



Genie
SENIOR SERVICES



Franchising Brochure

Build a thriving, purpose driven business while supporting Ontario's growing senior community.



Our Story

Since 2014, Genie Senior Services has been dedicated to helping over 5,000 families navigate the often overwhelming process of downsizing and transitioning to new homes. We understand the challenges because we've experienced them firsthand. Our story began with Norm Hayes, the founder of Genie Senior Services, who faced the emotional and logistical complexities of moving his mother into assisted living after his father's passing. Witnessing the difficulty of managing years of belongings, memories, and emotions inspired him to create a service that makes these transitions easier for families. Today, with the leadership of Norm Hayes and franchise partners Kristen and Craig Jooste, Genie Senior Services has grown into a trusted name in senior transitions. Initially flourishing in Western Canada, the brand is now making significant strides in Ontario and Eastern Canada to meet the increasing demand for compassionate, professional senior services in these regions.

To lead this expansion, Genie Senior Services is proud to announce the appointment of Doug Crann as Director of Franchise Development. Based in Toronto, Ontario, Doug brings extensive experience as a seasoned business mentor and senior care advocate. His passion for supporting families and entrepreneurs aligns perfectly with Genie Senior Services' mission. Unlike many of the existing companies that subcontract or outsource moving services, we pride ourselves on being a single, reliable point of contact. Our fully insured team handles every aspect of the transition with the utmost care, ensuring you or your loved one is comfortably settled in a new home. From the first free consultation to the final unpacked box, Genie Senior Services delivers a seamless experience marked by respect, integrity, and personalized care. With the senior services market poised for exponential growth, especially in Ontario and Eastern Canada, Genie Senior Services is uniquely positioned to empower families and entrepreneurs alike. Whether you're a family in need or an entrepreneur looking to make a meaningful impact, Genie Senior Services is here to guide you every step of the way.

Your Opportunity

As a Genie Senior Services franchise partner, you'll join a family of driven, passionate entrepreneurs working together to grow a respected brand. Our franchisees often describe their work as rewarding on both a financial and emotional level. You'll also benefit from exclusive territories, exceptional training, and ongoing support to ensure your success. If you're looking for a business opportunity where you can make a difference while building a thriving enterprise, Genie Senior Services is the perfect fit for you.

Gulf of Alaska

Davis Strait



Current Locations



What Our Franchises Represent: Is This You?

Our Service:

"At Genie Senior Services, professionalism and compassion are at the heart of everything we do. We treat each client's home with the same care and respect as our own, ensuring every detail of your transition is handled with precision and empathy. You can trust our fully insured, uniformed team to deliver a seamless experience—on time, every time. Arriving in branded vehicles, we provide a dependable solution for all your downsizing and transitional needs. With Genie Senior Services, your home and belongings are in safe, capable hands."

Why Our Customers Choose Us:

- **Effortless Scheduling:** A single call is all it takes to book your transition with ease.
- **Transparent Pricing:** Clear, upfront quotes with no surprises.
- **Friendly Professionals:** Our uniformed team is approachable, courteous, and committed to excellence.
- **Careful Transitions:** Every move is handled with precision, respect, and attention to detail.
- **Fully Insured:** Your peace of mind is our priority, with full insurance coverage for every service.
- **Punctual and Prepared:** We pride ourselves on arriving on time, equipped, and ready to deliver a seamless experience.

Regional Accounts



At Genie Senior Services, we've cultivated strategic partnerships with some of the largest and most respected retirement homes across Canada. In Ontario and Eastern Canada, where the demand for senior transition services is growing rapidly, these relationships provide an incredible head start for our franchise partners.

Many of these retirement homes have multiple locations in cities and towns throughout Ontario, Eastern Canada, and beyond. This network gives you access to an established client base, making it faster and easier to launch your business, reach profitability, and expand your reach.

With over 5,000 successful transitions completed, Genie Senior Services is proud to be the trusted partner for retirement homes, families, and seniors. Our strong presence in British Columbia has set the stage for continued growth, and Ontario is our next major focus. By joining the Genie team, you gain instant access to these invaluable relationships, empowering you to build a thriving business while making a meaningful impact in your community.

Capital Requirements

The following table sets out the estimate of costs associated with establishing a Genie Senior Services franchised business as it pertains to inventory, supplies, leasehold improvements, fixtures, furnishings, equipment, signs, vehicles, leases, rentals, prepaid expenses, and all other tangible and intangible property necessary to establish the franchise, together with an explanation of any assumptions underlying the estimate. Please note that these are only estimates and the actual costs are subject to variances based on the location and size of the Franchised Business you operate as well as other general and economic variables.



Type of Expenditure	Estimated Amount	Due Date
Initial Franchise Fee	\$60,000	Upon signing Franchise Agreement
Customized Trailer	\$295 - \$395	Monthly payments
Computer Hardware/Software	\$1,500 - \$4,500	Prior to commencing operations
Vehicle lease/purchase deposit ⁷	\$0 - \$10,000	Prior to commencing operations
Training expenses	\$1,500 - \$2,500	Prior to commencing operations
Marketing collateral ⁸	\$3,000 - \$5,000	Prior to commencing operations
Grand opening ⁹	\$5,000	Within 30 days of commencing operations
Uniforms	\$1,000 - \$2,000	As ordered during first 6 months of commencing operations
Professional fees ¹⁰	\$2,500 - \$4,000	Prior to commencing operations
Insurance ¹¹	\$3,000 - \$5,500	Prior to commencing operations
Total Pre-Opening Costs	\$56,295 - 73,895	



Low Cost Franchise Fees

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 *no hidden fees, and no office lease
- \$250 per month Technology fee



Why Become a Franchise Partner?

We stand out in the industry by offering a branded, insured, and exceptional client experience. Our professional, caring transition services are complemented by our branded trailers, trucks, and uniformed team, all of which project a trustworthy and professional image.

As a franchise partner, you'll benefit from a world-class CRM system, robust booking tools, and efficient scheduling software.

Our proven business and marketing plans are designed for success, and we'll guide you through every step of the process, from launch to growth.

- 1.** We provide comprehensive support, including marketing plans, business coaching, and assistance with execution. You'll receive access to our website, marketing collateral, and both online and print promotional tactics. Additionally, you'll have ongoing business support to ensure continued success.
- 2.** With our real-time booking engine, full CRM and lead gen database support, you'll have the tools to manage your business seamlessly across both mobile and online platforms. We offer full Google G-Suite accounts, reporting suites, and personalized business activity tracking.
- 3.** Join our network and be part of something bigger! Collaborate with fellow franchisees to secure regional accounts, support local residents, and achieve greater success together.



Systems

Receive Ontario-specific marketing support, including localized print, web and social campaigns targeting retirement communities and families in key urban and suburban areas. Industry leading on-site, infield and collaboratively built operational management systems to support your business.

Marketing

Focussed quick launch tactics - print, web, social media and online tactics/tools

Web

All sites are managed by Genie Senior Services - design, search engine optimization, copy writing and content.

CRM

Fantastic online booking, scheduling, sales, invoicing and customer management software

Sales and Accounting

Software and support

Operating

Amazing onsite, infield, and operational management systems to support your business.

Business Coaching

Partner with us and get amazing startup and continuous coaching and support from our years of franchise partner support across numerous brands.

Your Senior Transition Care Team



Genie

SENIOR SERVICES



Start your journey today and unlock Ontario's Genie potential!

**Contact us today for available territories and exclusive market insights.
www.genieseniorservices.com**

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