



Your guide on how to build
your personal care business
without joining a franchise and
with or without a medical background

InHomeCareBiz Personal Care Business Guide

Putting the bottom line up front: Opening this business can carry you to your own retirement. It's steady, useful, lucrative work that can provide you with job security. Beyond that, the personal care industry is a smart financial play, with low overhead, and gross margins approaching sixty percent.

Like every other business in the world, this will never be a completely turnkey operation. The authors of this guide and course spent about 20 hours a week together on running the business once we had it set up correctly, a number that could have been lower if we'd delegated billing.

Having passion for helping people will be useful as you get your company set up and running, but this isn't a feel-good project. Your own Personal Care Agency is a for-real business that can vault you into a comfortable income.

My name is John Kenda. I'm not a doctor or any kind of medical professional.

My company, Able Home Care Solutions, billed millions of dollars in the personal care industry from 2015-2019 in Las Vegas before we made a successful sale to a competitor.

The personal care market is at \$20 Billion in 2020 and set grow even bigger as the baby boomers retire.

If we can do this, anyone can. You can too. We can show you how, and at a small fraction of the cost of franchise operations. Your only barrier to entry is believing you can do it. And you can!

The best way to think of your own personal care business is as a lateral move from what you probably do already. You go from wrangling kids or parents to wrangling clients and caregivers and referral sources.

Running your own personal care agency is similar except less juice boxes and more use of the words Mrs. and Mr. and more money. Way, way more money. We can show you how for well less than ten percent of what the franchises cost.

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WHAT IS PERSONAL CARE ANYWAY?

Personal Care is non-medical care that enables people to remain in their homes.

BENEFITS OF PERSONAL CARE

Personal care helps people stay out of nursing homes and assisted living facilities. Personal care is a cost-effective way for seniors and disabled people to remain in the lives they already live, in their homes, in their worlds.

WHAT DO CAREGIVERS DO

Activities of Daily Living (ADLs)
Instrumental Activities of Daily Living (IADLs)
Companionship
Transportation (sometimes)

WHAT ARE ADLs and IADLs?

ADLs are tasks that must be performed in daily life, either on ones own or with assistance.
Bathing, Dressing, Eating, Grooming, Hygiene/Toileting, Mobility, Transfers.

IADLs are tasks that must be performed by a member of a household, but not necessarily by any specific person.
Essential Shopping, Laundry, Meal Prep, Minor Housekeeping, Transport (sometimes).

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The TL/DR version

- This is a chance for you to transform your life while helping your community. It's meaningful, it's rewarding, and it pays well.
- The personal care business isn't that hard, either to get into, or to run day to day. Consistency and common sense are the main attributes you need.
- If you're a member of the sandwich generation, balancing children, work, and elderly parents, you are already about 80% qualified to run this business.
- The other 20 percent is where we come in.
- You may have shopped our competitors, who generally offer franchises. They're good, some better than others, and will all cost you \$50,000-\$100,000 or more as a franchise fee, PLUS usually a few percentage points of your gross earnings. That's a lot! *And you don't have to spend that amount of cash to open and succeed with your own PCA agency.*
- The franchise firms offer continuing support, education, and some offer to help you obtain leads. All of that is great, and if you think you need that level of ongoing support, then by all means you should check them out. But there is an alternative, and that alternative is us.
- Here's what we do. We break the job down into its component parts, show you how to operate day to day, how to stay in compliance, and how to market.
- If you were to break this job down in to one sentence, it would be this: I send caring and talented people to an address to take care of people who need help. The next sentences would be about how you manage paperwork, scheduling, billing, marketing and all the other details that allow your employees to do the great and life-saving work that they do.

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- And while there are many operational details that owners need to pay attention to, the fundamental basis of this business is simple. Get clients, and treat them like you would your family. Be the social and business glue that holds together people's lives.
- Because when you do, you're helping people stay in their homes longer, live better lives, and be the best possible version of themselves. In our years of operation, our caregivers saved lives, kept people from going to higher levels of care, intervened in many emergency situations, and helped our clients live with dignity.
- The employees were the superheroes, but you're who makes that happen, and it's a great feeling.
- We can't wait to hear about your successes. Let's get started. Click here to book a call to talk with us:
<http://www.inhomecarebiz.com/apply>

PERSONAL CARE IS A RAPIDLY GROWING MARKET

AGING TRENDS US POPULATION 2020

9 OUT OF 10 AMERICANS 65+ WANT TO STAY IN THEIR HOME AS LONG AS POSSIBLE

MOST WILL NEED ASSISTANCE TO STAY IN THEIR OWN HOMES

AGE 65+ 40 - 70%

AGE 85+ 90 - 95%

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You can transform your life while helping your community.

Here are the six key steps and one NEVER to opening your own PCA agency, being your own boss, and finding fulfillment and cash cash in the growing personal care agency field.

1. Get licensed and manage your rules of the road

Set your company up, then get licensed as a PCA agency in your locality. You'll be getting insurance, surety bond, a training program, and your general policies and care standards and paperwork together now as well.

None of it is particularly difficult, but it does require a consistent and methodical approach.

Never

Never, ever, ever even think about providing PCA services without a license or insurance. You like your house? Don't risk it operating as a bandit. Stuff happens. Mostly it's not your fault. But if you're sending employees to clients' homes, if you're not licensed and insured, it's going to become your fault.

2. Manage your paper

Embrace using technology in your scheduling and HR management, but also to improve your client's lives and the care quality you provide. Electronic scheduling, billing and record keeping cut way back on the amount of office staff you need and help you get the right people to the right places at the right times!

3. Hire smart

Hiring and keeping qualified staff, even when you're the one issuing the qualifications, will be something you need to keep up with.

You'll need employees who can be trusted with old people, who are reliable, and who won't injure themselves (**Protip**, Lifting injuries are all over PCA. This is why you have workers comp and why you train your employees).

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4. Market smart, both to families and to referral sources

You already know that having the best product or service doesn't mean you'll succeed. It is super easy to get caught up in the day to day grind of running an agency and let marketing slide. You have to carve out time every week for marketing. Block out the time, let employees take incoming calls.

We used the Dual Track Able Home Care Solutions system at our business, and we billed over a million dollars in our first year.

5. Manage your clients

You already know most of this because toddlers, parents. What you don't know and what we can show you is how to get

Hint

Part of personal care is providing some housekeeping services. Part of your job is making sure that your clients don't turn your caregivers into underpaid housekeepers.

payments scheduled to keep your revenue predictable to avoid having to cover shortfalls. How to set expectations so that your clients are set up to love working with your employees. How to set expectations so that your clients know what's ok to ask caregivers for help with, and what's not.

6. Get the right people to the right places at the right times!

We'll show you how to set up your schedule, what software tools you can use to make your life more efficient, and how to hire your key manager.

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If you're reading this, you're are most likely a passionate person, driven by an urge to lead and to help people. You don't need experience to run your own care agency, just common sense and drive.

This takes work, but isn't particularly complicated. If you figured out how to download this PDF on your phone, you can succeed!

This all leads to real results, helping real people. You'll do well while doing good.

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So What's Next?

If you'd like to speak with us on how we can help you build your own personal care business, we'd love to talk to you. No pressure. The goal of the call is to figure out whether this is an opportunity that works for you.

If you'd like to set up a call with us, follow the URL below to do that: <http://www.inhomecarebiz.com/apply>

Feel free to send us an email (if you need anything) or if you just want to say what's up. (support@inhomecarebiz.com)

Looking forward to talking soon!

The image shows two handwritten signatures in black ink. The signature on the left is for John Kenda, and the signature on the right is for Stacey Kahn. Both signatures are stylized and cursive.

John Kenda
co-founder

Stacey Kahn
co-founder

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