

CASE STUDY

BrightStar Care

Scaling a National Home Care Franchise with AI-Powered Operations



420+

Locations Nationwide

15,000+

Caregivers Employed

5,700+

Registered Nurses

2002

Year Founded

THE CHALLENGE

BrightStar Care needed a franchise management platform to support premium growth at scale. The corporate team required unified tools to:

- Attract and convert high-quality franchise candidates
- Monitor consumer reputation across all locations centrally
- Maintain brand consistency expanding into new markets
- Equip franchisees with marketing tools without adding burden

THE SOLUTION

BrightStar Care deployed FranConnect's integrated platform across its network, leveraging:

- Lead Heat Index scoring to prioritize the most engaged candidates
- Centralized reputation dashboard for real-time review monitoring
- Directory management ensuring consistent NAP data across listings
- Franchisee Hub with on-demand SOPs, checklists, and training

"The lead nurturing and reputation management capabilities make a big difference. FranConnect gives our franchisees the visibility into what consumers are saying about their business in one place. They are getting great customer feedback very efficiently."

— Matt Quandt, Sr. Director of Marketing, BrightStar Care

THE RESULTS

45%

Increase in online reviews network-wide

27%

Improvement in average consumer rating score

420+

Locations — up from 250+ at implementation

30+

New locations opened in 2025 alone

#110

2024 Franchise Times Top 400 (up 7 spots YoY)

13x

Joint Commission Enterprise Champion for Quality

GROWTH SINCE IMPLEMENTATION

Since deploying FranConnect, BrightStar Care has scaled from 250+ to 420+ locations — joining the elite 5% of franchise brands to surpass 400 units:

- 26 new franchisees and 46 agreements signed in 2024
- Expanded into Nebraska and New Mexico — first-time markets
- 8 existing franchisee expansions into new territories
- Franchise 500 recognition for the 14th consecutive year
- New PE partnership fuels technology and clinical investment

LOOKING AHEAD: AI-POWERED OPERATIONS

FranConnect's expanding AI suite keeps BrightStar Care ahead of the curve:

- Frannie AI — Automates data collection and surfaces underperforming locations
- Operations 2.0 — Redesigned field module with visit workflows and self-assessments
- Franchise Support Agent — Instant AI answers from SOPs and training docs
- Predictive Forecasting — 3-month lead and sales trend projections

"Demand for home-based care continues to grow, and BrightStar Care is well-positioned to support franchise expansion. Our nurse-led model, diverse revenue streams, and ongoing investments in technology give entrepreneurs a strong foundation."

— Pete First, Chief Development Officer, BrightStar Care

For over 25 years, FranConnect has been the franchise industry's most trusted management platform — powering sales, operations, and marketing for **1,500+ brands across 1 million locations** worldwide. FranConnect customers grow at **5.5% annually** — nearly double the industry average. From lead management and franchisee onboarding to AI-powered field operations and royalty management, FranConnect is the single system of record built for franchise success.