

“I love that INFINITI HR handles all our insurance and payroll needs under one roof and that all the billing is done in real time. They are transparent, and I don't have any big surprising bills at the end of the year I have to pay. They handle everything ranging from workers' compensation to liability insurance, and it is an easy way for us to operate. I would highly recommend them to other franchises looking to cut payroll costs under a PEO.”

- Karl Crosby

- Franchise Owner, Senior Helpers® Lee's Summit, Missouri

## CHALLENGE

Senior Helpers® is the nation's premier provider of in-home senior care, with locations all across the country. In 2008, Senior Helpers® was finding it increasingly more difficult to separate employer and employee liability. As a franchisor, they did not want to be involved in policy making and wanted to ensure they were equipped to answer the growing number of employment and statutory questions.

## SOLUTION

One Service | Four Pillars

1. Payroll and Tax Filing
2. State-Specific HR Management
  - On-Demand One-Point-of-Contact HR Director, Recruiter, etc.
3. Employer Mandatory Insurance
  - True-Group Workers' Compensation and EPLI
4. Employer Voluntary Insurance
  - True-Group Fortune 500® Level Customized Health, Dental, Vision, Disability, Life, 401k, etc.

## WHY INFINITI HR

- To cut labor costs, mitigate employer liability & increase operational efficiency.
- Find an effective way to pay their employees while streamlining the benefits and HR functions for each franchisee.
- Exclusive discount pricing for Senior Helpers -- leverage the economies of scale of a large aggregator into a competitive advantage.
- Formalized process and consistency across the franchise network.

## IMPACT



Increase in employee retention  
YOY.



The PEO for Franchises® empowers the franchise brand to expand faster and more efficiently by not having to serve as the employer of record. Record growth includes going from 40 units to more than 400 units.

5.67%

This franchise saves an average of 5.67% of aggregate labor costs by utilizing a PEO in lieu of a payroll processor.