


## FRANCHISE DISCLOSURE DOCUMENT

	DHH Group, Inc. A New York Corporation 10 Bond Street, #446 Great Neck, New York 11021-2409 Phone: 877-299-7502 / Fax: 212-202-4825 Franchise@MyElderAdvocate.com www.MyElderAdvocate.com
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As a franchisee, you operate a My Elder Advocate® consulting firm that offers elder care comprehensive advisory services to the elderly and their families that include, but are not limited to, elder advocacy using the needs assessment as a tool to support preventing elder housing evictions, elder placement services, elder care crisis management, elder care home care planning, elder care long term care planning, elder care monitoring, preventing elder abuse and neglect, and long distance caregiving. Franchisees are paid by the clients and therefore are not responsible for communication with insurance companies for remuneration.

The total investment necessary to begin operation of a My Elder Advocate® franchised business is from \$85,150 - \$123,200. This includes \$42,000 that must be paid to the Franchisor or its affiliate(s). The first five (5) franchisees will receive a five percent (5%) discount on the Initial Franchise Fee of \$39,500 first Franchised Consulting Firm purchased and pay \$37,525 to the Franchisor or its affiliate(s).

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, 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 the Franchise Administration Department of DHH Group, Inc., 10 Bond Street, #446, Great Neck, New York 11021-2409, 877-299-7502 or [chalpern@MyElderAdvocate.com](mailto:chalpern@MyElderAdvocate.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 on franchising. 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: January 24, 2017.

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit "A" for information about Franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION AND LITIGATION ONLY IN NEW YORK. OUT-OF-STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN NEW YORK THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT PROVIDES THAT NEW YORK LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISOR IS AT AN EARLY STAGE OF DEVELOPMENT AND LIMITED DEVELOPMENT HISTORY. THIS FRANCHISE IS LIKELY TO BE A RISKIER INVESTMENT THAN A FRANCHISE IN A SYSTEM WITH A LONGER OPERATING HISTORY. THE FRANCHISOR'S FINANCIAL CONDITION, AS REFLECTED IN ITS MOST RECENT FINANCIAL STATEMENTS (SEE ITEM 21, EXHIBIT C), CALLS INTO QUESTION THE FRANCHISOR'S FINANCIAL ABILITY TO PROVIDE SERVICES AND SUPPORT TO YOU.
4. A FRANCHISEE'S INITIAL INVESTMENT OF FROM \$85, 150 TO \$123, 200 EXCEEDS THE FRANCHISOR'S SHAREHOLDERS' DEFICIT OF \$(56,170) AS OF DECEMBER 31, 2016. A PROSPECTIVE FRANCHISEE SHOULD TAKE THIS FACTOR INTO CONSIDERATION WHEN DECIDING WHETHER TO PURCHASE A FRANCHISE.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

**We may use the services of one or more Franchise Brokers or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.**

Effective Date: See the next page for state effective dates

## STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

State	Effective Date
California	03-24-2017
Connecticut	
Florida	
Hawaii	
Illinois	
Indiana	
Kentucky	
Maine	
Maryland	06/14/2016
Michigan	07/12/2016
Minnesota	
Nebraska	
New York	05/26/2016
North Carolina	
North Dakota	
Rhode Island	03/20/2017
South Carolina	
South Dakota	
Texas	03/05/2015
Utah	
Virginia	06/07/2016
Washington	06/27/2016
Wisconsin	06/27/2016

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