



## Own a Purpose-Driven Business in Ottawa, Ontario: 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 Ottawa, Ontario. We specialize in providing seamless transitions for seniors moving into retirement residences or assisted living facilities.

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### Why Ottawa?

- **Aging Population Hub:** Ottawa has a steadily growing senior population, with over 15% of residents aged 65 or older as of 2021. This trend underscores the increasing demand for senior-focused services.
- **High Quality of Life:** As Canada's capital city, Ottawa boasts excellent healthcare services, cultural amenities, and green spaces, making it an attractive location for retirees and businesses alike.
- **Diverse and Vibrant Economy:** Ottawa's stable economy is supported by government, technology, and healthcare sectors, providing a robust foundation for franchise success.
- **Community Engagement:** Known for its welcoming and inclusive community, Ottawa is a city where businesses can build strong relationships with clients and thrive.
- **Strategic Location:** Situated near the Ontario-Quebec border, Ottawa offers access to a bilingual market and a broader client base.

### Landmarks

1. **Rideau Canal**
  - A UNESCO World Heritage Site with scenic walks and skating in winter.
2. **ByWard Market**
  - A bustling hub with local shops and dining.
3. **Canadian Museum of History**
  - Senior-friendly exhibits and accessibility.

### Annual Events

1. **Canadian Tulip Festival**
  - A beautiful spring event showcasing Ottawa's gardens.
2. **Winterlude**
  - A winter festival featuring ice sculptures and skating.
3. **Chamberfest**
  - A classical music festival popular with seniors.



## Amenities

1. Senior-focused activities at **Heron Seniors Centre** and **Olde Forge Community Resource Centre**.
2. Proximity to world-class healthcare at **The Ottawa Hospital**.
3. Extensive public transit system with senior discounts.

## Homes to Consider:

- [Barrhaven](#)
  - [Chartwell Rockcliffe](#)
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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:

- **Senior Population Growth:** Ottawa's senior population is expected to grow steadily, reflecting national aging trends. This creates a sustained demand for senior-focused services.
- **Community Needs:** Many seniors in Ottawa live independently but require support with home transitions, downsizing, and decluttering, creating a consistent need for our services.
- **Economic Growth:** Ottawa's strong economy and growing housing developments provide a fertile ground for franchise success.
- **New Retirement Communities:** Numerous active adult and retirement communities are being developed in Ottawa's suburbs, reflecting the region's appeal to retirees.
- **Affluent Senior Demographic:** Ottawa's seniors often have substantial pensions and savings, allowing for premium support services like those offered by Genie Senior Services.



- **Government and Policy Support:** Being a hub for federal policies, Ottawa benefits from strong programs supporting senior well-being, which align with Genie Senior Services' mission.
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## Franchisee Benefits:



- **Exclusive Territory:** Secure your own territory in Ottawa, Ontario.
  - **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.
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## 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 Ottawa, Ontario.

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

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