

# The Value of Membership in The Senior's Choice ("TSC")

Now that you're researching options for entering the senior home care industry, you're probably learning a lot about the pros and cons of starting the business on your own or with a franchisor. Our fellow TSC members report some common great reasons for choosing The Senior's Choice Network over going solo or franchising, and here are several to consider before making your decision:

1. **A proven model (over 20 years!) with tools, resources, forms and systems ready to go. (Our members refer to it as "business in a box".)**
2. **Remaining independent** and free to operate your business as you see fit. We teach you the best practices in marketing and operating your Agency in the most effective and profitable way, but you make all the decisions and are encouraged to personalize your "way of doing business".
3. **Comprehensive training** in the operation of a senior care business (8 full days of videos and live training in our Corporate office).
4. Monthly TSC conference calls with members system-wide.
5. **Cost savings on related services** (like scheduling software, caregiver training and insurance) **due to the buying strength of a larger organization.**
6. The **convenience of tools and resources continually being developed** keeping us in front of the private duty senior care market.
7. **Access to both a highly experienced executive team and a collaborative network of members who share ideas and experience with you.**
8. **Getting all the above and *not having to pay royalties in favor of reasonable monthly dues!***
9. **No restrictive covenant (non-compete clause found in all franchises), should you decide to leave the TSC network. We help you build your own business, not just lease ours for 10 or more years.**
10. **Exit strategies of eventually selling your Agency are vastly greater as an independent because potential buyers are not keen on paying a royalty for a business that is already up and operational. The pool of potential buyers is far more, and the selling prices are substantially greater.**

## Perceived Value

Many candidates read and hear what we offer and believe it's too good to be true not having to pay royalties, for example. Well, this perception quickly vanishes when they start calling our TSC members who share with them how we helped them build successful Agencies which run far more profitably because in part they aren't obligated to pay us royalties. What our members will tell you is that the value of the TSC Membership grows because our role is not to just get you started, but help you achieve the level of success you dream of and target. **The value of TSC grows as your business grows which explains why members stay with us for so many years voluntarily without any legal obligation to do so unlike our franchise competitors!**

Here's a list of more benefits of TSC membership:

What We Offer	The Benefit to You
<b>Vendor Discounts</b>	Avoid setup fees and receive discounts up to 30% on preferred vendors for scheduling software, comprehensive general & professional liability insurance, client lead generation, online caregiver training, etc. due to our buying power and long-term relationship.
<b>TSC Team Support</b>	We have a great staff who live to help you. Need a tool or system? We probably have it. Don't spend your marketing time building it! Got a question? Let us answer it!
<b>Coaching</b>	Help in keeping your eyes on the goal and provide ideas to help you reach your goals. Offer encouragement & support for the bumps in the road and help with systems.
<b>Proprietary Certified Companion Aid (CCA) training exclusive to TSC members only</b>	Gain an edge on the growing competition. Provide consistent and high service to seniors by having a bench of CCAs able to take any job you give them. Proprietary to TSC.
<b>Proprietary Certified Hospice Companion Aid (CHCA) training</b>	Get ahead of the pack with this proprietary Hospice training program. Serve those in greatest need and high value hours.
<b>Member Conventions, Conferences &amp; Next Level Training</b>	Network with fellow members. See and hear how others have built their businesses to the revenue levels you aspire. Take time away from the biz to review your goals and make course corrections.
<b>Fall Prevention Program and Many More Public Education Programs all outlined for you with PowerPoints and Scripts</b>	Get out in the community and prove that you have something of value to offer seniors and their families. Become a recognized expert in the senior care field!
<b>Monthly Conference Calls</b>	Learn expanded ways to think about your business and grow it. Dig deeper into great biz practices and the experiences TSC and its members have to share.
<b>Member Download Board</b>	See marketing concepts and materials that have worked for fellow members who have shared them for your benefit.
<b>Sales &amp; Marketing and Operating Systems Manuals along with Caregiver Recruiting and Training Manuals</b>	Comprehensive home-study manuals full of systems to implement in your business as is or to customize as you like. An "evergreen" document, this manual will continually be supplemented with new tools and systems for your business growth.
<b>Advisory Board Program</b>	A TSC specialty for members with established businesses who want to maximize effectiveness by tracking and measuring the key drivers of your business. Includes a proprietary benchmarking dashboard and tool for tracking key areas quarter-by-quarter towards your goals.
<b>Champions' Club</b>	Another TSC specialty: an invitation-only group for members who achieve the \$1M revenue and higher level to help you with advanced challenges; share ideas and experiences for breakthrough success.

**And that's just the start!** We have a ton of other great TSC resources available, and we're adding more all of the time:

1. Articles already written for publication
2. Press Releases – just plug in your name!
3. The Caregiver Zone – a great “leave behind” for doctors’ offices/lobbies
4. Commercial for TV Broadcast (a great addition to your info packs for client prospects and referral partners)
5. Brochure samples to promote your business, Home Care, Fall Prevention, and the CCA program
6. Employee Handbook
7. Initial Caregiver Training Manual
8. Certified Senior Advisor enrollment fee discount – a \$200.00 savings!
9. Sample Newsletters – professionally designed and customizable
10. Member Download Board full of TSC and member tools from the past 20 years
11. Member Message Board for sharing questions and answers as well as new ideas among fellow members
12. Top 50 Frequently Asked Questions Document
13. Industry Partners/Referral Sources opportunities
14. “Overview of Issues Facing Our Seniors” full of statistics and information about seniors and aging
15. Online resource with forms and documents you’ll need for your business
16. “TSC Training Live” a 25 online and DVD series, a 4-day workshop that you’re welcome to revisit and use to train your key staff members as your business grows
17. Training & Sales Manual and Operating Systems Manuals

And a couple more bonuses you should know about:

- TSC is the largest membership organization in the industry having helped over established over 650 Agencies worldwide
- TSC is the oldest membership organization in the field – founded in 1999 innovated by our founder Steve Everhart

**So, what are you waiting for... there's a world of tools, resources, training, personalized support and unparalleled value that comes with your membership in The Senior's Choice! Keep your independence and more of your hard-earned revenue and have all the benefits you need for success!**