



CLARITY, CARE, AND CLIENT ADVOCACY:

A Scalable Model for Client-Centered
Life Management Support

THE SENIOR ADVOCACY GROUP NETWORK

Older and vulnerable adults often face major decisions about health care, housing, finances, and daily needs while support systems fall short. Solo agers can face the same pressures without family nearby, which can leave them exposed to unsafe situations, poor outcomes, or exploitation when crises hit.

Senior Advocacy Group was created to meet this need. You'll step in as a trusted advocate who coordinates care, oversees daily requirements, and supports clear decision making. When permitted, you will serve as a trusted agent under power of attorney and as a legally authorized healthcare surrogate, so clients and families have steady support when uncertainty rises.

Our network allows you to operate from home, limit overhead, and expand as your capabilities grow. You deliver a wide range of critical advocacy services, supported by established credibility, and you gain a framework that helps you build lasting value in your market while you deliver essential LifeCare support to people who need an experienced advocate

TABLE OF CONTENTS

2	The Senior Advocacy Group Network	6	What Does It Take to Be Part of Senior Advocacy Group?
3	What Sets Senior Advocacy Group Apart	7	Steps to Becoming a Senior Advocacy Group Network Member
4	Industry Insights: The Need for Advocacy	8	Join Senior Advocacy Group
5	The Growth Potential of a Senior Advocacy Group Network Member		





WHAT SETS SENIOR ADVOCACY GROUP APART

We built the Senior Advocacy Group network to deliver clear, legally grounded advocacy while giving you a structure that supports long-term owner development. You leverage a model designed to meet urgent client needs while giving you room to expand your role and impact over time.

Our innovative approach shapes how you build, operate, and grow your Senior Advocacy Group business.

Home-Based Business Model

Expand your offerings over time, with the option to pursue premium roles, including fiduciary services, based on your qualifications and local regulations.

Comprehensive Client Base

Support older and vulnerable adults, plus adults of all ages who need experienced guidance through complex life transitions.

Wide Range Of Critical Advocacy Services

Deliver LifeCare Management and Trusted Agent services, including acting as a trusted agent under power of attorney and as a legally authorized healthcare surrogate where permitted.

Established Reputation And Credibility

Align with a brand built on integrity and professionalism, using clear standards that help you earn trust with families and professional partners.

INDUSTRY INSIGHTS: THE NEED FOR TRUSTED ADVOCACY

Aging in Place: 23% of the Population

- Most older adults report **wanting to age in place** in their homes.
- The 65+ population is projected to **grow to 23% of the total population** over the next 25 years.
- Family caregivers are called upon to manage **increasingly complex tasks** to support this expanding population group.

Financial Loss & Abuse: \$28.3 billion

- Older adults **lose an estimated \$28.3 billion** annually due to exploitation and abuse.
- Federal fraud data shows **persistently high reported losses** among older adults from scams and deception.
- Elder abuse is widely understood to be underreported

Solo Agers & Support Gaps

- About **one-third of adults age 50+** report having no one to rely on when problems arise.
- Nearly **half of solo agers** report worry about facing a lack of support during major life changes.
- Living alone is **increasingly common among older adults.**



THE GROWTH POTENTIAL OF A SENIOR ADVOCACY GROUP NETWORK MEMBER

Senior Advocacy Group equips you with practical guidance, vetted tools, and real-world support designed to position you for confident client service.

Onboarding & Business Setup

Launch your business with a structured plan that clarifies priorities, workflows, and early milestones.

- Follow a startup roadmap that clarifies your service scope, workflows, and launch priorities.
- Use templates and checklists that help you prepare outreach, intake, and client documentation.
- Receive direct guidance that helps you establish sound habits before your first client engagement.

Operational & Technology Tools

Operate with an approved suite of platforms for case notes, task tracking, scheduling, secure communication, and documentation. Set up pre-built CRM and file storage structures with guidance that helps you maintain consistency, organization, and responsible recordkeeping.

Cost-Effective Collaboration

Build momentum with a network community that supports shared learning, referrals, and practical problem-solving. Tap leadership insight and peer discussion to strengthen decision-making, expand your perspective, and avoid operating in isolation as your client load grows.



Legal & Regulatory Guidance

Serve your clients with role clarity and boundary-focused instruction so you act responsibly within legal and ethical limits.

- Apply guidance that defines your scope, documentation standards, and escalation steps for sensitive cases.
- Step into trusted agent and legally authorized healthcare surrogate roles where permitted, with training on best practices.
- Use protocols designed to support ethical choices and consistent client-facing processes.



WHAT DOES IT TAKE TO BE A SENIOR ADVOCACY GROUP NETWORK MEMBER?

Network Member Background

- Willingness to follow defined ethical boundaries, documentation standards, and operating expectations
- Investment range: **\$69,580 to \$87,600**
- Commitment to hands-on ownership and relationship-building with referral sources in your market
- Flexibility, sound judgment, and comfort handling sensitive situations with professionalism and care



Ideal Candidate Profiles

Single-Unit Community Operator

A hands-on network member focused on day-to-day client advocacy, local relationship-building, and consistent service delivery, with a strong interest in supporting older and vulnerable adults through complex life transitions.

Experienced Small-Business Owner

Brings prior ownership or management experience and values structured systems, clear boundaries, and disciplined follow-through within a network model designed to support reliable LifeCare management and trusted agent services.

Multi-Unit Operator

Experience managing multiple teams or service lines, with the ability to expand responsibly while maintaining documentation standards, service consistency, and leadership across territories as demand and capacity grow.

What We're Looking For

- Service-minded leadership
- Strong attention to detail
- Steady follow-through and discretion
- Commitment to operating within role boundaries

STEPS TO BECOMING A SENIOR ADVOCACY GROUP NETWORK MEMBER



1 Make an Initial Inquiry

Complete the form to get more information on the industry and what sets us apart from other senior services franchise opportunities.

2 Hold an Introduction Call

Initial 5- to 10-minute call to answer questions and establish qualifications.

3 Have an Exploratory Call

A follow-up call of about an hour in length that allows us to learn more about each other and share details on the process.

4 Fill Out the Candidate Profile

A 10-minute profile creation. After completion, we will send you information on our network model and begin the application process.

5 Schedule FDD Review

Speak with our leadership team to get more information on territories, startup costs, etc.

6 Discovery Day

Visit our corporate locations and meet our leadership team.

7 Franchise Agreements

Upon mutual agreement, we will send you your Agreement for review and signature.

8 Get Ready to Launch YOUR Business!

Begin training and preparing to launch your Senior Advocacy Group franchise!

JOIN SENIOR ADVOCACY GROUP

Build a Business Centered on Trusted, Professional Guidance

Senior Advocacy Group offers a business opportunity for professionals who want to deliver LifeCare Management and trusted agent support during life's most complex moments. Our network prepares you to serve in critical capacities, including as a legally authorized healthcare surrogate and an agent under a power of attorney, where permitted, supported by training, tools, and clear operating standards.

Ready to Learn More?

Request more information to explore Senior Advocacy Group network membership, review available markets, and learn how our client-focused approach can translate into a scalable business designed for long-term growth.

**Deliver Clarity, Care, and
Client Advocacy with Confidence
and Compassion**





CONTACT US TODAY

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Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward franchise ownership with Senior Advocacy Group.

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