

## For One Million Seniors, There's No Place Like Home Instead

With more than 1,000 franchise locations in 17 countries, representing 1 million clients and annual revenues exceeding \$1 billion, Home Instead Senior Care is recognized as the world's leading provider of non-medical in-home senior care for seniors. For owners Lori and Paul Hogan, however, the potential for their company and the home care industry they helped create 20 years ago has yet to be realized.

"There are 10,000 Americans turning 65 years old every day," Paul explained. "Most of the aging adults we serve today are 78 to 80 years old, so we're 10 years away from realizing the biggest demand for in-home senior care services ever seen."

Studies show 85 - 90 percent of aging adults, regardless of the country they live in, desire to live out their lives in the comfort and safety of their own homes, according to the Hogans.

"Many seniors are not strong enough to push a vacuum cleaner any more, or maybe they forget to turn off the stove causing concern among family members," Lori observed. "The adult children are often working, so we fill in with light housekeeping, meal preparation, and other services that enable seniors to remain in their own homes. We support families, we don't replace them."

With more than 65,000 caregivers in its global network, Home Instead franchises provide more than 50 million hours of senior care annually. Approximately one-third of the



**When Lori and Paul Hogan started Home Instead Senior Care, they were told that the franchising model was designed for fast food and retailing and would never work in home care.**

company's domestic and international caregivers are over the age of 60 years old.

The Hogans acknowledged that they have been blessed with amazing caregivers, franchise owners, and a dedicated staff at their global headquarters in Omaha where the business was founded in 1994. Home Instead evolved out of Paul's background in franchising and personal experience helping his parents and siblings care for their 88-year-old grandmother.

"We all chipped in to keep her comfortable for what we expected would be her last year," Paul recalled. "That one year turned into 11 years and before long she regained her strength and was walking herself to church

at Cathedral whenever the weather permitted."

This year, the Home Instead Senior Care network entered Quebec, Canada, and the cities of Wuhan and Shenzhen in China. "We're excited about the dynamics in China because there's a growing middle class there that is looking for quality services and help with their older loved ones," Paul acknowledged.

Omaha is host city for the company's annual convention, attended by more than 1,500 franchise owners and their supervisory personnel. The Hogans are also anchor donors for the Home Instead Center for Successful Aging at the University of Nebraska Medical Center in Omaha. "We're thankful for

the warm embrace we've received from Omaha over the years," Paul noted.

The Hogans also appreciate the strong business relationships they have developed in Omaha, including the one with First National Bank, which is included on the company's list of recommended resources for existing and new franchisees.

"It's great to have a bank right here in Omaha that can meet the needs of a company that's doing business in other countries, as well as across North America," Paul added. "First National offers services that are good for small businesses and large ones like ours, especially when it comes to handling currencies from around the world."



**Pins on the map indicate locations for more than 1,000 independently owned and operated Home Instead franchises in the U.S. and around the world.**



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First National Bank is passionate about helping Omaha businesses like Home Instead Senior Care, because when businesses thrive, so does our community.