

## FRANCHISE DISCLOSURE DOCUMENT

**WISDOM BUSINESS OWNERS LLC**  
A North Carolina Limited Liability Company  
3622 Shannon Road, Suite 103, Durham, NC 27707  
(800) 280-3758  
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Wisdom Business Owners LLC sells franchises in which the franchisee will operate, under the name and mark “Wisdom Senior Care,” a business offering 24-hour, senior in-home care and support services, including companionship, personal care needs, dementia/Alzheimer’s care, geriatric care, home management and transportation.

The estimated total investment necessary to begin operation of a Wisdom Senior Care franchise ranges from \$67,680 to \$84,900. This includes a non-refundable, initial fee of \$45,000 that must be paid to the franchisor.

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 governmental agency has verified the information contained in this document.** You may wish to receive your disclosure document in another format that is more convenient to you. To discuss the availability of disclosures in different formats, contact Charles Thurston at [charles@wisdomseniorcare.com](mailto:charles@wisdomseniorcare.com) or (800) 280-3758.

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, D.C. 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.

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## ITEM 1

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

The Franchisor is Wisdom Business Owners LLC. To simplify the language in this disclosure document, we refer to Wisdom Business Owners LLC as "we" or "us." We refer to the individual or business entity buying the franchise as "you" or "your", and if such person is a partnership, corporation, limited liability company or other entity, it includes both the entity and the entity's owners.

Wisdom Business Owners LLC was formed in North Carolina on November 30, 2016. We maintain our principal place of business at 3622 Shannon Road, Suite 103, Durham, NC 27707. We have offered franchises for Wisdom Senior Care since December 13, 2016. We have not offered franchises in any other line of business.

We have several corporate affiliates that share common ownership with Wisdom Business Owners LLC. Our affiliate, Wisdom Senior Care, Inc. operates the original Wisdom Senior Care in Durham, NC. We license from Wisdom Senior Care, Inc. the "Wisdom Senior Care" and "Keeping Wisdom at Home" trademarks and other intellectual property related to our franchise system. Wisdom Senior Care, Inc. changed its name from Wisdom HealthCare Solutions, Inc. in August of 2016. Our other related affiliate, Wisdom Business Management LLC, provides management services to us and may provide management and administration services regarding the Brand Fund. We have an additional training affiliate, Wisdom Health Academy LLC, which is state-licensed to instruct on how to start an in-home care agency and how to remain in compliance once licensed. Wisdom Health Academy also trains people to become Certified Nursing Assistants (CNAs) as well as offering Nurse Aide classes. We have no other predecessors or affiliates.

#### Agent for Service of Process

Our agent for service of process in North Carolina is Carolyn Thurston. Her principal business address is 3622 Shannon Road, Suite 103, Durham, NC 27707.

#### The Franchise Offered

Your franchise will offer in-home care services to seniors, including 24-hour care and support services, companionship, personal care needs, dementia/Alzheimer's care, geriatric care, home management and transportation, and may offer related non-medical and medical (skilled) care and health support services, depending on licensure availability in your state. If licensure is available in your state and you satisfy all requirements, our system allows you to participate in Medicaid reimbursement programs. You will operate your franchise (referred to in this disclosure document as the "Wisdom Franchise") according to the terms of our franchise agreement in the form attached as Exhibit C to this disclosure document ("Franchise Agreement") and according to our standards, as described below. The Wisdom Senior Care system (the "System") is identified by means of certain trade names, service marks, trademarks, trade dress, logos, emblems, and indicia of origin, including the name "Wisdom Senior Care" and the phrase "Keeping Wisdom at Home" (the "Proprietary Marks"). We can add, eliminate, modify or substitute any of the Proprietary Marks at any time, in our sole discretion. Our System includes our methods, techniques, standards, specifications, policies and procedures relating to the operation of Wisdom Franchises as described in our confidential operational manual and other written directives (collectively, the "Manuals").

Some states require additional licensure or training to provide companion care and other services. We will assist you in understanding these requirements to enable you to meet them as efficiently as possible. You

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