



NORTH ATLANTA FAMILIES · KNOW YOUR OPTIONS

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# Why Local Care Beats a National Franchise.

8 reasons North Atlanta families trust  
**Castleton Home Care**  
over a national franchise agency.

castletonhomecare.com  
**(770) 810-5974**

Serving Alpharetta · Johns Creek · Milton · Roswell · North Metro Atlanta

## When it's your mom, dad, or spouse, you're not just choosing a service — you're choosing who shows up in their home, day after day.

That's where the difference between a local, owner-operated agency and a national franchise really shows. Here are 8 reasons families across North Atlanta trust Castleton Home Care.

### #1 CAREGIVER CONSISTENCY

#### The Same Caregiver — Not a Rotation of Strangers

In many franchise agencies, caregivers come and go. Schedules change, wages are squeezed, and your parent may see a different face every week.

At Castleton Home Care, we prioritize caregiver consistency:

- The same caregiver shows up reliably, visit after visit
- They learn your loved one's routine, preferences, and personality
- Your parent builds trust and comfort with someone who knows them by name

*When your parent lives with memory issues, anxiety, or mobility challenges, consistency isn't a luxury — it's safety.*



### #2 DIRECT OWNER ACCESS

#### You Talk to the Owners — Not a Call Center

With a national franchise, your call often goes to a 1-800 number, a corporate call center, or a regional manager you've never met. You explain your story. Then explain it again. And again.

At Castleton, you have a direct line to the owners — the same people who built this agency from the ground up in Alpharetta:

- Call and speak to someone who remembers your family
- Get real answers, not scripted responses
- Know exactly who is responsible for your loved one's care

*"You're never just 'a client in the system.' You're a family we know by name."*

### #3 PERSONALIZED CARE PLANS

## Care Built Around Your Family — Not Corporate Policy

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Franchises are built to operate in hundreds of locations. To make that work, they rely on standardized policies and playbooks — written for a system, not for your mom in Johns Creek or your dad in Milton.

- We design every care plan from scratch
- We adapt to your family's schedule, personality, and priorities
- We change quickly when needs change — no corporate approval needed

*Your care plan is written for one family: yours.*



### #4 LOCAL INVESTMENT

## Your Money Goes to Care — Not Corporate Royalties

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Most home care franchise locations send 4–7% or more of revenue back to corporate headquarters in another state. That money doesn't go to caregiver wages, training, or better support. It goes to royalties and corporate overhead.

- Every dollar stays here in North Metro Atlanta
- We invest in caregivers and client care, not franchise fees
- Your money supports the people actually in the home

*You're not funding a logo; you're funding better care.*

### #5 COMMUNITY ROOTS

## Rooted in Alpharetta — Here for the Long Run

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Many large or private-equity-backed home care brands are built to grow fast and change ownership every few years. When ownership flips, leadership, priorities, and culture change with it.

- We were founded here in the North Atlanta area
- We live here, work here, and raise our families here
- We're building something we plan to own and operate for the long term

*When you choose Castleton, you're choosing an agency deeply invested in this community — not a distant investment portfolio.*

## #6 FLEXIBLE TERMS

### No Long-Term Contracts. No Pressure.

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Some agencies lean on long-term contracts that are hard to leave — even if the caregiver isn't a good fit, the schedule isn't working, or your parent's needs change. That can leave families feeling stuck.

- No long-term contracts
- No penalties for adjusting or stopping services
- You stay because the care is working, not because the paperwork says so

*We earn trust week by week, not with fine print.*



## #7 CAREGIVER INVESTMENT

### Cost-Cutting vs. Caregiver Investment

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In large franchise and investment-backed systems, constant pressure to protect margins shows up as lower caregiver pay, rushed visits, and less time for training and supervision. When caregivers are stretched thin, families feel it.

- We focus on supporting and retaining great caregivers
- We invest in training, communication, and oversight
- We'd rather do it right than 'barely good enough'

*Because when caregivers are cared for, they care better for your loved one.*

## #8 LOCAL JUDGMENT

### Standard Playbook vs. Local Judgment

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Franchises run on systems and scripts that need to work across many markets — making it harder to respond to the unique realities of North Atlanta families.

- We can tweak tasks and schedules when life happens
- We pilot solutions that are right for your family
- We listen, think, and act — not just read from a script

*You're not hiring a system. You're hiring people.*

## Franchise vs. Castleton Home Care

Here's how we stack up across the factors that matter most to North Atlanta families.

What Matters Most	Typical National Franchise	Castleton Home Care
<b>Caregiver Consistency</b>	Higher turnover, rotating caregivers	Same caregiver as often as possible – relationship-based care
<b>Who You Talk To</b>	Call centers, 1-800 numbers, regional managers	Direct access to local owners in Alpharetta
<b>Care Plans</b>	Standardized playbooks and corporate policies	Fully customized, built around your family's real life
<b>Where Your Money Goes</b>	Royalties & fees sent to corporate HQ	100% stays local – invested in caregivers and client care
<b>Ownership &amp; Commitment</b>	Often built to grow and sell within a few years	Built here for the long term, rooted in North Atlanta
<b>Contracts</b>	May require long-term agreements that are hard to exit	No long-term contracts. No pressure.
<b>Decision Making</b>	Must follow national system rules	Flexible, fast decisions made locally
<b>Community Connection</b>	Brand presence, decisions made elsewhere	Owners live, work, and raise families here

Ready to talk? Call us at (770) 810-5974 or visit [castletonhomecare.com](https://castletonhomecare.com) to schedule a no-pressure conversation.



# If You're Comparing Options, Let's Talk.

You don't have to make this decision alone. We're happy to:

- Walk through your mom or dad's situation
- Help you understand what level of care is appropriate
- Share exactly how we'd staff and support your family

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**No-pressure conversation. We're here to help.**

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*We'll treat your family the way we'd want someone to treat ours.*