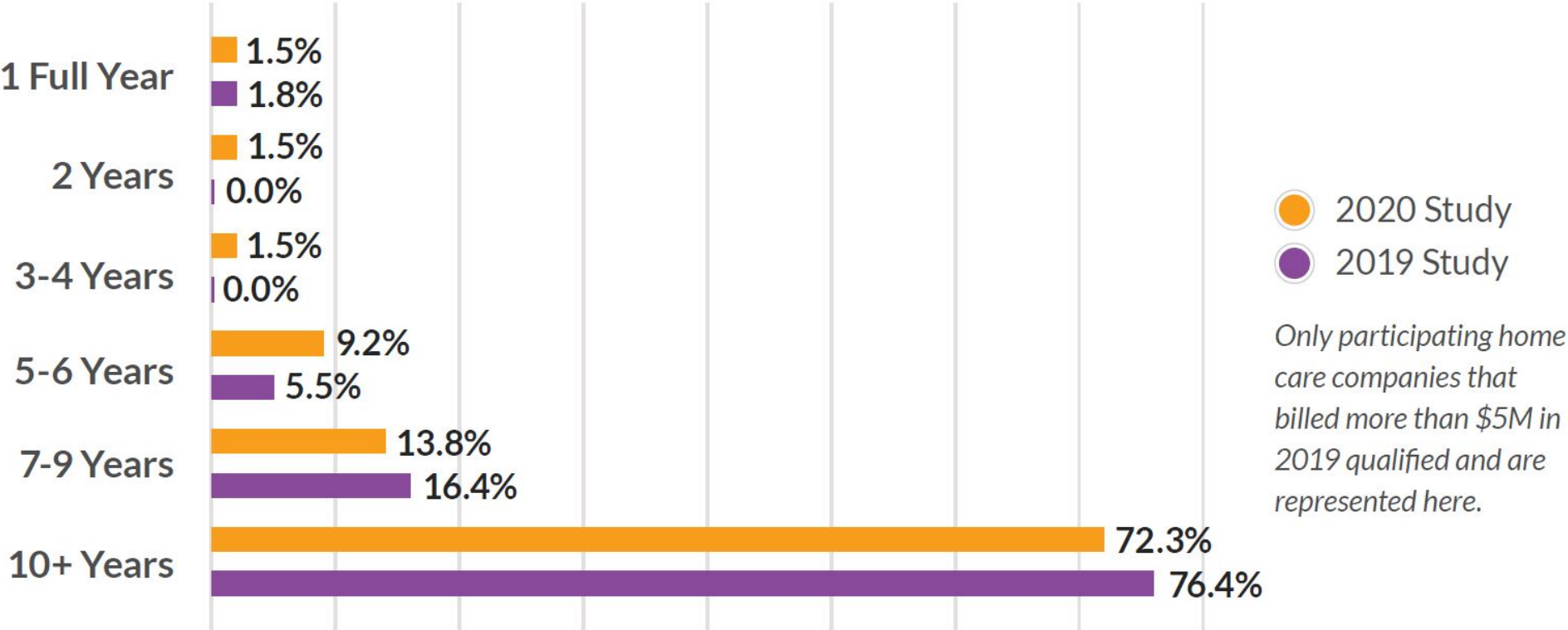


Blow Away the Competition

A person in a dark suit and blue patterned tie is drawing a red arrow on a whiteboard. The arrow starts from the bottom left and points towards the top right. In the background, there is a bar chart with five bars of increasing height. The whiteboard has a white border. The text "How Long?" is written in white with a blue glow effect.

How Long?

1.15 Historical Masters Participation by Years in Business












Car Wash For A Cure

The Longest Day is the day with the most light, the summer solstice. And it's the day the Alzheimer's Association calls on everyone to fight Alzheimer's disease by raising funds and awareness for care, support and research.

Come by and help Artis of Brick support the Alzheimer's Association by bringing over your dirty vehicle for a clean and shine. Look like a star in your trick clean car! All proceeds to benefit the Alzheimer's Association.

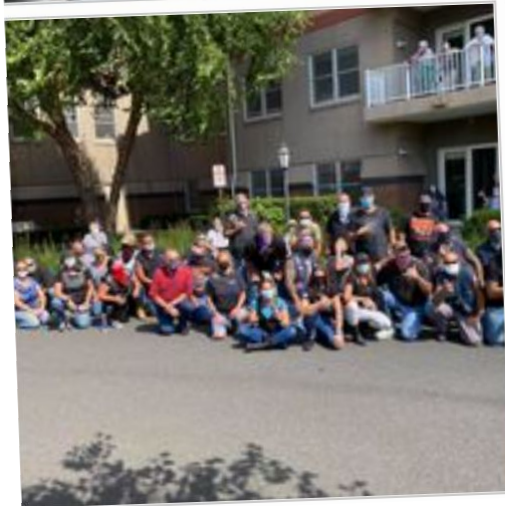
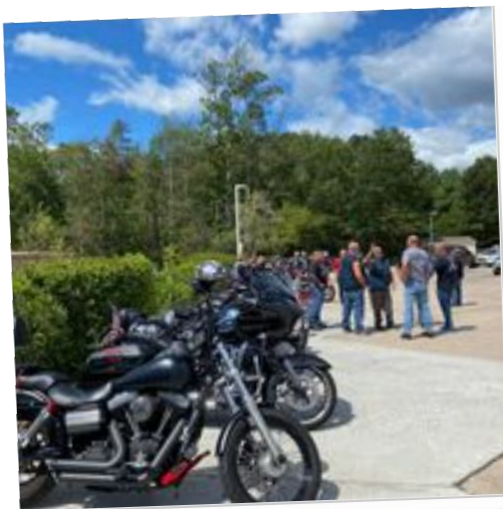
For more information, call 732-523-5368

Friday, June 19th
10:00 a.m. - 2:00 p.m.
Plan date: Saturday, June 20th

Car Wash Location
Artis Senior Living of Brick
488 Jack Martin Blvd.
Brick, NJ 08724

THE LONGEST DAY
Alzheimer's Association







Average Revenue Growth

40.00%

30.00%

20.00%

10.00%

0.00%

Without HME

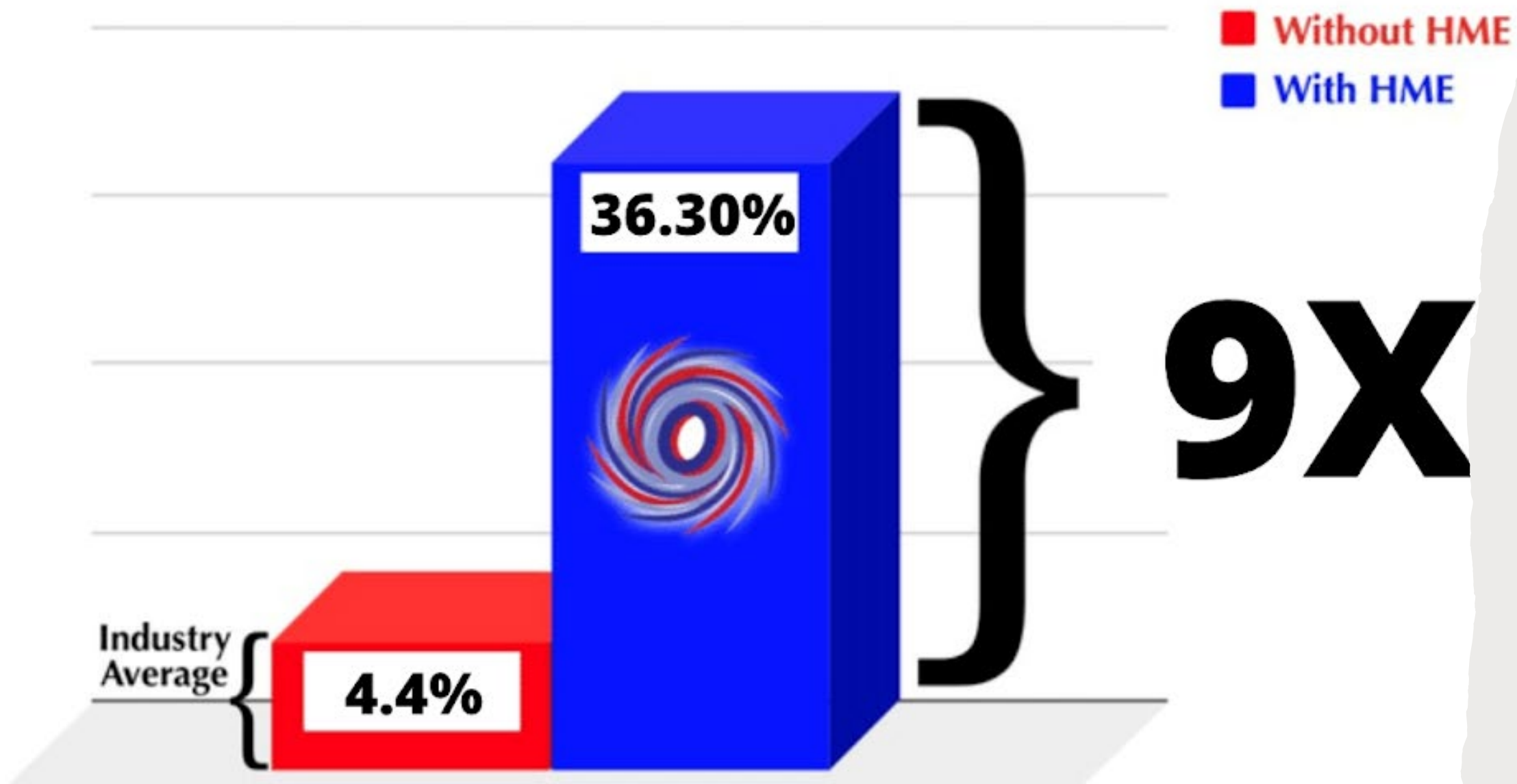
With HME

36.30%

4.4%

Industry
Average

9x





Will *YOU* Be My Next Success?

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