



## Own a Purpose-Driven Business in Mississauga: Genie Senior Services Franchise Opportunity

**Are you passionate about making a difference in the lives of seniors?**

Genie Senior Services is seeking compassionate and driven individuals to join our team as franchise owners in Mississauga. We specialize in providing seamless transitions for seniors moving into retirement residences or assisted living facilities.

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### Why Mississauga?

- **Expanding Senior Community:** Mississauga's senior population is projected to grow significantly over the next decade.
- **Prime Location:** Located in the Greater Toronto Area, Mississauga offers access to a large and diverse customer base.
- **High Quality of Life:** With excellent amenities and healthcare facilities, Mississauga is an attractive city for seniors and their families.
- **Affluent Population:** Seniors in Mississauga enjoy higher-than-average incomes, supporting demand for premium services.
- **Age-Friendly Planning Initiatives:** Peel Region is preparing for its aging population by implementing age-friendly planning strategies to accommodate the needs of older adults.

### Landmarks

1. **Riverwood Conservancy**
  - Nature trails and gardens ideal for seniors.
2. **Square One Shopping Centre**
  - Senior-friendly shopping and dining options.
3. **Mississauga Waterfront Trail**
  - Scenic views and accessible walking paths.

### Annual Events

1. **Carassauga Festival**
  - A multicultural event celebrating global traditions.
2. **Mississauga Waterfront Festival**
  - A family-friendly summer event with live entertainment.
3. **Canada Day Celebrations at Celebration Square**
  - Community events seniors can enjoy with family.

### Amenities

1. Senior programs at **Mississauga Senior Centres** (e.g., Clarkson, Meadowvale).



2. Proximity to top hospitals like **Trillium Health Partners**.
3. Accessible public transportation via **MiWay**.

#### Homes to Consider:

- [VIVA Mississauga](#)
- [Robert Speck Retirement Community](#)

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### Why Genie Senior Services?

- **Recession-Resistant Industry:** The demand for senior care services is consistent, regardless of economic conditions, providing stability and security for your investment.
- **Growing Niche Market:** Senior move management is a rapidly expanding niche within the senior care industry, with increasing demand for specialized services.
- **Low Overhead and High-Profit Potential:** Our franchise model is designed for efficiency, with low overhead costs and the potential for high returns.
- **Comprehensive Training and Support:** We provide extensive training, ongoing support, and marketing resources to help you succeed.
- **Make a Real Difference:** Our franchisees find immense satisfaction in helping seniors navigate a challenging transition with dignity and ease.

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### Key Demographics and Trends:

- **Significant Senior Population Growth:** The number of seniors aged 65 and over in Ontario is projected to increase from 2.9 million (18.3% of the population) in 2023 to 4.7 million (21.3%) by 2051.  
[Ontario](#)
- **Development of New Housing Units:** Mississauga has set a goal to add 120,000 residential units over the next 10 years, which includes housing suitable for seniors.  
[Mississauga](#)
- **Cultural Diversity:** Mississauga's multicultural population opens doors for specialized services tailored to diverse needs.
- **Community Engagement:** Saskatoon seniors are highly active in community events, creating opportunities for outreach and partnerships.

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### Franchisee Benefits:



- **Exclusive Territory:** Secure your own territory in the Mississauga region.
  - **Proven Business Model:** Benefit from our established brand and successful operating procedures.
  - **Marketing and Sales Support:** Receive comprehensive marketing materials and guidance to attract clients.
  - **Ongoing Training and Development:** Stay up-to-date with industry best practices and enhance your skills.
  - **Be Part of a Supportive Network:** Connect with other Genie Senior Services franchisees for collaboration and support.
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## Is This You?

1. Compassionate and caring individual with a passion for helping seniors.
2. Strong entrepreneurial spirit and desire to own and operate a successful business.
3. Excellent communication and interpersonal skills.
4. Commitment to providing exceptional customer service.
5. Financially prepared to invest in a franchise.

## Take the Next Step:

Learn more about the Genie Senior Services franchise opportunity and how you can make a difference in the lives of seniors in Mississauga.

- Email: [bob@genieseniorservices.com](mailto:bob@genieseniorservices.com)
- Call: (416) 988-1661

**Genie Senior Services: Putting People and Purpose First**