



FOR IMMEDIATE RELEASE:

New GreenLight Mobility Franchise Provides Solutions for Home Safety and Accessibility

As an aging population chooses to stay home, GreenLight Mobility offers a prime investment and ownership opportunity for the right entrepreneurs

RANDOLPH, N.J. — May 28, 2019 — By the year 2050, 20 percent of the U.S. population — nearly 90 million people — will be 65 and older. Baby Boomers have ushered in a spike in the senior population that will continue into Generation X. And most Americans in their retired years would prefer to stay at home. Nearly 80 percent would “really like to remain in my community for as long as possible,” according to [a recent AARP survey](#).

But, there’s one significant challenge the growing aging population faces: Sixteen million U.S. seniors have at least one disability threatening their hopes of remaining in a home they love.

Enter [GreenLight Mobility](#), a new franchise model founded by a physical and occupational therapist couple and a seasoned franchise executive that makes homes safe and accessible for seniors and people with disabilities.

“This market is rapidly expanding both because of an aging population that desires the freedom of staying at home and an evolving healthcare system that aims to get people out of rehab centers and back home,” said Karen Frank, CEO and co-founder of GreenLight Mobility. “After growing our business across New Jersey, we want to provide others with the same opportunity that has helped us serve a population in need and build our own business.”

Karen Frank is a licensed physical therapist who worked as an inpatient, home care and outpatient physical therapist in New Jersey. Her husband, Gregg Frank, is a licensed occupational therapist.

Through their lines of work, they saw a need for home modifications for patients. So, they launched Back Home Safely in 2007, a home modification company with a mission of creating safe and accessible environments for individuals with physical challenges. That successful business led to their full-service home modification franchise GreenLight Mobility.

“We were frustrated because we couldn’t find companies who could meet the needs of our customers — they were marketing or selling products, not solutions,” Frank said. “We’re different. We provide a holistic solution based on the specific needs of each and every customer we serve. We have skilled carpenters on staff that custom-build solutions — our No. 1 goal is to match the customer with the ideal modification.”





GreenLight Mobility Franchise Co-Founder Kathleen Kuhn, who first met the Franks when she was researching options to modify her parents' Florida home, has helped build the franchise model into a ready-to-expand business. Kuhn brings over 30 years of franchise leadership and know-how in creating successful business owners. She's helped more than 500 business owners achieve financial independence through franchise ownership.



Because of their flexible model and experience, GreenLight Mobility offers customers everything from modular ramp systems, grab bars, door-widening, stair lifts, walk-in showers, ceiling lift systems and more. The GreenLight Mobility corporate team has expertise in physical and occupational therapy as well as construction and choosing mobility solutions for every type of need, which will prove valuable for franchise owners.

GreenLight Mobility's affiliate business in New Jersey has witnessed a more than 25 percent increase in revenue over the past two years and consistent year-over-year growth since launching in 2007. With low overhead — no need for expensive retail leases — franchise owners can run a home modification business from home with just a small warehouse for products. Initial franchise fees are \$43,500, but GreenLight Mobility is offering a \$5,000 discount to the first four owner-operators.

The GreenLight Mobility franchise opportunity is ideal for people with management experience in the healthcare industry who want to control their own destiny, or for people who have experience in management or sales who see the demand in this growing industry. Franchises are available immediately in New York, Connecticut, Delaware, Massachusetts and Pennsylvania, with opportunities in other parts of the nation depending on franchise rules in that state.

For more information, visit GreenLightMobility.com or call (973) 946-8330.

About GreenLight Mobility

GreenLight Mobility, based in Randolph, N.J., is a home safety modification company dedicated to creating safe and accessible homes. Founded by physical and occupational therapists and supported by a co-founder who has helped more than 500 franchise business owners achieve financial independence, GreenLight Mobility is in the business of changing lives both for its customers and franchise owners.

In 2019, the company announced plans to expand via franchising, offering a prime opportunity to support the senior care market through home modifications. To learn more about the franchise opportunity and GreenLight Mobility, visit GreenLightMobility.com or call (973) 946-8330.

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