

BONUS REPORT #1

The Top 9 Characteristics of a Great Franchisor



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Co-Founder & CEO, Majestic Residences Franchise Systems, LLC*

Introduction

Great franchisors are hard to come by. However, when you combine expertise, knowledge, passion, and the ability to deliver on the brand promise, magic happens. Let's talk about franchising and what makes a great franchisor and a great franchise system.

What Is a Franchise?

A franchise is a type of license that grants a franchisee (residential care home providers, in this case) access to a franchisor's proprietary business knowledge, processes, and trademarks, thus allowing the franchisee to sell services under the franchisor's business name. In exchange for acquiring a franchise, the franchisee usually pays the franchisor an initial start-up fee and annual licensing fees.

If a residential care home provider is awarded a Majestic Residences franchise, the provider still owns 100% of their business. The franchisee agrees to take advantage of the decades of placement, operations, and franchising experience that the co-founders of Majestic Residences possess.

How Franchises Work

A franchise is a joint venture between franchisor and franchisee to increase its market share or geographical reach. The franchisor has a business model that is superior in their chosen industry. It sells the right to use its name, operations, and marketing systems to gain Brand Equity in an area. If a potential franchisee meets the franchisor's requirement to be awarded a franchise, he or she then buys this right to offer their services under an existing business model and trademarks to dominate a market.

Why Franchise Systems Work

If you owned a small in-home care company in your city, you might be successful, but rarely can you compete with brand dominated companies like Home Instead, Right At Home, Senior Helpers, or ComForCare. The reason for that is branding, technology, and standardization. Franchised companies leverage their sheer scalability by pooling everyone's money together to not only stay current but to stay ahead of a changing market like senior living.

Name recognition alone can create business opportunities. Part of Home Instead's success is the fact that there are 1,000 offices worldwide. Imagine if your residential care home had 999 homes just like you. I am sure you would agree that having 1,000 of your homes around the country would easier take your profitability into the stratosphere.

However, a franchise system alone does not guarantee success. You have the leadership, expertise, and drive to create a world-class franchise system and brand. Majestic Residences' Co-Founders made quite an impression on the senior housing industry when they announced their collaboration to create a new category between the residential care homes and the large national assisted living providers. First, we will meet the Majestic Residence Team, and then we will discuss the Top 9 Characteristics of a Great Franchisor.



Chuck Bongiovanni, MSW, MBA, CSA, CFE, CPRS

Co-Founder and Chief Executive Officer.

Chuck is a Certified Franchise Executive and the Founder of CarePatrol Franchise Systems, the largest franchised senior placement company in the nation with over 150 offices. His Social Work background made him the natural pioneer of the senior placement and referral industry for the past 27 years. In his placement career, he and his company placed over 100,000

seniors in assisted living and residential homes across the country.

Chuck has been a franchisor for 11 years, and under his leadership, CarePatrol received over 40 franchise industry awards, including the prestigious **Franchisee Satisfaction Hall of Fame** by the Franchise Business Review and **I.N.C. Magazine's Fastest Growing Privately-Held Company in America**.

He is currently the President of The National Placement and Referral Alliance (NPRAlliance.org), the national trade association for the Referral and Placement Industry. He has presented at over 50 regional and national healthcare conferences on the topics of Medicare Spending Per Beneficiary and Patient Choice. He is an author and a 2015 recipient of a "Hospital Readmission Innovation Award."

After the acquisition of CarePatrol from a global private equity firm, Chuck became the Executive Vice President of National Strategic Partnerships for CarePatrol, ComForCare, and Blue Moon Estate Sales. Chuck negotiated national referral agreements with major Medical insurance companies, H.M.O.'s, P.P.O.'s, Long Term Care Insurance companies, national visiting physician firms, and home health companies. Chuck recently stepped down at CarePatrol, to bring his franchising and marketing talent to Majestic Residences to create the future national powerhouse of residential care homes.



Gene Guarino

Co-Founder & Director of Operations

Gene owns, operates, and invests in Residential Assisted Living Homes throughout the U.S. He is the Founder of the A.L. Family of companies, which includes: R.A.L. Academy, Family Legacy Homes, AL Network, R.A.L. National Association, R.A.L. National Convention, and R.A.L. Charitable Foundation.

He has spoken in over 50 cities and five countries on Residential Assisted Living and the opportunities for business owners, operators, investors, and entrepreneurs. He has trained over 300,000 people over the past 30 years on topics ranging from real estate investing, starting your own business, entrepreneurship, and he has focused exclusively on Residential Assisted Living for the past six years.

He has hosted three radio shows and authored four books, including; "Blueprint" and "The Insider's Guide To Investing In Senior Housing". Gene has been married for 34 years and has 4 children, and 3 of his 4 kids and his son and daughter-in-law work with the A.L. Family of companies. Their family and company's motto is to **"Do Good And To Do Well"**



William Young, B.A., R.C.F.E.

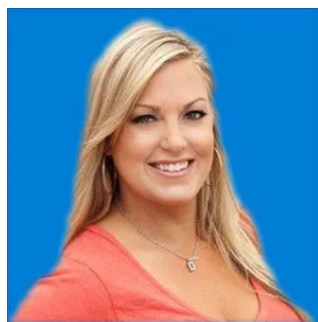
Corporate Franchise Trainer

William Young is the Founder and President of the R.C.F.E. Association, an organization through which he actualizes his goal of inspiring innovative solutions and best practices among residential care facilities for the elderly in California. He is also the Founder of Senior Living Savvy, an assisted living consulting firm. Subsequently, he established his geriatric care management firm, Elder Care Wise.

A Licensed R.C.F.E. Administrator for over a decade, he has worked for four of America's largest Assisted Living and Memory Care companies in a range of capacities, from caregiving to sales and marketing directing for established and start-up communities, sales trainer/specialist, and executive director.

Honing his skills at his previous jobs, his passion, entrepreneurial, and innovation spurred him to establish his Residential Care Facility for the Elderly R.C.F.E. William is the proud Owner and Administrator of Forever Young Memory Care, rated by online experts as one of California's best residential care home.

He holds a degree in Psychology from Chapman University, he leverages his education and expertise to help residential assisted living owners actualize their goals and create more value. Simultaneously, he also unites them to create the strength in numbers they deserve. He makes his home in Tustin, California, where he holds a reputation as a senior living enthusiast, a passionate consultant, and a savvy entrepreneur.



Shannon McInnis

Director of Franchise Development & Compliance

Shannon McInnis brings to Majestic Residences a strong background in franchise development, sales management, and franchise compliance experience. Shannon also brings with her a long working history and synergy with Chuck Bongiovanni, one of the Co-Founders of Majestic Residences.

Shannon began her franchising experience with Assisted Transition, a Senior Placement Franchise in 2012 until it was acquired by CarePatrol Franchise Systems, LLC. in September of 2015. Shannon served as the Chief Compliance Officer and Franchise Development Manager for CarePatrol Franchise Systems from September of 2015 to December of 2018.

She continued to work for CarePatrol through the acquisition by Best Life Brands as a Franchise Development & Support Manager until February of 2020. She recently served as a Sales Operations Manager for ZeeSprout, a Look Good Brands Company, in Pittsburgh, Pennsylvania.

The Top 9 Characteristics of a Great Franchisor.

Characteristic #1

They Are Inspirational

A good franchisor is inspiring – to their team of franchisees and to the customers buying into the products or services. If the franchisor is enthusiastic and passionate and truly believes in the values and aims of the business then that will cascade down to the team and beyond.

Characteristic #2

They Are Supportive

The relationship between franchisee and franchisor doesn't end when the franchise agreement is signed. A good franchisor recognizes the importance of investing in ongoing support, technology, and training for the franchise team. They are in tune with what the franchisees need from operations, marketing, and the management team

Characteristic #3

They Communicate

It's vital that the franchisor is a good communicator – able to communicate the vision for the business to the franchise team and appreciate that communication is a two way process.

Characteristic #4

They Are Honest

A good franchisor is an honest one – open about any hurdles that the business has or may face and how the brand can adapt to them or has learned from its mistakes. Keeping the franchise team informed about business developments and how it may impact them and their business is vital at every stage. Honesty is the first recognized values of the Majestic Residences' Welcome H.O.M.E. value system. The others are Observant, Memorable, and Empathetic.

Characteristic #5

They Listen

Any franchisor ignores feedback at their peril. Franchisees working on the frontline in the business provide valuable information about what's working in the business and what isn't, what is profitable and what is not. Harnessing the power of listening is vital to the long term success of a brand. Listening to franchisees is what put CarePatrol and Co-Founder Chuck Bongiovanni in the Franchise Satisfaction Hall of Fame.

Characteristic #6

They Adapt

Things change. Potential Residents and their families' needs and wants evolve, new trends emerge, and competitors appear on the horizon. A good franchisor sees the need for the brand and the product/service to evolve, and looks to adapt and develop the business to keep moving forward. The whole reason why Majestic Residences was founded to adjust to the changing senior housing industry.

Characteristic #7

They Value The Team

A franchise brand's biggest asset is its franchise team. A great franchisor creates a positive culture and values the contributions that everyone brings to the business, including the franchisor's staff, the franchisees, and their employees.

Characteristic #8

They Maintain The Personal Touch

As a franchise network goes, it's realistically increasingly tricky for any franchisor to maintain close personal relationships with every franchisee. A good franchisor will put in place plans for support in times of growth while keeping elements of personal contact with all team members – remaining the face of the business.

Characteristic #9

They Collaborate

A good franchisor recognizes the benefits of collaboration – they can see the benefits of working together, both in terms of an internal partnership between franchisees and external collaboration with other brands and services to help keep the brand relevant and progressive. It's crucial in this day and age not to be isolated and operate in a bubble. The contracting collaboration with Majestic Residences and insurance companies is an example of this characteristic in real life. Majestic Residences contracts with insurance companies to service their clients by introducing them to our franchised homes as long term residents.

Conclusion

A great franchisor exhibits all the characteristics above. They understand the value of the relationship between the franchisor and the franchisees. Our team has the background, finances, and the know-how to make Majestic Residences a nationally recognized brand. Both Co-Founders have started companies from scratch and built them into the national brands they are today. The only thing that is missing is you. [**YOUR NEXT STEP IS GETTING MORE INFORMATION- CLICK HERE TO GET IT.**](#)