



 Earl E. Bakken Center for
SPIRITUALITY & HEALING

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Seek Wellbeing Medical Housecalls Franchise Brochure

ABOUT US

Virginia based integrative Medical Housecalls practice, Seek Wellbeing led by Dr. Johanna Gaskins DNP, ANP – C, transforms healthcare into a deeply personal journey, not only for those dedicated to the nursing profession but for the teams they lead and the communities and patients they will serve. Picture of practice where a nurse practitioner is positioned to listen intently to their patient's story. Rooted in nursing practice trained to initiate Integrative nursing principles of least invasive to most invasive care; we approach caring for the whole person to include diagnosing and treating, as well as setting goals for well-being and human flourishing. Seek Wellbeing expanses reach through franchising, bringing the best principles of nursing practice into a setting supportive with a hands-on and virtual approach to improving the outcomes of communities.

POPULAR SERVICES



- Medical Services
- Management of Chronic Health Conditions and Illness Symptoms
- Root Cause Restoration and Well-being Support

3 GREAT REASONS TO JOIN US



Low-Investment, High Returns

While other franchises require a million-dollar investment, we offer a lucrative opportunity without spending a fortune.

Small, Easy to Manage Staff

You only need a small crew to be successful.

Endless Opportunities

An unlimited potential client base with huge demand for our services.

A TOTAL OF 54+ HOURS OF TRAINING



We're devoted to putting our time and resources into the highly regarded training for new franchisees. You will learn about the systems and routines and be trained to perform in your role as a successful operator in our proven business model.

INDUSTRY STATISTICS

The aging of the baby boomer generation is significantly impacting healthcare demand. By 2030, all baby boomers will be 65 or older, making one in five Americans eligible for retirement. This demographic shift is expected to more than double Medicare and Medicaid costs, intensifying the need for healthcare services, particularly in managing chronic conditions prevalent among older adults.

Source: Statista

Approximately 12 million Americans receive in-home care services, reflecting the growing demand for personalized and effective in-home care solutions.

Source: Market.us

CUSTOMER BASE

The customer base for Healthcare and Social Assistance encompasses individuals across all demographics who seek medical, wellness, or social support services. This includes those managing chronic conditions, recovering from illnesses, or seeking preventative care to optimize overall health. Families, caregivers, and aging populations often rely on these services for specialized assistance, while individuals facing mental health challenges or social barriers look for holistic and community-focused care. With a growing emphasis on personalized and integrative solutions, the sector increasingly attracts clients who value tailored, compassionate care that prioritize, long-term well-being, and human flourishing.

SUPPORT

Pre-Opening

- Site selection
- Contractor negotiations
- Purchasing equipment
- Hiring and retention
- Community marketing
- Go to market advertising
- Bookkeeping

Post-Opening

- Profitability coaching
- Business development
- Advertising
- Operations
- Expansion

YOUR SUCCESS IS OUR SUCCESS!

INVESTMENT

\$96,000 – \$127,000

Franchisees can finance their dreams in a number of ways.

- SBA 7A Loan
- ROBS (401K Rollover)
- Home equity line of credit (HELOC)

To qualify for an SBA loan third-party financing, franchise candidates should have at least \$65,000 in liquid assets or in a qualified 401k account.

In addition, candidates should have a credit score of 700 or better, no bankruptcy over the last 10 years, and no criminal convictions.

WHAT ARE THE QUALIFICATIONS?



Below are some of the strengths we look for in a potential franchisee:

- Strong communications skills
- Team builder
- Business & management experience
- Open to learning and attending company seminars
- Growth-minded

NEXT STEPS

Thank you for choosing to franchise with Seek Wellbeing and for joining our mission to transform lives through integrative and compassionate care. As a franchisee, you're not just growing a business – you're becoming part of a movement that prioritizes nurse practitioner entrepreneurship, nursing practice elevation, human centered, and sustainable health solutions with a keen eye on well-being and human flourishing. Together, we'll bring innovative, personalized care to communities, creating meaningful impacts and a thriving future in the Healthcare and Personal Care industry.

If you have already spoken with one of our consultants, your next step is to schedule your webinar presentation and receive our franchise disclosure document.

If you haven't spoken with a consultant already, what are you waiting for? Send us an email at franchise@swbhousecalls.com.