

## FRANCHISE DISCLOSURE DOCUMENT



*Senior Living and Care Solutions*

Senior Care Authority, LLC, a Nevada limited liability company  
~~755 Baywood Drive, Suite 200, Petaluma, California 94954~~

885 Tahoe Blvd., Incline Village, Nevada 89451

Phone: (888) 809-1231 Website: [www.seniorcareauthority.com](http://www.seniorcareauthority.com)

As a franchisee, you will operate a senior placement and consulting agency assisting families and seniors to find ideal locations for the seniors to live under the name “Senior Care Authority®.”

The total investment necessary to begin the operation of a Senior Care Authority® business in a single marketing area is between \$85,945 and \$105,845. This includes \$66,200 that must be paid to the franchisor or its affiliates. The total investment necessary to begin the operation of a Senior Care Authority® business in two marketing areas is between \$128,445 and \$148,345. This includes \$108,700 that must be paid to the franchisor or its affiliates. The total investment necessary to begin the operation of a Senior Care Authority® business in three marketing areas is between \$165,445 and \$185,345. This includes \$145,700 that must be paid to the franchisor or its affiliates.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Frank Samson, Senior Care Authority, ~~755 Baywood Drive, Suite 200, Petaluma, California 94954~~885 Tahoe Blvd., Incline Village, Nevada 89451, (888) 809-1231, or email: [frank@seniorcareauthority.com](mailto:frank@seniorcareauthority.com).

The terms of your contract will govern your franchise relationship. Don’t rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as “*A Consumer’s Guide to Buying a Franchise*,” which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE: April 23, 2025, amended July 7, 2025

## **How to Use This Franchise Disclosure Document**

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

<b>QUESTION</b>	<b>WHERE TO FIND INFORMATION</b>
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit J.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor’s direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit C includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Senior Care Authority® business in my area?</b>	Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What’s it like to be a Senior Care Authority® franchisee?</b>	Item 20 or Exhibit J lists current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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- A. State Administrators / Agents for Service of Process
- B. Franchise Agreements
- C. Financial Statements
- D. Operations Manual Table of Contents
- E. Form of General Release
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- I. Franchise Relationship Acknowledgement
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## ITEM 1

### THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

To simplify the language in this disclosure document, “we”, “us,” or “our” means Senior Care Authority, LLC, the franchisor. “You” or “your” means the person to whom we grant a franchise, whether you are an individual or a corporation, partnership, limited liability company or other legal entity, and includes all owners and partners of the person who buys the franchise.

#### The Franchisor, its Parent, Predecessors, and its Affiliates

We are a Nevada limited liability company that was originally formed in California on March 25, 2014. We converted to a Nevada limited liability company on April 9, 2025. Our principal business address is ~~755 Baywood Drive, Suite 200, Petaluma, California 94954~~ 885 Tahoe Blvd., Incline Village, Nevada 89451. We do business under the name “Senior Care Authority<sup>®</sup>” and other trademarks we designate (the “Marks”).

We began offering franchises in 2014. We have not previously offered franchises in any other line of business. We operate a business of the type being franchised (which was previously operated by an affiliate). That business has operated since approximately May 2009.

Effective July 1, 2025, our parent is Senior Care Authority Holdings, LLC (“Holdings”), a Nevada limited liability company formed on July 1, 2025. Its principal business address is 885 Tahoe Blvd, Incline Village, NV 89451. Holdings does not provide products or services to our franchisees. Holdings does not offer franchises in any line of business.

We do not have any ~~parent. We do not have any~~ predecessors. We do not have any affiliates that offer franchises in any line of business or provide products or services to our franchisees.

#### The Franchise We Offer

We offer franchises that provide senior placement and consulting services. As a franchisee, you will operate a business (a “Placement Agency”) assisting families and seniors to find ideal locations for seniors to live and help them receive the necessary care and supervision for their daily living needs and activities. In addition, we provide eldercare consulting services, helping families to make informed care decisions and provide resources in their community including the selection of in-home care providers and caregivers. We also offer EASE (Employee Assistance Solutions for Eldercare), which is a program servicing companies as a benefit to their employees. Placement Agencies are operated under a system that includes our valuable know-how, information, trade secrets, training methods, Operations Manual, standards, designs, trademark usages, copyrights, sources and specifications, confidential electronic and other communications, methods of Internet usage, marketing programs, and research and development connected with the operation and promotion of Placement Agencies, all of which may be changed, improved, and further developed from time to time (the “System”).

Each Placement Agency will typically be conducted from your home office, although you have the option of operating from a small commercial space. You must operate your Placement Agency following our standard business operating practices and sign our standard franchise agreement (“Franchise Agreement”). Your Placement Agency must offer the products and services we authorize and require you to offer. We reserve the right to add, modify, or delete any services or products that you must offer or sell

at your Placement Agency at any time upon written notice to you in our sole discretion. You must also obtain all necessary permits, licenses and approvals to operate your Placement Agency.

We may offer you the option to purchase the right to operate your Placement Agency in a Territory consisting of multiple Marketing Areas. A “Marketing Area” is an area consisting of a minimum of 2,000 and maximum of 4,000 beds that are licensed by your state for the purpose of providing assisted living or memory care. If your Territory consists of multiple Marketing Areas, you will begin marketing in your initial Marketing Area first and expand into the additional Marketing Areas according to a development schedule that will be listed on Addendum 1 to the Franchise Agreement. Once you expand into a new Marketing Area, you will be obligated to begin marketing in that Marketing Area and pay us additional fees for that Marketing Area.

### Market and Competition

The market for our services and products generally is competitive. You will primarily market your services to professional, medical and senior service organizations for referrals to families and individuals seeking consulting services and placement for seniors in residential care facilities. The demand for these services is not seasonal. You will have to compete with franchised operations, national chains and independently-owned companies providing senior placement services and similar services.

### Industry-Specific Regulations

In addition to laws and regulations that apply to businesses generally, most states and local jurisdictions have enacted laws, rules, regulations and ordinances which may apply to the operation of your business, including occupational health and safety; labor; licensing and bonding; insurance; and advertising. You may need to obtain licensing and certifications (as required by your state or local law) to provide services from your Placement Agency. Some jurisdictions have passed laws that require businesses to pay their employees a higher minimum wage than what is required under federal law, which laws may disproportionately affect franchised businesses.

The services you provide will not include hiring any medical professionals which would require licensing in the State of California.

### Agents for Service of Process

Our agents for service of process are listed on Exhibit A to this Disclosure Document.

## **ITEM 2**

### **BUSINESS EXPERIENCE**

#### Founder and Chief Executive Officer: Frank M. Samson

Frank M. Samson has held this position since our inception in May 2009.

#### President and Chief Operating Officer: Mark Molnar

Mark Molnar has held this position with us since January 2025. From November 2018 to the present, Mark has also been an owner and operator of atwo Senior Care Authority<sup>®</sup> Placement AgencyAgencies

in Cleveland, Ohio through our affiliates, North Park Senior Care, LLC and Ohio Senior Care Operating Company LLC.

Vice President of Franchise Support: Mary Molnar

Mary Molnar has held this position with us since July 2025. From November 2018 to the present, Mary has also been an owner and operator of a Senior Care Authority® Placement Agencies in Cleveland, Ohio through our affiliate, North Park Senior Care, LLC.

Vice President, Franchise Support and Training: Marcy Baskin

Marcy Baskin has held this position with us since March 2014. She also operated our corporate franchise location since 2012 and now owns that franchise, located in Petaluma, California.

Business Consultant and Digital Marketing Specialist: Rob Gandley

Rob Gandley has held this position with us since January 2023. From August 2020 to January 2023, Rob was our Vice President of Marketing and Business Development. From August 2015 to August 2020, Rob was the Vice President of Marketing and Business Development at SEO Samba, located in Colorado Springs, Colorado.

Franchise Development Manager: Sabine Nevermann

Sabine Nevermann has held this position with us company since August 2021. From February 2014 to December 2019, Sabine was Franchise Development Qualification Manager and Franchise Development Coordinator of Tutor Doctor in San Jose, California.

Board Advisor: Edward Goitia

Edward Goitia has served as our Board Advisor since January 2021. From 2018 to present Edward has served as a Partner for FranLaunch USA, located in Tucson, Arizona. Edward also serves as a Franchisor Consultant for Seven Brother Burgers in Kahuku, Hawaii, since March 2017. Additionally, since January 2015, Edward has been owner and manager of his real estate investment firm, Geneva Ventures, LLC, in Falmouth, Maine.

### **ITEM 3**

#### **LITIGATION**

No litigation is required to be disclosed in this Item.

Type of Fee	Amount	Due Date	Remarks
			because of your material breach, or you terminate the Franchise Agreement without legal cause.

1. All fees paid to us are uniform and non-refundable under any circumstances once paid, other than the Initial Franchise Fee. Fees paid to vendors or other suppliers may or may not be refundable depending on the vendors and suppliers. All fees listed in this Item 6 are uniformly imposed by us as to all franchisees.

All fees or money that you owe to us or our affiliates must be paid by electronic transfer no later than on the date they are due.

“Gross Sales” means all revenue accrued from the sale of all products and performance of services in, at, upon, about, through or from your Placement Agency, whether for cash or credit and regardless of collection in the case of credit, and income of every kind and nature related to your Placement Agency including insurance proceeds and/or condemnation awards for loss of sales, profits or business, as will the full retail value of any gift certificate or coupon sold for use at your Placement Agency (fees retained by or paid to third party sellers of such gift certificates or coupons are not excluded from Gross Sales); provided, however, that Gross Sales will not include revenues from any sales taxes or other add-on taxes collected from customers by Franchisee for transmittal to the appropriate taxing authority, and the amount of cash refunds to, and coupons used by customers, provided such amounts have been included in Gross Sales, but will not include income from any specific product when the State, City or County that your franchise is located in specifically forbids such practice, and only then.

2. If you acquire the Franchise Agreement through a transfer from a former Senior Care Authority® franchisee, your Minimum Monthly Royalty will follow the schedule established for the transferring franchisee.

3. A “Facility” is a residential care establishment that provides housing, personal care, and support services to seniors and individuals with disabilities. This includes, but is not limited to, assisted living communities, memory care facilities, skilled nursing facilities, independent living communities, adult day care centers, and any other long-term care options that offer services such as medical care, personal assistance, social activities, and specialized care for individuals with dementia or other cognitive impairments.

4. If we win any legal action to protect our rights or enforce the Franchise Agreement, you must reimburse us for reasonable attorneys' fees and court costs. If we are involved in any legal action due to your actions or errors, you are responsible for our reasonable attorneys' fees and third-party costs. Additionally, if we need to engage a collection agency, legal counsel, or any third party due to your failure to pay amounts due, submit required reports, or comply with the Franchise Agreement, you must cover all related costs, including reasonable legal fees, investigation fees, travel expenses, and hourly charges of our employees or agents.

5. Liquidated damages are calculated by multiplying the lesser of the following two amounts by 24 months: (a) the combined monthly average of Royalty Fees (excluding any fee waivers or reductions) owed from the opening date of your Placement Agency to the early termination date; or (b) if you were not in the System for 24 months, the Minimum Monthly Royalty that would have been paid over 24 months had you remained in the System.

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## ITEM 7

### ESTIMATED INITIAL INVESTMENT

#### **YOUR ESTIMATED INITIAL INVESTMENT**

<b>Type of Expenditure</b>	<b>Amount</b>	<b>Method of Payment</b>	<b>When Due</b>	<b>To Whom Payment is to be Made</b>
Initial Franchise Fee <sup>1</sup>	\$52,500 to \$132,000	Wire Transfer	At Signing of Franchise Agreement	Us
Marketing and Technology Support Fee	\$950	As Arranged	Before Beginning Operations	Us
Onboarding Fee	\$12,750	Wire Transfer	At Signing of Franchise Agreement	Us
Real Estate/Rent <sup>2</sup>	\$0 to \$1,350	As Arranged	Before Beginning Operations	Landlord
Utilities and Deposits	\$0 to \$500	As Arranged	Before Beginning Operations	Suppliers
Certification: Certified Senior Advisor <sup>3</sup>	\$1,000 to \$1,200	As Arranged	Within the first year of operation	Society of Certified Senior Advisors
Certification: Certified Dementia Practitioner <sup>®3</sup>	\$195	As Arranged	Prior to completing online training	National Council of Certified Dementia Practitioners
Market Event <sup>4</sup>	\$3,000 to \$5,000	As Arranged	Within the first nine months of operation	Approved Suppliers, Suppliers
Initial Supply of Brochures, Folders, and Business Cards	\$300 to \$700	As Arranged	Before Beginning Operations	Approved Suppliers
Office Equipment and Supplies	\$1,000 to \$2,000	As Arranged	Before Beginning Operations	Approved Suppliers, Suppliers
Signage	\$0 to \$1,000	As Arranged	Before Beginning Operations	Suppliers
Insurance	\$1,500 to \$2,000	As Arranged	Before Beginning Operations	Required Insurance Company
Computer Systems	\$0 to \$3,000	As Arranged	First 3 Months of Operation	Suppliers
Vehicle	\$0 to \$1,000	As Arranged	Before Beginning Operations	Suppliers
Furniture, Fixtures & Equipment	\$0 to \$1,000	As Arranged	Before Beginning Operations	Suppliers
Licenses & Permits <sup>5</sup>	\$0 to \$1,000	As Arranged	Before Beginning Operations	Licensing Authorities
Leasehold Improvements	\$0 to \$1,000	As Arranged	Before Beginning Operations	Suppliers
Legal & Accounting	\$500 to \$3,000	As Arranged	Before Beginning Operations	Attorney, Accountant
Branded Apparel	\$100 to \$300	As Arranged	Before Beginning Operations	Approved Suppliers
National Placement and Referral Alliance (NPRA) Membership <sup>6</sup>	\$400	As Arranged	Within the first six-months of operation	National Placement and Referral Alliance
FastTrack to Market <sup>7</sup>	\$10,000	As Arranged	Within the first year of operation	Approved Suppliers

iOS, and Android. Upgrades to the Computer System may be required periodically. We are not currently a supplier of the Computer System. You must purchase Quickbooks through our approved supplier.

We, or our third-party suppliers, will provide you with certain technology products or updates, and maintain technology services for the System, in exchange for the fees noted in Item 6. Otherwise, we are not an approved supplier of the computer system.

### *Bookkeeping*

If fail for more than three (3) months to keep your books updated and accurate, we will require you to use the services of a third-party bookkeeper to maintain your books for your Placement Agency.

### *Marketing Materials*

You will be required to purchase from approved suppliers the marketing materials for your Placement Agency, both for your market launch and on an ongoing basis. Your “Starter Kit” of required collaterals including your business cards, brochures, rack cards, presentation folders will be ordered for you. All subsequent orders will be placed by you directly through our supplier portal. We (or our affiliate) are not an approved supplier of these materials.

### *Background Checks*

We require you to hire a reputable third party company to conduct criminal background checks on employees or independent contractors before you hire or contract with them. We and our affiliates are not approved suppliers of these services.

### *Real Estate*

Although we permit you to operate your Business Office from your home, we do require you have a business address that is not your home address. To fulfill this requirement, you can rent a virtual office suite or a mailbox from a service that will provide you a “Suite” number but not a post office box (P.O. box) number. We are not an approved supplier of real estate for your Placement Agency.

### *Insurance*

You must obtain and carry, at your expense, insurance policies that we periodically require protecting you and us. All insurance policies must name us as an additional insured party. You must purchase your policy through our designated insurance broker. We are not an approved supplier of the required insurance policies.

### Required Insurance.

You must purchase and maintain, through our designated insurance broker, throughout the term of the Agreement: (1) professional liability (errors & omissions) and general liability insurance written on Occurrence Form coverage for the franchised business with limits of at least \$1,000,000 per occurrence, \$3,000,000 aggregate limit, and \$100,000 damage to rented premises per occurrence; (2) personal and advertising injury coverage of \$1,000,000 per occurrence; (3) automobile liability, covering any automobile, including any hired or non-owned vehicles used in your Placement Agency’s operation, of \$1,000,000 coverage or higher amount if required by applicable law; (4) worker's compensation and employer's liability, which must meet statutory requirements of your state if applicable; and (6) other insurance to comply with applicable law.

We also recommend (but do not require) the following types of insurance: (1) if you have employees, employment practices liability insurance in an amount of \$1,000,000 for each loss and \$1,000,000 in costs (\$2,000,000 total); (2) crime bond insurance in an amount recommended by your insurer, without a conviction clause; (3) abuse and molestation coverage in the amount of \$100,000 per occurrence,

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## ITEM 9

### FRANCHISEE’S OBLIGATIONS

**This table lists your principal obligations under the franchise agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this disclosure document.**

	<b>Obligation</b>	<b>Section In Agreement</b>	<b>Item In FDD</b>
a	Site Selection & Acquisition/Lease	Sections 3.1 – 3.4, and Addenda 1, 4, and 5 of the Franchise Agreement; Addendum 1	Items 7, 8, 11, and 12
b	Pre-Opening Purchase/Leases	Sections 3.2 – 3.4, 9.2, and 9.4 of the Franchise Agreement	Items 5, 7, 8, and 11
c	Site Development & Other Pre-Opening Requirements	Sections 3.2 – 3.6 of the Franchise Agreement; Addendum 1	Items 7, 8, and 11
d	Initial & Ongoing Training	Sections 10.1 – 10.5 of the Franchise Agreement	Items 6, 7, and 11
e	Opening	Section 3.5 of the Franchise Agreement; Addendum 1	Item 11
f	Fees	Article 6 of the Franchise Agreement	Items 5, 6, and 7
g	Compliance With Standards And Policies/Operating Operations Manual	Articles 7, 8, and 9 of the Franchise Agreement	Items 8 and 11
h	Trademarks & Proprietary Information	Articles 7 & 9 of the Franchise Agreement	Items 11, 13, 14, and 16
i	Restrictions On Products/Services Offered	Sections 9.2, 9.3, 9.4, 9.5, 9.6, 9.8, 9.9, & 9.11 of the Franchise Agreement	Items 8, 11, 12, and 16
j	Warranty & Customer Service Requirements	Section 9.9 of the Franchise Agreement	Item 11
k	Territorial Development & Sales Quotas	Section 2.1 of the Franchise Agreement; Addendum 1	Item 12.
l	Ongoing Product/Service Purchases	Sections 9.2, 9.3, 9.4, 9.5, 9.6 & 9.8 of the Franchise Agreement	Items 6 and 8
m	Maintenance, Appearance And Remodeling Requirements	Sections 9.6 & 9.8 of the Franchise Agreement	Items 8, 11, 16, and 17
n	Insurance	Section 14.3 of the Franchise Agreement	Items 7 and 8
o	Advertising	Articles 6 and 8 of the Franchise Agreement; Addendum 1	Items 6, 7, 8, and 11
p	Indemnification	Section 14.1 of the Franchise Agreement	Item 6
q	Owner's Participation, Management, Staffing	Section 9.1 of the Franchise Agreement	Items 11 and 15
r	Records and Reports	Section 6.5, Article 11, and Article 12 of the Franchise Agreement	Item 11

dissimilar channels of distribution (including retail stores which may include Senior Care Authority®-branded retail stores, hardware stores, the Internet, and electronic media) both inside and outside your Territory and on any terms and conditions we deem appropriate.

(4) The right to operate, and to grant others the right to operate Placement Agencies located anywhere outside your Territory under any terms and conditions we deem appropriate and regardless of proximity to your Placement Agency.

(5) The right to acquire the assets or ownership interests of one or more businesses providing products and services similar to those provided at Placement Agencies, and franchising, licensing or creating similar arrangements with respect to these businesses once acquired, wherever these businesses (or the franchisees or licenses of these businesses) are located or operating (including in your Territory). We will not, however, permit any such service-based business located within your Territory to operate under our Marks.

(6) The right to be acquired (whether through acquisition of assets, ownership interests or otherwise, regardless of the form of transaction), by a business providing products and services similar to those provided at Placement Agencies, or by another business, even if such business operates, franchises, and/or licenses competitive businesses within your Territory. We will not, however, permit any such service-based businesses located within your Territory to operate under our Marks.

You may not proactively advertise products or services outside of your Territory, but you may service customers or place customers in Facilities outside of your territory if there is not a Senior Care Authority franchise in that territory. If you find customers for placement in a Facility that is outside of your Territory but inside the territory of another Placement Agency, you must refer the customer to the applicable Placement Agency. That Placement Agency will be required in its agreement with us to pay you a referral fee from the commission it receives from the Facility. The exact amount of the referral fee will be subject to your and their agreement. The referral fee is discussed in Item 6 and outlined in the Operations Manual.

Other than the referral fee discussed above, neither we nor any other Placement Agency is required to pay you if we or they exercise any of the rights specified above within your Territory.

#### Right of First Refusal

You will not have the right of first refusal to acquire additional franchises within your Territory. We do not customarily grant to franchise owners options, rights of first refusal or similar rights to acquire additional franchises outside of their respective territories.

#### Other Franchise Systems

Although we and our affiliates have the right to do so (as described above), neither we nor our affiliates have operated or franchised, and currently have no plans to operate or franchise, other businesses selling or leasing similar products or services under different trademarks. If we or our affiliates purchase, merge, acquire, are acquired by or affiliate with an existing competitive franchise network, chain or any other business, then we or our affiliates will have the right to operate, franchise or license those businesses and/or facilities under marks different than the Marks in your Territory.

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## ITEM 13

### TRADEMARKS

Under the Franchise Agreement, we grant you the nonexclusive right to use our Marks in connection with the operation of your Placement Agency. You may also use our other current or future trademarks to operate the Placement Agency. We have registered, or applied to register, the following marks on the Principal Register of the U.S. Patent and Trademark Office ("USPTO"):

<b>Trademark</b>	<b>Registration Number Registration Date</b>	<b>International Class of Goods</b>
Senior Care Authority (Word Mark)	4141220  May 21, 2012; renewed February 2, 2022	43, 45
 (Design Mark)	N/A (Common Law Mark)	N/A (Common Law Mark)

We have filed all required affidavits relating to the registered Marks shown above. We intend to renew the registration for the Marks at the times required by law.

There are presently no effective determinations by the United States Patent and Trademark Office, the Trademark Trial And Appeal Board, the Trademark Administrator of any state or any court, nor any pending interference, opposition or cancellation proceeding or material litigation involving the Marks. We are unaware of any infringing uses that could materially affect your use of our Marks.

You will have the right to use all of our Marks in the operation of your Placement Agency. However, you must use the Marks only for the operation of your Placement Agency and in the manner authorized by us. You cannot use the names or Marks as part of a corporate name or with modifying words, designs or symbols except for those which we license to you. You may not use our Marks in connection with the sale of unauthorized goods or services, or in a manner not authorized in writing by us.

You must notify us immediately in writing of any apparent infringement or challenge to your use of our trademarks. We have the sole discretion to take such action as we deem appropriate. We are not obligated by the Franchise Agreement or other agreement to participate in your defense or to indemnify you if you are a party to any administrative or judicial proceeding involving our Marks.

You may not, without our written consent, in our sole discretion, commence or prosecute, or seek leave to intervene in any litigation or other proceeding, including any arbitration proceeding, in which you

No. Months Since Beginning Marketing	%/# of Franchisees	Gross Sales Range	Average Gross Sales	% Exceeding Average	Median Gross Sales	% Exceeding Median
19-30 months	16.67% (7)	\$71,307 - \$181,229	\$126,268	42.85% (3)	\$85,718	42.85% (3)
6-18 months	28.57% (12)	\$35,932 -118,568	\$77,250	33.33% (4)	\$52,189	33.33% (4)

\*Prior to 2024, our franchise structure involved offering "Multi-Unit" franchises. In this structure, each "territory" (now referred to as a "Marketing Area") was granted through a separate franchise agreement. Each Placement Agency listed above was structured this way. Functionally, these "Multi-Unit" franchises are similar to a single franchise with multiple Marketing Areas. Starting in 2024, we began offering multiple Marketing Areas within a single franchise agreement. Collectively, these Marketing Areas are referred to as a "Territory." Therefore, what we previously called a "territory" is now known as a "Marketing Area."

**Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.** See the notes below, which are a material part of this Item.

1. Gross Sales. "Gross sales" includes all consideration, whether by cash, credit, in kind or otherwise, that the Placement Agency reported receiving.
2. Months Since Beginning Marketing. We require franchisees to complete the Initial Training Program, coaching, an on-site visit, and secure sufficient contracts with assisted living locations in their respective territory(ies) before they can initiate local marketing efforts. This process typically takes six months or longer. As a result, we measure our franchisees' financial performance from the time they begin marketing.
3. Legacy Franchisees May Have Larger Marketing Areas / Territories. Certain of our longstanding franchisees were granted larger Marketing Areas than the standard size for Marketing Areas (between 2,500 and 4,000 beds) that we grant now.
4. Change In Status of Ohio Franchises. Effective July 1, 2025, two entities in Ohio that were previously franchisees became affiliated with us. Their respective outlets will be reported as company-owned outlets beginning with the 2026 FDD, which will reflect outlet status as of December 31, 2025. During all of 2024, they were franchise outlets. They are considered affiliates as of July 1, 2025, for purposes of this Item.

The financial information provided in the following tables represents the actual range of performance of our franchise-owned Placement Agencies for the periods specified in the tables below. We obtained the data in this Item 19 from the Gross Sales numbers reported to us by franchisees through the Computer System. The numbers have not been audited, but we have no reason to doubt their accuracy. Written substantiation for the financial performance representation will be made available to prospective franchisees upon reasonable request.

Other than the representation given above, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Frank Samson at ~~755 Baywood Drive, Suite 200, Petaluma, CA 94954~~ 885 Tahoe Blvd., Incline Village, Nevada 89451 (888)

State	Year	Outlets at Start of the Year	Outlets Added	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations -Other Reasons	Outlets at End of the Year
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Maryland	2022	0	1	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	1	1
Massachusetts	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	1	0	0	0	0	2
Michigan	2022	1	1	0	0	0	0	2
	2023	2	1	0	0	0	1	2
	2024	2	3	0	0	0	0	5
Minnesota	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Missouri	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	1	2
	2024	2	0	0	0	0	0	2
Nebraska	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
New Jersey	2022	2	1	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
New York	2022	5	0	0	0	0	0	5
	2023	5	0	0	0	0	0	5
	2024	5	1	0	0	0	0	6
North Carolina	2022	1	0	0	0	0	0	1
	2023	1	2	0	0	0	0	3
	2024	3	1	0	0	0	0	4
North Dakota	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Ohio**	2022	4	1	0	0	0	0	5
	2023	5	0	0	0	0	2	3
	2024	3	0	0	0	0	0	3
Oregon	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	1	0	0	0	0
Pennsylvania	2022	0	0	0	0	0	0	0
	2023	0	2	0	0	0	0	2
	2024	2	3	0	0	0	0	5
South Carolina	2022	2	0	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Tennessee	2022	1	1	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	1	0	0	0	0	3
Texas	2022	4	0	0	0	0	0	4
	2023	4	1	0	0	0	0	5
	2024	5	1	0	0	0	1	5

State	Year	Outlets at Start of the Year	Outlets Added	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations -Other Reasons	Outlets at End of the Year
Utah	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Virginia	2022	2	0	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Wisconsin	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Total Outlets	2022	71	13	3	0	0	2	78
	2023	78	24	0	0	0	2	100
	2024	100	15	1	0	0	6	108

\* For the purposes of this Item 20, an “Outlet” means a Placement Agency operated by a single franchisee, and may include multiple marketing areas.

\*\* Effective July 1, 2025, two entities in Ohio that were previously franchisees became affiliated with us. Their respective outlets will be reported as company-owned outlets beginning with the 2026 FDD, which reflects outlet status as of December 31, 2025. They are considered affiliates as of July 1, 2025, for purposes of this Item.

**TABLE NO. 4**  
**Status of Company-Owned Outlets for 2022 through 2024**

State	Year	Outlets at Start of Year	Outlets Opened	Reacquired from Franchisees	Outlets Closed	Outlets Sold to Franchisees	Outlets at End of the Year
California	2022	1	0	0	0	0	1
	2023	1	0	0	0	0	1
	2024	1	0	0	0	0	1
Michigan	2022	3	0	0	0	0	3
	2023	3	0	0	2	0	1
	2024	1	0	0	0	0	1
Total Outlets**	2022	2	0	2	0	0	4
	2023	4	0	0	0	2	2
	2024	2	0	0	0	0	2

\*\* Effective July 1, 2025, two entities in Ohio that were previously franchisees became affiliated with us. Their respective outlets will be reported as company-owned outlets beginning with the 2026 FDD, which reflects outlet status as of December 31, 2025. They are considered affiliates as of July 1, 2025, for purposes of this Item.

**TABLE NO. 5**  
**Projected Openings for 2025 as of December 31, 2024**

State	Franchise Agreements Signed But Outlet Not Opened	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Company-Owned Outlets in the Next Fiscal Year
Arizona	0	1	0
California	0	2	0
Colorado	0	1	0

We have not created, sponsored, or endorsed any trademark-specific organization of franchisees associated with our franchise system. No independent franchisee organizations have asked to be included in this disclosure document.

*{This Area is Intentionally Left Blank}*

## ITEM 21

### FINANCIAL STATEMENTS

Attached to this FDD as Exhibit C is our audited financial statements as of December 31, 2022, December 31, 2023, and December 31, 2024. Our fiscal year ends on December 31<sup>st</sup>.

We are also attaching non-audited financial statements dated May 31, 2025.

## ITEM 22

### CONTRACTS

The contracts following this Item 22 are listed in the order in which they appear as exhibits to this Franchise Disclosure Document. At this time, these are the only contracts that we expect that we will enter into with a franchisee in any state, although we reserve the right to enter into different types of contracts with its franchisees as our business develops. As a prospective franchisee, you should obtain independent legal and financial advice concerning this franchise offering as you deem appropriate before making any commitment.

#### Exhibit B-1: the Franchise Agreement

Addenda to Franchise Agreement:

1. Information Regarding You and the Franchised Business; Territory
2. Owner Agreement
3. Electronic Funds Transfer Authorization

Exhibit E: Form of General Release

Exhibit F: State-Specific Addendum

Exhibit G: Compliance Questionnaire

**We will not ask you to complete the Disclosure Questionnaire, and we will disregard any answers from you, if you live or plan to operate your franchise in the states of California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, Wisconsin.**

Exhibit H: Confidentiality and Non-Compete Agreement

Exhibit I: Franchise Relationship Acknowledgement

## ITEM 23

### RECEIPTS

Two copies of an acknowledgment of your receipt of this Franchise Disclosure Document are attached to this Franchise Disclosure Document as Exhibit K. Please complete both copies, detach and return the copy marked "Our Copy" to us and keep the other copy in the Franchise Disclosure Document for your own records.

you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

If you do not agree to return the goods to the seller or if the seller does not pick them up within twenty days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation.

To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to Frank Samson at Senior Care Authority, LLC, ~~755 Baywood Drive, Suite 200~~ 885 Tahoe Blvd., or email: frank@seniorcareauthority.com, not later than midnight of the third business day after the Effective Date.

I hereby cancel this transaction.

Franchisee: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR THE STATE OF MARYLAND**

Pursuant to COMAR 02.02.0.8.16L, the general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability arising under the Maryland Franchise Registration and Disclosure Law. 17(c) and 17(m) of the Franchise Disclosure Document and sections of the Franchise Agreement requiring that you sign a general release, estoppel or waiver as a condition of renewal and/or assignment, shall not apply to liability under the Maryland Franchise Registration and Disclosure Law and those documents are hereby amended consistent with Maryland law.

The Compliance Statement (Exhibit H to the Franchise Disclosure Document) is hereby amended by stating that all representations requiring prospective franchisees to assent to a release, estoppel, or waiver of any liability are not intended to nor shall they act as a release, estoppel, or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

17(v) of the Franchise Disclosure Document and Franchise Agreement are amended to state that you may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration & Disclosure Law. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three years after the grant of the franchise.

Section 17(w) of the Franchise Disclosure Document is hereby amended to the extent required under the Maryland Franchise Registration and Disclosure Laws.

The Franchise Agreement provide for termination upon bankruptcy. This provision may not be enforceable under Federal Bankruptcy Law (11 U.S.C.A Sec. 101 *et seq.*).

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**FOR THE STATE OF OHIO:**

The following language will be added to the Franchise Agreement:

You, the purchaser, may cancel this transaction at any time prior to midnight of the fifth business day after the date you sign this agreement. See the attached notice of cancellation for an explanation of this right.

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**NOTICE OF CANCELLATION**

\_\_\_\_\_ (enter date of transaction)

You may cancel this transaction, without penalty or obligation, within five business days from the above date. If you cancel, any payments made by you under the agreement, and any negotiable instrument executed by you will be returned within ten business days following the seller's receipt of your cancellation notice, and any security interest arising out of the transaction will be cancelled. If you cancel, you must make available to the seller at your business address all goods delivered to you under this agreement; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk. If you do make the goods available to the seller and the seller does not pick them up within twenty days of the date of your notice of cancellation, you may retain or dispose of them without further obligation. If you fail to make the goods available to the seller, or if you agree to return them to the seller and fail to do so, then you remain liable for the performance of all obligations under this agreement. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to Frank Samson at Senior Care Authority, LLC, ~~755 Baywood Drive, Suite 200885 Tahoe Blvd,~~ or email: frank@seniorcareauthority.com, not later than midnight of the fifth business day after the Effective Date.

I hereby cancel this transaction.

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR THE STATE OF RHODE ISLAND:**

Last Name	First Name	Address	Suite No.	City	State	ZIP
Molnar*±	Mark and Mary	19120 Old Detroit Road	2nd floor	Rocky River	OH	44116
Boyle*	Matt	600 West Germantown Pike STE 400-266	STE 400-266	Plymouth Meeting	PA	19462
Lapic	Cara	2009 Mackenzie Way	Suite 100	Cranberry Township	PA	16066
Reardon	Randy	196 W Ashland St	Suite 650	Doylestown	PA	18901
Thompson	Kathy	651 Holiday Drive	Suite 400	Pittsburgh	PA	15220
Allison-Riley	Renee	1240 Winnowing Way,	Suite 102	Mt Pleasant	SC	29466
Cale	Linda and Mike Cale	2131 Woodruff Rd	Suite 2100	Greenville	SC	29607
Condon	Holly and David	1122 Lady Street	3rd floor	Columbia	SC	29201
Danesi	Steve	First Tennessee Plaza 800 South Gay Street,	Suite 700	Knoxville	TN	37929
Davila	Pam	6000 Poplar Ave	Suite 250 #7811	Memphis	TN	38119
Wenger	Kara	5543 Edmondson Pike, 106 N. Denton Tap Road	Suite 83	Nashville	TN	37211
Alagood*	John	106 N. Denton Tap Road	Suite 210-153	Coppell	TX	75019
Angel	Jack	610 N Loop 336 E	Siute 121	Conroe	TX	77301
Cottingham	Lisa	10237 Little Falls Trail		Fort Worth	TX	76177
Drake, Elliott	Travis and Marti	792 E 1550 N		North Ogden	UT	84404
Isbell	Lisa	5324 Twin Hickory Road,		Glen Allen	VA	23059
Ott	Kelly	435 Merchant Walk Square	Ste. 300 #517,	Charlottesville	VA	22902
Tumlin	Junana	44679 Endicott Drive	Suite 300	Ashburn	VA	20147
Luetzgen	Shelley	777 N Jefferson St Suite 408	Suite 408	Millwaukee	Wi	53202

\*Denotes Franchisee with Multiple Marketing Areas

± Effective July 1, 2025, two entities in Ohio owned by Mr. Molnar and Ms. Molnar, which were previously franchisees became affiliated with us. Their respective outlets will be reported as company-owned outlets beginning with the 2026 FDD, which reflects outlet status as of December 31, 2025. They are considered affiliates as of July 1, 2025.



Please sign both copies of the receipt and date your signature. Please retain one copy for your records, and return the other copy to Frank Samson, ~~755 Baywood Drive, Suite 200, Petaluma, California 94954885~~ Tahoe Blvd., Incline Village, Nevada 89451, (888) 809-1231, or email: frank@seniorcareauthority.com.

## RECEIPT

This disclosure document summarizes certain provisions of the franchise agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If Senior Care Authority, LLC offers you a franchise, it must provide this disclosure document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. Under Iowa or New York law, if applicable, Senior Care Authority, LLC must provide this disclosure document to you at your 1<sup>st</sup> personal meeting, or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship. Michigan requires Senior Care Authority, LLC to give you this disclosure document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If Senior Care Authority, LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the appropriate state agency identified on Exhibit A.

The name, principal business address and telephone number of each franchise seller offering the franchise: Frank Samson and Mark Molnar, ~~755 Baywood Drive, Suite 200, Petaluma, California 94954885~~ Tahoe Blvd., Incline Village, Nevada 89451, (888) 809-1231, or email: frank@seniorcareauthority.com. We have inserted the name and address of any other franchise seller below (we attach additional pages if necessary):

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See Exhibit A for Senior Care Authority, LLC's registered agents authorized to receive service of process.

I have received a disclosure document issued April 23, 2025, amended July 7, 2025 that included the following Exhibits:

- |   |   |
|---|---|
| A. State Administrators / Agents for Service of Process | F. Form of General Release                |
| B. Franchise Agreement                                  | G. Compliance Questionnaire               |
| C. Financial Statements                                 | H. Confidentiality Agreement              |
| D. Operations Manual Table of Contents                  | I. Franchise Relationship Acknowledgement |
| E. State-Specific Addendum                              | J. State Effective Dates; Receipts        |

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Date

---

Signature

---

Printed Name

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

\_\_\_\_\_

Printed Name

Please sign both copies of the receipt and date your signature. Please retain one copy for your records, and return the other copy to Frank Samson, ~~755 Baywood Drive, Suite 200, Petaluma, California 94954885~~ Tahoe Blvd., Incline Village, Nevada 89451, (888) 809-1231, or email: [frank@seniorcareauthority.com](mailto:frank@seniorcareauthority.com).