

Build a Business That Changes Lives.

A specialized home care franchise built for the families other agencies turn away — autism, intellectual and developmental disabilities, and complex care needs.

\$58K

Franchise
Fee

\$96K–\$158K

Investment Range (Single
Territory)

6%

Ongoing
Royalty

\$53K

Fee for Veterans / Active
Service

A specialty model built for a market that's only growing

Most home care franchises are built around general senior care. Butterfly was purpose-built for a different, largely underserved population: individuals with autism, intellectual and developmental disabilities, and complex behavioral needs. Caregivers complete a certification program designed specifically for these clients, care plans are person-centered and individualized, and the systems behind the business are built around outcomes families can actually feel.

1 in 36

Children in the U.S. now diagnosed with autism — demand for trained, specialized care is outpacing supply

\$142.9B

U.S. home healthcare market size, growing 7.48% annually

70 Million

Americans will be 65+ by 2030, driving sustained long-term demand

Why franchise owners choose Butterfly

High-Demand Market Segments

Capitalize on booming demand for senior care, disability care, and particularly autism care — a niche experiencing rapid growth with limited qualified competition.

Proven Expertise and Reputation

Join a brand with an established reputation and a track record of delivering personalized care that families trust — recognized by Franchise Journal as a Top Brand in 2024.

Comprehensive Support System

Extensive training, ongoing operational support, and marketing infrastructure designed to help you succeed from day one — and stay with you as you grow.

A complete system, not just a license

Butterfly Certified Caregiver Training

A proprietary, twelve-module training program built specifically for autism, IDD, and complex care — positive behavior support, non-verbal communication, seizure response, and safe transfers — so every caregiver you hire meets the standard families expect from day one.

Full Operational Support

From hiring frameworks to care coordination systems, Medicaid waiver navigation to marketing infrastructure — every intake form, care plan template, and compliance procedure is documented and ready to use. You don't build your systems in the first 90 days; that work is already done.

Protected Territory

Your market is defined and protected before you sign. Once awarded, no other Butterfly franchise — corporate or franchisee — operates within it. The relationships and reputation you build there are yours alone.

What it costs to get started

Franchise Fee	\$58,000 (\$53,000 for veterans / active service members)
Total Estimated Investment	\$96,000 – \$158,000, single territory (includes franchise fee, office setup, initial staffing, insurance, working capital, pre-launch marketing)
Ongoing Royalty	6% of gross revenue — funds continued corporate support, system development, and marketing infrastructure

- **Home-based or small office** — no brick-and-mortar or facility financing required
- **No equipment or inventory** — investment goes into building the business, not physical infrastructure
- **Non-seasonal, recession-resilient demand** — driven by demographics and diagnosis rates, not the economy
- **Recurring revenue** — client relationships that run for years, sometimes decades

Multiple revenue streams, more stable growth

A franchise that accepts only private pay depends entirely on household income. Butterfly franchisees draw from four funding sources — each connecting to a different referral network, which means more doors and a faster ramp.

- Private Pay
- Medicaid Waiver Programs
- Long-Term Care Insurance
- Veterans Benefits

Medicaid waiver programs by state

State	Programs
Virginia	CCC+ Waiver, DD Waiver
Georgia	EDWP, ICWP, NOW, COMP, SOURCE, CCSP
New Jersey	CCPED, Supports Program Waiver, ABI Waiver, PCA Waiver, HCBS Waiver, MLTSS Program
Maryland	Community Options Waiver, Medical Day Care Services Waiver, Community Pathways Waiver, Autism Waiver
Texas	CLASS Waiver, HCS Waiver, DBMD Waiver, STAR+PLUS HCBS Waiver

You don't have to fund it alone

- **ROBS (Rollover for Business Startups)** — use retirement savings without early withdrawal penalties
- **SBA Loans** — programs structured specifically for franchise businesses
- **Third-party franchise financing** — lenders familiar with recurring-revenue home care models
- **Personal capital or partnership structures** — evaluated case by case during discovery

The franchise journey

A step-by-step process from first conversation to grand opening — designed to make sure you're prepared to open a successful agency, and Butterfly is awarding the right territory to the right person.

1

Discovery & First Conversation

An initial call to walk through the Butterfly model, answer your questions, and learn about your background and target market. Typically within 2–3 business days of inquiry.

2

FDD Review

Review the Franchise Disclosure Document — fees, financial performance data, and the franchise agreement. We recommend reviewing it with a franchise attorney.

3

Application & Qualification

A formal application covering financial qualification, background, leadership capacity, and values alignment. Typically reviewed within 1–2 weeks.

4

Discovery Day

Meet the leadership team at Butterfly headquarters in Sterling, VA, and see the operational systems firsthand.

5

Franchise Agreement & Territory Award

Sign the agreement and your exclusive territory is officially awarded — typically within 1–2 weeks of Discovery Day.

6

Comprehensive Training

2–4 weeks of hands-on training at headquarters covering care operations, the Certified Caregiver program, Medicaid billing, referral development, and financial management.

7

Territory Setup & Pre-Launch

Office setup, licensing, and initial caregiver hiring — plus referral outreach that builds your pipeline before opening day (4–8 weeks).

8

Grand Opening

Typically week 21–24 from initial inquiry — you open with momentum, not a cold start.

9

Ongoing Operations & Growth

Continued corporate support that shifts to match your growth curve — census growth, retention, and eventually expansion planning.

Where Butterfly is growing

Territory availability is confirmed during the discovery process. Reach out if your state isn't listed below — new markets are evaluated regularly.

Virginia

An established Butterfly market with proven regional demand and active brand presence across Northern Virginia.

Georgia

A rapidly growing state with rising demand for autism and disability support across the Atlanta metro and beyond.

Texas

One of the fastest-growing states in the country, with expanding autism and senior care needs across major metros.

New Jersey

A densely populated state with 16% of residents already 65+, and a culture of staying close to home.

Maryland

Strong waiver funding, dense communities, and a growing population of families seeking specialized in-home care.

More States Coming Soon

We're evaluating new markets regularly — reach out if your state isn't listed here.

“

You may be in business for yourself, but you are not doing it by yourself.

— Natalie & Sam Smith, Butterfly Home Care of Manassas

“

I started Butterfly because I couldn't find the kind of care I knew families needed. Every franchise we award is an extension of that original commitment.

— Becky, Founder, Butterfly Home Care

READY WHEN YOU ARE

Let's talk about bringing Butterfly to your community.

Franchise territories are limited. If you're serious about building a purpose-driven home care agency with full support behind you, the next step is a simple conversation — no pressure, no commitment.

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