

Happier at Home — Structured FDD Extraction

Source: 2026 Franchise Disclosure Document. This PDF is a structured factual extraction for quick review. The separate JSON file contains the deeper McKinsey-style analysis.

Category	Extracted Value
Franchise type	Non-medical home care / geriatric advocacy
Initial investment	\$101,125 to \$143,425
Initial fees to franchisor/affiliates	\$55,000
Royalty	5% of Gross Sales; minimum royalty begins after year 1
Marketing contribution	1% of Gross Sales
Protected territory	Approx. 300,000 people incl. 40,000 age 65+
Open franchised outlets (12/31/2025)	
Included in Item 19	13 units

Business model

Happier at Home franchises provide companion care, personal assistant services, medication management solutions, and non-medical geriatric care advocacy for elderly clients. The market includes private homes, independent living, assisted living, and nursing homes. The franchisor does not recommend Medicare/Medicaid certification and will not support it.

Key fees and investment

Item	Amount / Structure
Initial franchise fee	\$49,000 (\$36,000 for existing home care business owners)
Website fee	\$6,000
Royalty	5% of Gross Sales; year 2 minimum \$1,200/mo, year 3 \$1,400, year 4 \$1,600, year 5+ \$2,100
Marketing contribution	1% of Gross Sales
Digital marketing / SEO	\$425/mo (may rise to \$475)
Email fee	\$12–\$15 per email address per month
Grand opening marketing	\$3,000 minimum
Total initial investment	\$101,125 to \$143,425

Item 19 — 2025 gross sales disclosed

The FDD includes gross sales for 13 franchised businesses that were open and operating for the relevant period. Average disclosed gross sales: \$617,225. Median: \$592,619. Highest: \$988,027. Lowest: \$225,372. 8 of 13 were at or above \$500k gross sales.

Rank	2025 Gross Sales
1	\$988,027
2	\$928,738

3	\$923,882
4	\$892,255
5	\$833,685
6	\$694,892
7	\$592,619
8	\$519,639
9	\$382,572
10	\$367,876
11	\$346,594
12	\$327,769
13	\$225,372

Important limitation: Item 19 discloses gross sales only, not owner profit, EBITDA, caregiver labor cost, or full operating expenses.

System development and outlet status

Year	Franchised start	Franchised end	Net change
2023	7	7	0
2024	7	19	+12
2025	19	19	0

Transfers disclosed: Texas (1 in 2023) and Michigan (1 in 2025). In 2025 the system opened 3 franchised outlets and had 3 terminations, ending flat at 19 outlets. As of December 31, 2025, there were 13 signed-but-not-open franchises and 9 projected new franchised outlets for the next fiscal year.

Current franchise footprint (as listed in Exhibit D)

State	Current open franchises
AL	2
CA	2
FL	1
IA	2
ID	1
LA	1
MI	1
NC	2
NY	3
OH	1
TX	2
WA	1

Franchisor audited financial statements

The franchisor is small. Total assets were \$206,354 at year-end 2025, current liabilities were \$31,682, and shareholders' equity was \$174,672. Total income increased from \$931,450 in 2024 to \$1,177,616 in 2025, but net income declined from \$84,160 to \$19,788 as expenses rose materially.

Metric	2025	2024	2023 (where available)
Total income	\$1,177,616	\$931,450	\$770,535
Net income	\$19,788	\$84,160	\$107,742
Cash	\$92,580	\$60,363	\$78,798
Total assets	\$206,354	\$200,201	\$188,568
Accounts payable / accrued expenses	\$31,682	\$45,317	\$47,162
Shareholders' equity	\$174,672	\$154,884	\$141,406

Notable factual flags

- The FDD discloses a Washington consent order related to an unregistered franchise offer/sale in 2023.
- The system is non-exclusive, and the franchisor reserves broad rights to compete through other channels and national accounts.
- Office space is required for this concept.
- There are confidentiality clauses with certain former franchisees, which may limit candid diligence conversations.
- The FDD warns of mandatory minimum royalty payments after year one.