



**A business that matters,
a community that you love!**



Caring Transitions®

• Senior Relocation • Downsizing • Estate Sales •

who are we?

Caring Transitions provides older adults and their families with the most trusted, respected, and comprehensive right sizing, estate sales and online auctions, and move management solutions in the industry.



“We have found a niche and it feels so great to help seniors and their families. I love being that resource for them and alleviating a lot of the stress, concern and legwork that is associated with moving. The hope is that they feel like they are coming home, even though they just left their old house.”

— Mary, Caring Transitions Associate

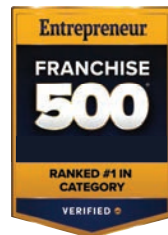
Why it’s a Rewarding Business You’ll Be Proud to Own

Helping people is one of the most gratifying and fulfilling career choices. As a Caring Transitions owner, you’ll be proud to provide quality services that make a real difference in the lives of seniors and their families. With our proven systems, extensive training, ongoing support and innovative marketing program, we can help you enjoy the fun, freedom and financial security you and your family have always wanted.

If you’re interested in...

- ♥ true flexibility
- ♥ leaving a legacy
- ♥ helping your community
- ♥ built & proven systems
- ♥ low overhead & maximum opportunity business

then Caring Transitions may be the golden opportunity you’ve been waiting for.





one of the most Affordable Franchises

Caring Transitions is one of the most affordable franchises by far, giving you the quickest path to profitability.

Our Winner's Circle Program sets us apart from other franchises, by allowing you to earn back your franchise fee in full if you hit pre-established benchmarks.

We offer a term length of 10 years*, providing you with maximum options, flexibility and peace of mind. And no formal business experience is needed!

At Caring Transitions, we know how to drive clients to you with referral programs, lead generation systems and coaching resources at your fingertips!

**Unless specified differently by state*

how you make money

The senior care industry is one of the fastest growing, with a market size of \$830+ billion, and Caring Transitions is uniquely positioned to take its share as the nation's largest provider of senior relocation and liquidation services.

Seniors and their families are finding it too stressful, overwhelming and time-consuming to coordinate a relocation, liquidate excess household items or clean out an entire house and prepare it for sale. To help ease this stress, Caring Transitions offers these much-needed services to seniors and their family members.

Caring Transitions' four main services are not separate entities, but rather integral parts of being a solution-oriented company. We help with the entire relocation process, from planning and assisting with downsizing, to packing, unpacking and resettling to help seniors feel comfortable in their new homes.

We exist to provide a complete package of services that remove stress and burden from families in our communities.

There are 300K items in the average American home.*

**Regina F. Lark Ph.D., Professional Organizing and Productivity*

4 STRONG PROFIT CENTERS



Senior Relocation
& Move Management



Downsizing
& Declutter



Estate Sales
& Online Auctions



Home Cleanouts

join a growing industry with Nonstop Demand

We all know that opportunities are created as older generations retire. Now, a new opportunity is exploding as a wave of older adults move into their next phase of life.

For many of these seniors, it is no longer reasonable, affordable or safe to remain in their own homes. This leaves seniors and their family members to decide what's best: downsize, relocate to retirement or skilled nursing centers, or move into a family member's home.

You'll ease this stress by helping clients understand the process and evaluate their options while keeping their best interests in mind. The demand for our total solution is here today and will do nothing but grow as the senior population increases.

AARP reports that about 20% of the US population will be 65 years old or older by the year 2040.

enjoy more wealth, freedom & fulfillment as a Caring Transitions Owner

Most nine-to-five jobs provide you with very few long-term opportunities to control your future. If you're tired of working for someone or are in a job you are no longer passionate about, Caring Transitions may be the right choice for you.

We'll teach you everything you need to know to successfully grow and manage your company. All you need is the drive to succeed, the desire to help others and the willingness to follow our proven systems. In return, you can enjoy more wealth, more freedom and a richer, more fulfilling life.

why entrepreneurs choose to franchise caring transitions...

**Affordable Franchise
Concept for \$48,900**



“After my mom passed, I needed to prepare my parent’s house to put it on the market. After attempting the task numerous times myself, it became very clear that I needed help... had I not turned to Caring Transitions, I’d still be working on the project for another year. They not only knew what to auction, donate, or throw away, but with their online auction, I made more money than I could have made with a garage sale. They accomplished the project in a couple weeks, and it was without a doubt the best and most profitable decision for me.”

- Jerry, October 2022 Caring Transitions Client



building the

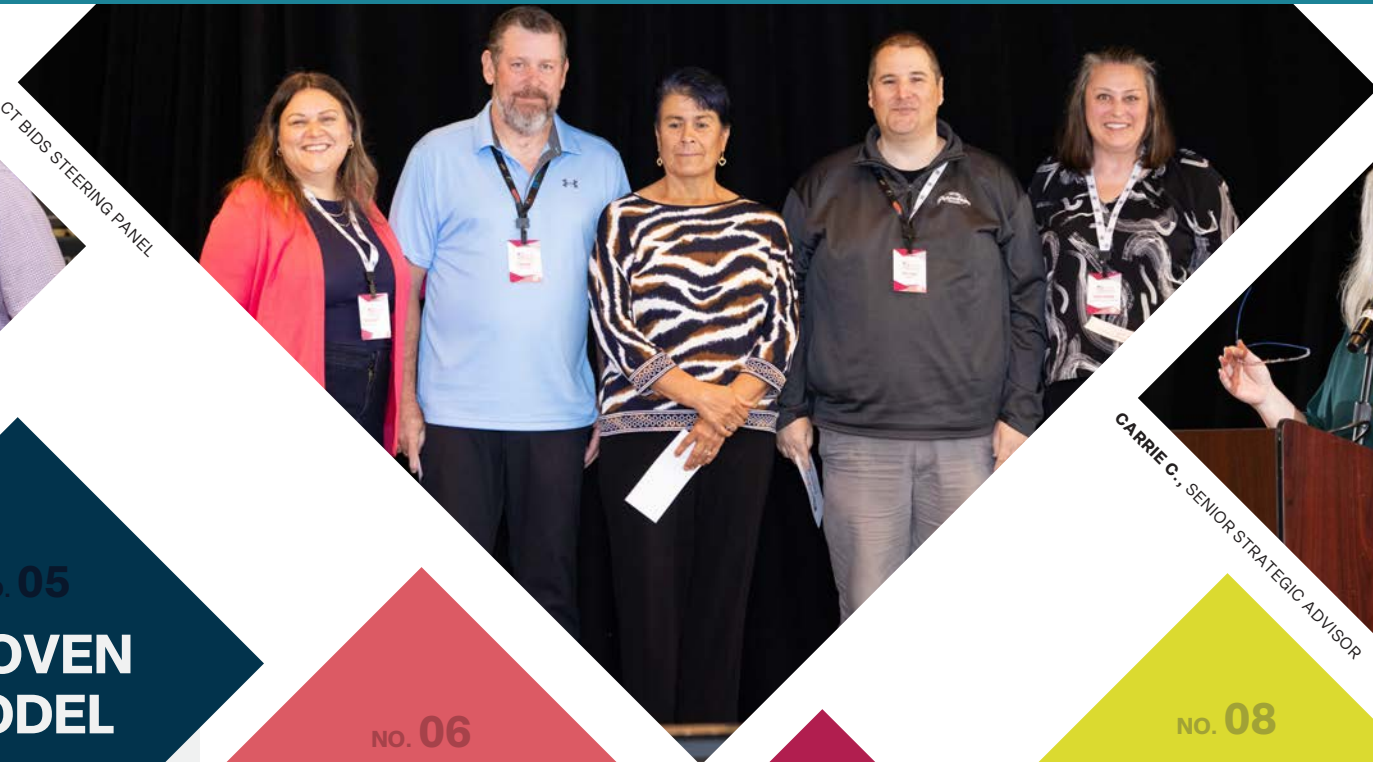
Pieces of Success Together



JIM S., VP OF FRANCHISE DEVELOPMENT



CARING TRANSITIONS OWNERS



CT BIDS STEERING PANEL



CARRIE C., SENIOR STRATEGIC ADVISOR

NO. 01

TREMENDOUS NEED

- 1 in 5 People Will Be Over 65 by 2030
- There Are 300K Items in the Average American Home
- 1 in 10 Americans Rent Off-Site Storage
- 48% of Americans Report That They Don't Have Enough Time in Their Lives
- Takes the Average Family 9 Months to Transition a Loved One and Sell the Home

NO. 02

REFERRAL BASED MARKETING

- Industry Referrals
 - Real Estate Agents
 - Senior Community Managers
 - Attorneys
- Our Services Help Solve Their Problems
- Can Recommend Us to Their Clients
- Build a Partnership With Likeminded Industries

NO. 03

PROPRIETARY SOFTWARE

- Digital Estimator App
 - Downloaded to Tablet
 - Price Each Room With Ease
 - Factors in Labor, Materials and Profit on Each Proposal
- FranConnect
 - Contact Management
 - Internal Brand Hub
 - Online Training Courses
 - Accounting
- CTBIDS Auction Platform

NO. 04

TEAM STRUCTURE

- Building Your team
 - Retirees
 - College Students
 - Seasonal Workers
 - People who want to make a difference in their community
- Structure Matters
 - Project Management & Delegation
 - Make Sure Every Job Is Done to Your Standards
- CEO Level
- Your Goals Depend on the Size of Your Team
- Marketing Manager
- Hiring Manager

NO. 05

PROVEN MODEL

- Downsizing & Estate Sales
- Largest & Most Trusted Solution to Senior Relocation
- Franchising Since 2006
- 280+ Territories Across the U.S.A.
- Thousands of Seniors Helped
- CTBIDS.com Online Auction Site

NO. 06

OPERATIONS TEAM

- Marketing Professionals
- On-Boarding Coaches
- Business Coaches
- Site Visits
- Guided Journey
- Weekly Calls
- Support Entire Length of Agreement

NO. 07

JUMPSTART & TRAINING

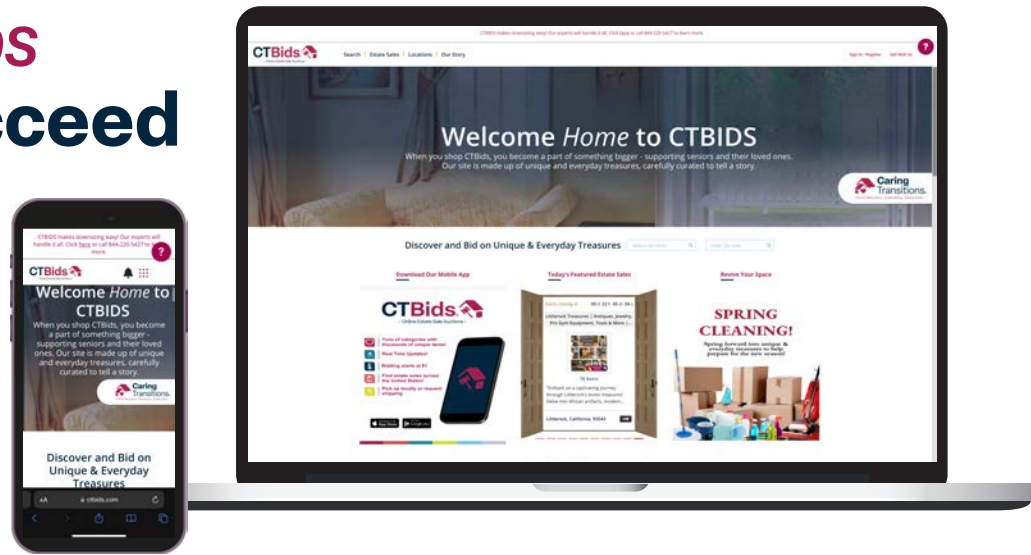
- Pre-Training From 1st Deposit
- On-Boarding Training
- Guided Checklist to Follow
- Certified Senior Relocation Specialist Training
- In-Person Training Workshop at Home Office
- On site training with a current franchise owner

NO. 08

PROTECTED TERRITORY

- Exclusive and Protected Territory
- Population of 175- 200k People
- Key Demographics Used to Target the Market

technology
that helps
You Succeed



Our state-of-the-art technology and exclusive tools can help you build a thriving business. Additional profits will come from sharing a percentage of gross revenue from estate sales, online auctions and household liquidation.

Our industry-leading, proprietary software gives you the ability to upload photos of auction items on location, saving you valuable time and money!

CTBIDS.COM

Maximize your profits by holding both on-site estate sales AND online auctions open to thousands of buyers on CTBIDS.com. You'll have exclusive access to sell items on CTBIDS, which has millions of visitors and is growing every day. Our platform generates millions in online auction sales each year!

CT ACCELERATOR

Let this exciting tool do the hard work for you! Our proprietary estimating tool helps you grow your business faster by estimating the time needed to complete a project while maintaining healthy profit margins. Plus, it's a cloud- based program, so you can use it on-site to complete estimates in real-time to quickly close more deals.

FRANCONNECT

This extensive Customer Relationship Management (CRM) system is built to help you with scheduling, billing, email campaigns and analytics. Plus, it hosts an asset library and helps you keep track of all your contacts!

“Our CTBids business continues to reach new heights every month. When you shop on CTBids, you can search by room or item, and it has really lined up with what customers want for their online experience.

CTBids.com continues to evolve and grow in order to give our customers a bidding experience like no other.”

*- Ray Fabik,
Caring Transitions President*



Embracing Memories and Clutter

We understand the emotional attachment people have to their belongings. That is why we created the online marketplace CTBids.com, where clients can sell their precious belongings to offset the cost of their transition. The empathetic approach helps the clients declutter and rightsize their homes with ease without feeling overwhelmed by their possessions. The ultimate goal is to create a stress-free as possible experience that honors the clients’ past while empowering them to embrace their future.

CTBids is Not Just an Auction Site.

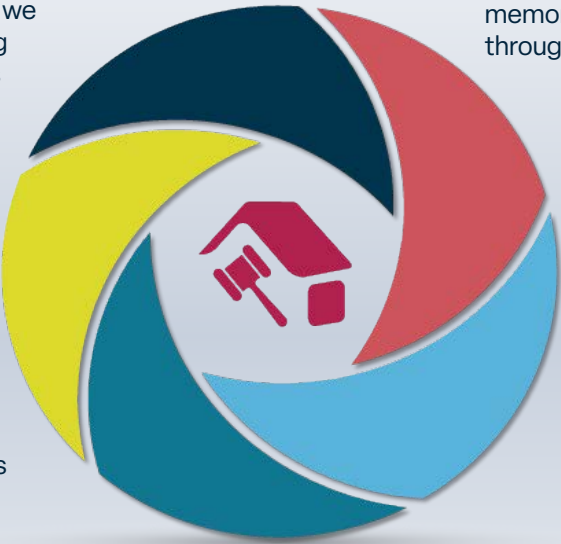
It is a gateway to a new generation of customers for Caring Transitions. We are not just buying and selling items; we are cherishing memories, connecting generations, and supporting families through challenging transitions.

CTBids is a Symbol of Connection, Support, and Trust.

It’s about honoring the past, celebrating the present, and preparing for the future. CTBids is creating a community that values memories, treasures, and clutter. CTBids is the bridge that brings together the past and the future, ensuring that the legacy endures for generations to come.

In the world of CTBids, treasures and clutter take on new meaning.

In the pursuit of treasures amidst life’s clutter, CTBids provides a unique opportunity to preserve stories, memories, and legacies passed down through generations.



When buyers bid on items, they’re not just buying stuff.

They’re supporting families in times of need. They’re becoming part of a community that cares about preserving memories and helping others.

The buying process builds trust and a strong bond with these buyers.

So, when their own loved ones require Caring Transitions services, they know we are here to provide the same level of care and support they’ve come to trust.

Liquidation Leader

At Caring Transitions, the CTBids initiative is fueled by a deep passion for innovation and a commitment to delivering exceptional services to the clients. We are dedicated to creating a dynamic online platform that revolutionizes the estate sales experience, making it convenient, accessible, and exciting for everyone involved.

The relentless effort to be the liquidation leader is how we further the Caring Transitions’ Mission to be the most trusted provider of caring, compassionate and stress-free relocation, downsizing, and liquidation services to aging clients and their loved ones.

The way we do this with the utmost care and expertise is how we embody Caring Transitions’ core values and stand out in the liquidation industry.

The unwavering passion for creating an exceptional auction experience drives us to continuously enhance the platform, ensuring that every client finds joy, value, and a sense of discovery in every interaction. Through CTBids, we are committed to providing the clients with a seamless and enjoyable experience that exceeds their expectations and further sets us apart from the competition.





ongoing coaching & support

Guide Your Success

From day one as a Caring Transitions franchisee, you will receive guidance every step of the way. Our training & support is top-notch and prepares you to run a successful business.

You won't waste time trying to figure out the intricacies of operating a new business. We take the complexity out of every aspect and help you in the critical areas, like staffing and getting customers.

The proven model we give you is based on over 18 years of franchising experience. We make it our number one priority to provide the training and support necessary to ensure your future success.

ONBOARDING

Our onboarding team will prepare you prior to your hands-on training at the Corporate Office. We will assist and mentor you as you organize and develop your business plan and operational setup.

ONGOING SUPPORT

Even after your business is up and running, you'll have our never-ending support! Your Franchise Business Coach will be there for you, helping you develop as an owner, answering your questions, working through your issues, helping you evaluate new opportunities and sharing best practices from across the system.

CERTIFICATION & TRAINING

Each Caring Transitions owner earns the Certified Relocation Transition Specialist (CRTS) designation, the most rigorous industry credentials awarded in the fields of senior relocation and moving management.



A package of services designed to be the complete solution for transitioning seniors.

Senior Relocation & Move Management

For seniors who are relocating locally or nationally, we offer personalized support for a stress-free as possible transition. From planning and packing to setting up their new space, we ensure a welcoming home from day one.



Declutter & Organize

Simplifying lives for seniors aging in place involves decluttering the space. Acknowledging the sentimental attachment to their belongings, we guide families through the process, creating a clutter-free home with cherished items front and center.



Downsize

When it is time to downsize and sort possessions into "keep" and "give away" piles, we have a tried-and-true strategy that makes this emotional process quick and painless for seniors and their families.



Packing

Trust us to expertly organize and pack your belongings with care and purpose. We treat your valuables as if they were our own, ensuring delicate handling and logical grouping for effortless unpacking.



Liquidation Services

When downsizing or liquidating an estate, our unique approach guarantees seniors a return on their valuables through traditional sales or CTBids.com, providing peace of mind as their cherished possessions find new homes.



Online Auctions

CTBids.com, our online auction platform, broadens our reach to a wider audience, listing and shipping items worldwide, offering a more extensive market than traditional local estate sales.



Traditional Estate Sales

We organize and price estate sales to maximize returns for seniors, ensuring a smooth transition with compassion during challenging times.



Home Cleanout

Families have enough to deal with whether it is relocation, downsizing or the loss of a loved one. We take charge of liquidating assets and preparing the home for sale, offering care and compassion.



Resettling

Creating a new home is more than unpacking—it's about thoughtfully crafting a familiar environment, setting up the home down to the smallest detail so it feels as if you have lived there all along.



Space Planning

Beyond optimizing living spaces, our space planning services ensure clients feel at home in every square foot. We go the extra mile, crafting functional layouts that evoke the comfort and familiarity of home.



Estate Inventory

In times of loss, we offer peace of mind by creating a comprehensive estate inventory, meticulously cataloging possessions and supporting families as they grieve.



Charity Estate Auctions

Our charity estate auctions allow clients to give back to their community when downsizing or liquidating. We ensure items are donated to charity, and proceeds can be directed to the charity of their choice.



We Provide World-Class Marketing, Brand Awareness and Lead Generation



With Caring Transitions you will have access to:

- Referral Marketing with Real Estate Agents, Senior Community Managers and Attorneys
- National Advertising
- Public Relations
- Social Media Management
- Local Leads Program & Enhanced SEO
- Digital Advertising
- Print Ad Templates
- Vehicle Wrap Program
- Influencer Endorsements
- Blog Writing
- Facebook Auto Post
- Program Newsletter Distribution
- CRM Asset Bank
- National Email Campaigns
- And More!

Plus...

All the resources you need to perform local marketing, using approved branded assets!



As featured on....



Rack Cards



Caring Transitions Magazine



Business Cards



Field Marketing - Door Hangers



Yard Signs



Trade Show Materials



Vehicle Wraps





caring for a cause



Corporate responsibility has grown in importance over the last several years and is an important part of Caring Transitions. Our target audience is choosing to do business with companies that operate ethically and contribute to society in a meaningful way, especially in their own communities. Caring For A Cause is a program designed to support our branding efforts, increase visibility, provide support to communities and non-profit organizations in need, and allow our franchise owners to support causes they are passionate about.



THE MISSION

To be the most trusted and compassionate national provider of relocation, downsizing, and liquidation services to aging clients and their loved ones as they transition through various life stages, providing peace of mind.



THE VISION

Transform the way that seniors and their families transition through life's stages.

the core values



CARING

Respectful,
Compassionate,
Empathetic

Caring is not just a word to us, but a fundamental principle that guides the actions and decisions every day.

We understand the emotional and physical challenges that come with rightsizing or relocating, which is why we are committed to providing personalized and thoughtful solutions that address each client's unique circumstances. We demonstrate genuine concern and empathy for the clients and their loved ones by treating them with respect, kindness, and compassion throughout the entire transition process. We go above and beyond to ensure all their needs are met, and guarantee that they get a caring transition that is as smooth and stress-free as possible.



EXPERT

Efficient,
Innovative,
Resourceful

Being an expert is not just a job requirement – it's an integral part of who we are and what we do.

We are passionate about delivering top-notch and customized service to seniors and their loved ones. We believe that being experts in move management, online auctions and in-person estate sales, and preserving familiarity and memories is the key to achieving that goal. We stay up-to-date with the latest industry trends, technologies, and best practices, so that we can provide the clients with the most efficient and reliable solutions possible. The team consists of specially-trained experts who know exactly how to handle every project with confidence and skill.



ADVOCATE

Honest,
Consistent,
Decisive

We believe that everyone deserves a strong advocate in their corner, and we are proud to be that advocate for the clients every step of the way.

The team works tirelessly to create a supportive environment where the clients feel valued, heard and understood. We are dedicated to understanding each client's unique circumstances and preferences, which allows us to custom tailor solutions that empower them to take control of their transition process. From negotiating with vendors to providing resources and being a compassionate listeners, we are always there to support and advocate for the clients.

next steps

Call your Franchise Director today and find out more about becoming a part of the Caring Transitions franchise family. If we are a good fit for each other, you'll be invited to meet the team in person or virtually.

step 1

GET TO KNOW CARING TRANSITIONS

Your Franchise Director will give you a high-level overview of Caring Transitions products, services & processes.

step 2

COMPLETE CONFIDENTIAL QUESTIONNAIRE

This questionnaire allows us to find out more about you so we can tailor the conversations around what is most important.

step 3

FRANCHISE EDUCATION

We will dive into the details around support, training, territory, services, marketing and structure of your business that enable you to drive revenue and run a profitable business.

step 4

TERRITORY MAPPING

We will design a custom territory around your preferred locations and discuss the demographics of the area.

step 5

FRANCHISE DISCLOSURE DOCUMENT

We will guide you through our legal document and answer your questions around the fine details of the business.

step 6

VALIDATION

Find out what a day in the life looks like from current owners who run their business how you would like to run yours.

step 7

MEET THE TEAM

Meet our corporate team and they will guide you through the support you will receive throughout your business journey.

step 8

YOU ARE AWARDED YOUR FRANCHISE

Congratulations! You are now a Caring Transitions owner and ready to be trained and launch your new business.



frequently asked questions

HOW IS CARING TRANSITIONS DIFFERENT FROM AN ESTATE SALE COMPANY?

First, liquidations are just one part of a wide-range of services you'll provide. Your services include cleaning out everything in the entire home, downsizing and ensuring a Caring Transition takes place when moving a senior to their new home. You will help them decide what to keep, donate, discard, and sell. Also, you will ensure they are unpacked and resettled in their new residence so they can begin "Day 1 living".

CAN I DO THIS WITHOUT PRIOR EXPERIENCE?

Definitely! Many start out with little to no experience. We teach you everything you need to know about growing and operating a successful business. You just need to have the desire to help others, the drive to be successful, and the willingness to follow a proven system. Caring Transitions will provide you with powerful and effective marketing programs, operating systems and ongoing support.

WHAT KIND OF TRAINING CAN I EXPECT?

Caring Transitions offers you complete and comprehensive training. You'll learn all aspects of the business, including:

- An understanding of your target market and how to create a strategic plan for growing your business.
- Proprietary systems and computer software to help organize and facilitate highly profitable estate sales and liquidations.
- Methods to create strategic alliances with referral sources, such as attorneys, bank trustees, real estate professionals, retirement community directors, and others.
- A proven system that includes top-notch marketing and public relations, professionally designed marketing materials, optimized website, proprietary online auction website, accounting systems, operational processes, contracts and time management systems.

WILL I RECEIVE ONGOING SUPPORT FOR MY BUSINESS?

Yes! Besides our comprehensive training program, we offer:

- Continued support from our trained business coaches who will be there for the duration of your ownership.
- A powerful intranet system to connect and collaborate with other owners.
- Never-ending referral incentive campaigns designed to keep the referrals coming in.
- Additional support from a professional business coach through The Growth Coach®, a nationally acclaimed business and sales coaching organization specializing in helping small business owners for the first six months.

My stepfather passed away 10 years ago with Alzheimer's, so we saw firsthand how difficult that can be for the family. With Caring Transitions, we can work with memory care patients and take that pressure off the family.

- Donna, Caring Transitions Owner

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These past years have been so rewarding...There are a lot of seniors downsizing to senior communities or moving out of their space following the COVID-19 pandemic. They had no one to turn to for help, so when realtors heard about us, they started promoting us. Just by establishing our reputation, we have expanded almost triple the original territory we signed on for. Overall, we've been able to help hundreds of people. That is the best part.

- Noel & Rydell, Caring Transitions Owners

“



THE WINNER'S CIRCLE

we reward success!

Here's How to Get Reimbursed for Your Entire Franchise Fee.

Our focus is on attracting quality people to Caring Transitions who we believe will truly excel within our system. People who are committed, driven and serious about growing their business and helping clients.

To attract and reward these high performers, our Co-Founder created an innovative and exclusive program called The Winner's Circle, where you can be reimbursed for your entire franchise fee if you hit pre-established benchmarks.

This makes your franchise totally FREE! No gimmicks. No hidden agendas. It's a win-win program because by investing in you, our success is tied directly to yours.

To be a Winner's Circle candidate, you must complete the application process and have these six distinct qualities:

POSSESS A HIGH LEVEL OF INTEGRITY

HAVE A STRONG WORK ETHIC

FOCUSED

WILLING TO CAPITALIZE ON BEST PRACTICES

BELIEVE IN YOURSELF

KNOW WHAT YOU WANT OUT OF LIFE

Ask your franchise consultant for more information on how you can qualify.



Call Today to Find Out if Your Exclusive Territory is Still Available!



Caring Transitions®

• Senior Relocation • Downsizing • Estate Sales •

877-383-1720

caringtransitionsfranchise.com



To schedule a call
with one of our
Franchise Directors,
scan the QR code now!