



**Genie**  
SENIOR SERVICES



# Franchising Brochure

Want to start an amazing new business and team up with other like-minded entrepreneurs?



## Our Story

Since 2014, our compassionate, professional and trustworthy teams have helped over 4000 families downsize and transition to their new homes. Moving or downsizing can feel overwhelming because we've been there. Norm Hayes, Founder of Genie Senior Services helped his mom move into assisted living after his dad passed away. He saw firsthand how difficult it is for someone to transition many years of belongings and memories into a new space, not to mention how it feels for the person who has to leave their home. This experience is what motivated him to start Genie Senior Services. Now that Norm has partnered with Kristen Jooste and Craig Jooste to franchise Genie Senior Services, the brand has grown rapidly across Western Canada! Having a strong team at the helm of our brand is crucial to continue to grow and expand our service offering in a senior services market that is proliferating and is poised to grow exponentially over the next few decades.

Most companies subcontract or outsource moving services because they don't have the resources or expertise we do. That means employees you know nothing about are handling your most important possessions, and you're being served on their schedule.

At Genie Senior Services, our team manages every detail of the move with the highest level of respect and personal service. We're your one point of contact, from when we meet for your free consultation until you or your loved one is set up comfortably in their new home with everything carefully unpacked.

## Your Opportunity

To join an strong brand that offers fantastic territories, a low start-up cost, a high margin business that is rewarding and helps people. You will be joining a group of driven, passionate and like-minded entrepreneurs to grow the Genie Senior Services brand as a team. Our Franchise Partners refer to themselves as being part of the Genie family! If you are looking for a business that is so rewarding on not only a financial level but an emotional level then you are in the right place.

# Our Locations

## Available Territories

### British Columbia

- South Okanagan
- Victoria

### Alberta

- Lethbridge

### Saskatchewan

- Regina
- Saskatoon

### Manitoba

- Winnipeg

### Ontario

- All markets available

## Our Locations

All of our locations are locally owned and operated.

Caring people that make sure your transition goes smoothly every time. No sub-contractors, fully vetted team members that are all our own employees who love to make people happy and care about you past, present and future memories.





# What Our Franchises Represent: Is This You?

## Our Service:

Professional and caring in every manner. We treat our client's homes like it's our own. When you need a professional transition service, you can trust us to get the job done properly, and you can always count on us to be respectful and caring. You shouldn't let just anyone in your home. We are your safe, dependable solution to your downsizing and transitional needs. Our fully insured, uniformed team is always professional and arrives on time in a branded vehicle to complete the transition for you.

## Why Our Customers Choose Us:

- A simple call for quick and easy scheduling
- Upfront pricing & quotes
- Friendly, uniformed staff
- Professional transitions completed with care
- We are fully insured for your safety and peace of mind.
- We always arrive on time and well-prepared

# Regional Accounts

Relationships take years to build, and because we have built strategic relationships with some of the largest retirement homes, starting a business like this takes much less time to establish. Many of these retirement homes have multiple locations across cities, towns, provinces and across the country, and it's what makes our business such a quick start and quick breakeven opportunity.

Genie Senior Services has done over 4000 transitions, and most of those have been done because of our amazing relationships with all of these retirement homes. That's the magic of joining the Genie team, and you get to be a part of those relationships immediately.

We have become a one-stop-shop for retirement residences, and our reputation has quickly made us the most respected transition service in British Columbia and soon across Canada.



# Low Cost Mobile Franchise

The Genie Senior Services team is keenly focused on our Franchise Partner's profitability. We have taken a lot of time to review what IS and is NOT needed in your business and can therefore offer you a low cost of entry and low monthly charges:



- Exclusive territory
- Low monthly overhead
- Territory Fees \$60,000 per territory
- 10% Royalty
- \$250 per month Technology fee



# Why Become a Franchise Partner?

We stand out in the industry because we are branded, insured and deliver a truly amazing experience to our clients. We provide a professional and caring transition service. Our branded trailers, trucks and uniformed team stand out and provide a professional, trustworthy image. We provide a world-class CRM with fantastic booking tools and scheduling software, along with business and marketing plans that work!

- 1.** By joining our brand, you receive marketing planning, business coaching and help in the execution of your launch. We help you set up and supply you with our website, marketing collateral, online and print tactics, and ongoing business support.
- 2.** Receive a world-class real-time booking engine with full CRM support and database. Full CRM accounts both online, mobile and online. Full Google G-Suite accounts and support. Full reporting suite on your business activity.
- 3.** Be a part of something bigger! Work as a team to land regional accounts, support your neighbours and residents. Together we can accomplish much more than one.





# Systems and Support

## Marketing

Focused quick launch tactics, print, web, social media and online tactics and tools

## Web

All sites are managed by Genie Senior Services - design, search engine optimization, copy writing and content. Localized pages are designed and hosted for all Franchise Partners.

## CRM

Fantastic online booking, scheduling, sales, invoicing and customer management software. Full web, accounting and social media intergration

## Sales and Accounting

Software and support  
Full Client sales management tools  
Sales training  
Networking training and support

## Operating

Amazing onsite, in-field, and operational management systems to train you and to support you in all aspects of your business

## Business Coaching

Partner with us and get amazing start-up and continuous coaching and support from our 20 years of Franchise Partner support



# Genie Senior Services has a clear and concise brand delivery that will help you stand out above all others in your market



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**Helping you  
 downsize,  
 declutter and  
 relocate to your  
 new home!**

- ⊙ Free Detailed Consultations
- ⊙ Downsizing and Decluttering
- ⊙ Carefully pack all your belongings
- ⊙ Fully unpack and setup your belongings
- ⊙ Inter-Residence Moves
- ⊙ Home Clean out services



**Full Service.  
 Detail  
 Oriented.  
 Personalized  
 to You.**

At Genie Senior Services, our team manages every detail of the move with the highest level of respect and personal service.

We are your one point of contact from the time we meet for your free consultation until the time you or your loved one is set up comfortably in their new home.



**• Questions?**  
 Contact Craig  
 craig@genieseniorservices.com

**Genie  
 SENIOR SERVICES**  
**CONTACT US TODAY!**  
 604-649-6993  
 genieseniorservices.com

**Helping you  
 downsize,  
 declutter and  
 relocate to your  
 new home!**

**CALL US 604-649-6993**

**• We are a professional  
 transition company and we  
 treat our clients like family.**

Services we offer:

- ⊙ Free detailed consultations
- ⊙ We make your transition a positive and stress-free experience
- ⊙ We do it all – including the move

- ⊙ We help you declutter and downsize for your transition
- ⊙ We carefully pack all of your belongings
- ⊙ We fully unpack and setup your belongings in your new home
- ⊙ We even hang your pictures and setup your TV
- ⊙ We offer clean out services of your old belongings
- ⊙ We provide peace of mind

**Here are the  
 reasons why  
 our customers  
 choose us:**

- ⊙ Locally owned and operated
- ⊙ We do it all – we do not outsource
- ⊙ We are a transition service, not just a moving company
- ⊙ Friendly and uniformed Genies
- ⊙ Fully insured for your safety and peace of mind



**CONTACT US TODAY!**  
 604-649-6993





**Contact us today for more information**  
**[craig@genieseniorservices.com](mailto:craig@genieseniorservices.com)**

**[www.genieseniorservices.com](http://www.genieseniorservices.com)**