

Broker Sales Guide



scroll.care

Your Gateway to Vetted Care

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Introduction



Welcome to Scroll.care! To each and every care provider, who works authentically every day to enhance the lives of the people you serve: care for all the right reasons with unwavering compassion and relentless dedication - **We Want You!**

All of us at Scroll.care have a vision. Our vision is for change in how the public is accessing care and care services. Removing the “bad actors” and presenting a fully vetted local group of professionals resources.

We are also committed to education. With a goal to assist people in learning about the business of care prior to crisis. We have a collective desire to equip people enabling them to make informed decisions for themselves and their loved ones.

Our Mission

Empower
Educate
Encourage
Enlighten

About Scroll.care

“Together, we build trust through transparency and teamwork.”

Across the United States, an estimated 53 million adults serve as unpaid family caregivers, offering vital support to loved ones with chronic illnesses, disabilities, or age-related needs (AARP & National Alliance for Caregiving, 2020). These caregivers often manage their responsibilities while maintaining full-time jobs, contributing labor valued at approximately \$873 billion annually—equivalent to 3.2% of the U.S. GDP (AARP, 2023).

In the absence of clear, trustworthy tools, families have often relied on search engines to locate professional caregivers—feeding a fragmented, multi-billion-dollar industry prone to fraud and exploitation. The National Health Care Anti-Fraud Association estimates that healthcare fraud costs the U.S. tens of billions of dollars annually, with some reports suggesting losses as high as \$300 billion (NHCAA). Meanwhile, elder financial exploitation results in an estimated \$28.3 billion in losses each year, much of it inflicted by trusted individuals (AARP, 2023).

The current caregiving landscape—disconnected, confusing, and often unsafe—places enormous stress on families and puts vulnerable populations at risk. At Scroll.care, we are redefining how families find and trust care. Our mission is to build a transparent, secure, and user-driven platform that empowers caregivers and protects those they serve.

A Platform Built for Connection

“At Scroll.care, we understand the importance of ensuring that the unique services and products you provide are showcased to the world. To achieve this, we've assembled a dedicated team whose sole mission is to elevate your offerings.”

Creating a standout profile is just the start of your journey with Scroll.care. Our dedicated Provider Managers are here to help you strengthen your presence on the platform—at no additional cost.

From updating profile details and highlighting upcoming events to increasing engagement through social media, our team is ready to support you every step of the way.

Education is at the core of Scroll.care’s mission. We view your provider profile not just as a way to promote your services, but as a powerful platform for sharing meaningful knowledge and expertise with the community.

Scroll.care is thoughtfully built to serve both Providers and Care Seekers, offering a range of tools to support a smooth and informed care journey. Our platform spans 15 core care verticals and 126 specialized sub-verticals, each with its own dedicated landing page. These pages are rich with resources and insights, helping users explore options and make confident, informed decisions when it comes to finding the right care.



Moreover, our outreach extends to social media, where we continually share insights, tips, and essential information, further ensuring that our community is well-equipped to discover and connect with local, trustworthy care providers. By fostering this comprehensive network, Scroll.care strives to simplify the path to quality care, ensuring every interaction within our platform is meaningful and impactful.

Our Technology



User-Friendly Interface

Designed to be accessible on both mobile and desktop, our responsive platform adapts to your device, allowing you to focus on what matters most—providing exceptional care.

Branded Notifications

Never miss a beat with Scroll.care's branded notifications. You'll be promptly alerted when new referrals come in, keeping you connected to potential care seekers.

Streamlined Provider Onboarding

Our detailed online application process includes background checks to ensure trust and safety. We've automated the essentials so you can complete your profile quickly and efficiently.

Provider Landing Pages

Showcase your services with a dedicated landing page on Scroll.care, created for you upon application acceptance. Update your content or get assistance from your dedicated Provider Manager to maintain an up-to-date profile.

Organized Care List

Users can save and organize their preferred providers into Care Plans, customizing their care network for themselves or their loved ones, all within Scroll.care.

Advanced Search Functionality

Our search functionalities are designed to connect users with their ideal providers. Whether through location, category of care, or specific services, finding the right fit is intuitive and straightforward.

Care Provider Vetting Process

In response to growing concerns around safety and trust in home and personal care, Scroll.care has implemented one of the most comprehensive vetting processes in the industry. Every provider on our platform undergoes an in-depth background screening that includes criminal history, professional license verification, business affiliation checks, and more.

By partnering with multiple background check providers, we're able to cross-reference data and dig deeper—ensuring accuracy, reducing risk, and flagging potential concerns that a single source might miss. Our process doesn't stop at onboarding: providers are re-screened annually to ensure they continue to meet our high standards. This rigorous approach reflects our unwavering commitment to the safety, dignity, and peace of mind of every care seeker we serve.

“At Scroll.care, the safety and well-being of our community is paramount.”



01 Rigorous Vetting

02 Annual Reassessments

03 Continuously Updated Scorecard

04 Staff Certification

Personalized Subscriber Journey



“Scroll.care carefully assesses each client’s needs to offer personalized care options.”

At Scroll.care, we understand that every care journey is unique. That's why we meticulously assess each client's needs to tailor care options that align perfectly with their requirements.

Getting Started

- Subscribers begin their journey by exploring care options based on their specific needs—whether by service type or location. This flexible approach allows them to find providers who are not only qualified, but aligned with the kind of care and support they’re seeking.

Care Recommendations Made Simple

- Using our search tools, care seekers can build their own personalized care list based on service type, location, and individual preferences. This self-directed approach empowers subscribers to take control of their care journey by connecting with trusted providers who meet their specific needs.

Vetted Local Resources

- We connect subscribers with vetted local resources. These trusted providers are chosen for their ability to meet the specific care needs identified in the preliminary assessment.

Learn the Business and Language of Care

- Scroll.care equips care seekers with a blend of digital programs, local resources, and group learning opportunities. For those seeking deeper insight, 1:1 coaching with a care coordinator is available to navigate the complexities of care together.

From Coordination to Management

- For subscribers who need an extra layer of support, Scroll.care offers comprehensive care management services. From conducting interviews to managing care logistics, our team is prepared to handle all the details.

Benefits for Providers

Scroll.care offers an unparalleled platform that not only showcases your expertise to a wider audience but also enhances your connection with those who need it most. By joining us, you gain access to a suite of tools to elevate your practice's visibility, streamline operations, and foster meaningful connections with care seekers.

“In the rapidly evolving world of care, your business deserves to stand out.”



Increased visibility to a broader audience of care seekers.



Direct connections with clients who need your expertise.



Matches based on detailed subscriber care preferences.



Constructive feedback loop to continually refine services.

Getting Started



Step 1

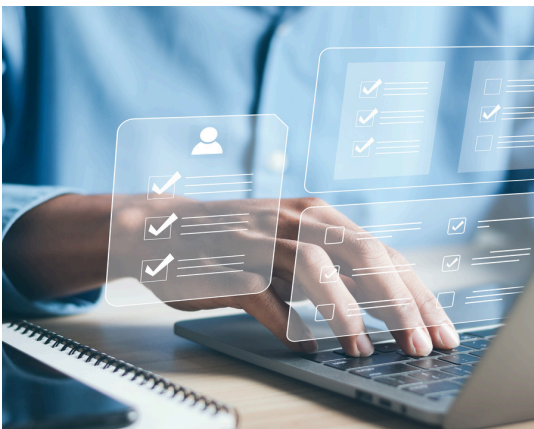
Submit Your Interest Form

Begin by filling out the interest form on our website. Provide details about your professional experience, the services you offer, and why you're eager to be a part of Scroll.care as a Trusted Provider.

Step 2

Navigate the Approval Process

Upon submission of your form, you'll engage in our thorough application procedure that encompasses a background check. After successfully clearing this background check, you'll be approved to join our esteemed network of providers.



Step 3

Finalize and Publish Your Profile

Choose your desired membership and input the relevant information for your profile. Our dedicated Provider Manager will then reach out to you, working together to refine and finalize your profile. Upon publishing, you're all set to start generating referrals from the expansive Scroll.Care network.

Our Pricing

We cater to care providers of all sizes, offering a pricing model that scales with your organization. From the solo entrepreneur to expansive companies, our platform is built to advance your services.

Solo Providers A Team of 1

Access all features at a price that suits solo providers and small teams, enabling quality care with ease.

\$1,299 Paid Annually

— or —

\$417 Paid Quarterly

Small Providers 2-9 Employees

Access all features at a price that suits solo providers and small teams, enabling quality care with ease.

\$1,599 Paid Annually

— or —

\$479 Paid Quarterly

Mid-Sized Providers 10-24 Employees

All-inclusive feature access with pricing designed for the needs of mid-sized practices looking to expand.

\$1,999 Paid Annually

— or —

\$627 Paid Quarterly

Large Organizations 25+ Employees

Full platform benefits for large organizations, with pricing that scales to your extensive care network.

\$2,499 Paid Annually

— or —

\$777 Paid Quarterly

Our required annual background check fee of \$89 is not included in this pricing, and must be processed separately.

Scroll.care Founding Provider



Benefits Exclusively for Founding Providers:

Embrace an exceptional opportunity to lead in care innovation with Scroll.care's Founding Provider Program. For our inaugural year, we're not just offering membership; we're providing a launchpad for exponential growth and community engagement—a package worth thousands, now accessible through your commitment alone.

First-Hand App Access

Stay ahead with priority access to new features and dedicated support, ensuring you're always at the forefront.

Elevated Search Rankings

Enhance your visibility in your care categories with an exclusive 'Founding Provider' badge, attracting more care seekers.

Monthly Networking Group

Belong to a select community focused on care services, engaging in deeper strategic discussions and collaborative innovation.

Business Builders Workshops

Four times a year, we invite external experts to impart new techniques and skills that will empower you to transition from working *IN* your business to working *ON* your business.

Annual Brand Audit

Comprehensive review of your digital presence, including an in-depth overview and recommendations for enhancing your digital footprint, website, and social media.

Scroll.care Founding Provider Guarantees

As part of our commitment to the providers who join us at the beginning of this journey, we are proud to offer the following exclusive guarantees to all Founding Providers:

Lifetime Membership Rate Guarantee

All Founding Providers will be locked in at their original membership price for the lifetime of their continuous participation on the Scroll.care platform. Your early support deserves lasting value, and we're committed to honoring it.

First-Year Referral Guarantee

We guarantee that every Founding Provider will receive at least one referral through the app within their first year of membership. If a referral is not received within that time, your membership will be extended at no additional cost until you do receive one. We stand by the value of our network — and we're here to prove it.

Why Brokers?

At Scroll.care, we recognize that navigating the care landscape can be overwhelming for both providers and families. That's why we're introducing a powerful connection point—our Broker Network. Brokers are not just sales representatives; they are trusted guides who bridge the gap between vetted care providers and individuals actively seeking support.

Brokers play a vital role in bringing Scroll.care's mission to life. They are on the front lines, helping providers understand the value of joining a trusted platform, while also educating care seekers on how to access quality services in a safe, transparent environment. With deep knowledge of our offerings and a passion for helping others, our brokers become catalysts for meaningful connections and growth.

But their role goes far beyond transactions. Brokers are often present during life's most personal and transitional moments—welcoming new babies, supporting aging parents, guiding families through loss, and helping entrepreneurs build care-centered businesses. They become trusted allies who understand the deeply human side of care. Whether it's a growing family in need of postpartum doulas, or a therapist expanding their practice, brokers are the constant—offering support, guidance, and solutions.

In today's changing insurance landscape, where traditional benefits are evolving and more people are seeking personalized, ancillary services, Scroll.care gives brokers a new way to support their clients and communities. It equips them with a resource that enhances—not replaces—their existing offerings, allowing them to remain valuable, relevant, and responsive in an industry that demands adaptability.

This is more than a sales opportunity—it's a movement rooted in compassion, connection, and community. Brokers are the human touchpoints that ensure no one has to navigate this journey alone. By joining Scroll.care's sales force, brokers become instrumental in reshaping how care is discovered, delivered, and trusted—one relationship at a time.

Provider Membership Sales Challenge

5/1/2025 - 6/30/2025

Commission Plan:

Providers Memberships Sold between during the Sales Challenge

Providers Sold	Challenge Commissions
1 – 10	\$200 per new membership + \$50 donation to a Non Profit of your Choice
11 – 20	\$250 per new membership + \$50 donation to a Non Profit of your Choice
21 – 30	\$300 per new membership + \$50 donation to a Non Profit of your Choice
31 – 40	\$400 per new membership + \$50 donation to a Non Profit of your Choice
41 – 50	\$500 per new membership + \$50 donation to a Non Profit of your Choice
50+	\$500 per new membership + \$50 donation to a Non Profit of your Choice

Background Check: Each provider completes an \$89 background check.

Free Employee Benefit: First 1,000 employees onboarded as Care Seekers at no cost.

Example Earnings:

- Sign On 20 providers = Earn \$4,500 + \$1,000 donated in your name
- Sign On 50 providers = Earn \$16,500 + \$2,500 donated in your name
- Only Available Until June 30, 2025.
- Payouts Increase As You Sign on More Providers.
- Each Membership you sign on Supports a Charity You Choose.
- All Commissions will be paid within 30 Days of Membership Payment to Scroll.care
- If Yearly Membership fee is paid in full at sign on commission rate will be paid in full, if quarterly Membership Option is chosen, commission will be paid in equal quarterly increments until Membership fee is paid in full.
- All Sales Brokers will get continue to get residual yearly commission at sign on pay rate as long as Provider stays on the App.



Mimi's Pocket Scholarship Fund

“One of the greatest gifts you have is the ability to help those in need .”

Mimi was a devoted supporter who found deep inspiration in the work of the many dedicated and hard working providers she encountered through her daughter, Co CEO and Founder Renee Balcom. She believed strongly in the power of care and community, always ready to offer a helping hand to those in need. In her honor, we continue this mission—uplifting others in moments when it matters most.

Scroll.care will donate 1% of each membership to Mimi's Pocket Scholarship Fund.

Time and again each of us receives that call from a person in need of services who is on a fixed income and cannot afford the service. The scholarship fund will support those individuals. As a provider you have the opportunity to write a request for funding for approval from the Scholarship Fund Advisory team, made up of Providers and Staff. Your nominee will be considered for financial assistance from Mimi's Pocket.



03/30/1939 - 08/11/2022

Brokers Sales Cheat Sheet

Our Goal: Changing the Way People Access Care

Scroll.care is more than a platform — it's a movement to redefine how care is found, trusted, and delivered. We are committed to making care more accessible, human-centered, and aligned with the real needs of individuals and families. By bridging the gap between seekers and providers, we're reshaping the experience of finding care into something empowering, not overwhelming.

Benefits for Providers to Sign up

1. Free Care Seekers Membership for Employees of joining providers free for 6 months.
2. \$1 Background Check for Providers who sign up through Medicarian Link.
3. All Providers who sign up will be entered as Founding Providers.



Brokers Sales Cheat Sheet

Why Providers Choose Scroll.care

- Grow Your Reach: Increased visibility to a broader audience of care seekers.
- Connect Directly: Care matches based on detailed subscriber preferences.
- Improve Continuously: Built-in feedback loop to refine services over time.
- Stand Out: A platform built to showcase and elevate modern care providers.

"In the rapidly evolving world of care, your business deserves to stand out."

Why Scroll.care?

- Access Our Network: Tap into a vast clientele seeking services from basic assistance to specialized care.
- Growth Opportunities: Level up through masterminds, workshops, and professional development.
- Transparent Pricing: No referral fees. Flat-rate pricing to help providers maximize profits and plan with confidence.

What Scroll.care Offers

- Personalized care matching to connect with aligned clients.
- A trusted platform that highlights your values, expertise, and care model.
- Tools to manage visibility, streamline inquiries, and support sustainable growth.
- A mission-first network built to support quality, accessible, and human-first care.



Brokers Sales Cheat Sheet

Founding Provider Program

A launchpad for growth, visibility, and thought leadership in care. A package worth thousands—offered exclusively in our inaugural year.

Exclusive Founding Provider Benefits Include:

- Quarterly Business Builders Workshops
- Annual Brand Audit
- First-Hand App Access
- Elevated Search Rankings
- Monthly Mastermind Group

Humanity First: Mimi's Pocket Scholarship Fund

"One of the greatest gifts you have is the ability to help those in need."

Scroll.care donates 1% of every membership to the Mimi's Pocket Scholarship Fund, supporting care seekers who are unable to afford services. Providers can nominate individuals in need, and the Mimi's Pocket Advisory Team will review and award direct financial assistance. Founded in honor of Mimi, a compassionate supporter who believed in always lending a hand.

Brokers Sales Cheat Sheet

Rigorous Vetting for a Trusted Community

At Scroll.care, we take the safety and trust of our care network seriously — for both care seekers and providers. That's why we've built one of the most thorough vetting processes in the industry.

We partner with three independent background check companies to ensure every provider meets high standards of safety, integrity, and professionalism.

Our vetting includes:

- Criminal background checks
- License verification
- Business affiliation reviews for red flags
- Trackable complaint history screening against public and regulatory records

This process protects care seekers while also giving providers peace of mind — knowing they're surrounded by peers who share their level of care and ethics.



Brokers Sales Cheat Sheet

Pricing by Team Size

Provider Type	Annual	Quarterly	Who It's For
Solo Provider	\$1,299	\$417/quarter	Independent care professionals
Small Business	\$1,599	\$479/quarter	Teams of 2-9 employees
Med-Sized Practice	\$1,999	\$627/quarter	Teams of 10-24 employees
Large Organization	\$2,499	\$777/quarter	Teams of 25+ employees

All providers must complete an annual background check. (\$89, not included in pricing)

Broker Selling Tips:

- Lead with Value: "Scroll helps you get found by the right clients — and fast."
- ROI Angle: "Just one or two new clients can cover the annual or quarterly cost."
- Founding Provider = VIP: Access high-impact tools and exclusive visibility.
- Mission Match: We believe in humanity first. Scroll isn't just a platform — it's a care-first community.



Broker Tools



Care Providers Invitation Flyer (1 Page)

For Care Seekers Flyer (1 Page)

For Care Providers Flyer (2 Pages)



For Information On How To Use These Sales Tools

www.scroll.care | Brokers@scroll.care | 833.727.6555



Join Scroll.care — Support Your Business & Empower Your Team

At Scroll.care, we believe care providers deserve more than a listing — they deserve a platform that elevates their work, supports their business, and strengthens their team.

We're not just another marketplace. Scroll.care is reshaping how people access and deliver care — and we want to invite you to be part of something better.

Why Providers Are Joining Scroll.care:

- **Grow Your Reach:** Get seen by people actively seeking care — from basic support to specialized services. No passive listing. Real opportunities.
- **Stand Out with Integrity:** Our platform is rooted in trust. Every provider is vetted using three top-tier background check systems — setting a high standard for care and giving you confidence in the network you join.
- **Business Growth & Support:** Access mastermind groups, marketing resources, and referral partnerships designed to grow your business without guesswork or gatekeeping.
- **No Referral Fees, Ever:** Our flat-rate pricing keeps things simple and honest. There are no referral fees, no hidden costs — just one transparent membership rate.

A Meaningful Employee Benefit — On Us.

When you join Scroll.care, you'll unlock the ability to gift a free 1-year care seeker membership to your employees — up to 25 people.

This is more than a perk — it's a way to support your team's well-being and show you care about their lives outside of work, too.

Your staff will get:

- **Access to Trusted Providers** — From childcare to elder support, therapy, placement help, and more
- **Direct Matching Based on Their Needs** — Personalized search tools that simplify the process
- **Safety and Confidence** — All providers are thoroughly vetted
- **Peace of Mind** — Help when life gets complicated, without the overwhelm

Let's Connect

We're building something different — and we believe providers like you belong at the center of it. If you'd like to explore how Scroll.care can support your mission and your team, we welcome a genuine, collaborative conversation.

You're invited to reach out when it feels right. In the meantime, we're here, ready to walk you through our platform, share our values, and answer any questions you have.

We're not here to sell you. We're here to stand with you.

Warmly,

Find More Information

www.scroll.care | info@scroll.care | 833.727.6555





Why Scroll.care?

At Scroll.Care, we are committed to eliminating 'bad actors' and presenting you with a thoroughly vetted local network of professional care resources.

01

100% Provider Verification

Through our partnership with Checkr, rigorous vetting, annual reassessments, and staff certification, we ensure that all Care Providers meet the highest standards of care.

02

User-Friendly Interface

Our user-friendly interface lets you quickly find and connect with reliable providers, making the search for quality care easy and stress-free.

03

Care Provider Shortlists

You can save and organize your preferred providers into Provider Shortlists, customizing your care network for yourself or your loved ones, all within Scroll.Care.

04

Advanced Search Functionality

Our search functionalities are designed to connect you with your ideal providers, whether through location, category of care, or specific services.

Find More Information

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For Care Providers

Elevate your business.

Generate high-quality referrals with Scroll.care. Showcase your unique services and connect with care seekers who need what only you can offer. Scroll.care elevates you from the traditional search engine into an elite provider base.



Visibility with Functionality

Elevate your business by reaching a broader audience of care seekers. With Scroll.care, you can enhance your presence in the marketplace and attract more clients.



Direct Client Connections

Our platform allows potential clients to find your business and generate new growth opportunities.



Personalized Care Matches

Receive referral matches based on detailed subscriber preferences. This ensures you connect with clients who are specifically looking for the services you offer, maximizing your success rate.



Comprehensive Provider Support

Showcase your services with a dedicated landing page, easily updated with assistance from your Provider Manager and Scroll.care's digital team. No tech skills needed—focus on what you do best.

Find More Information

www.scroll.care | info@scroll.care | 833.727.6555



Empowering Trusted Care Services Provider

Grow Your Business. Build Community. Collaborate.

Scroll.care connects you with new clients, fosters collaboration through provider partnerships, and supports your growth with expert marketing and business tools. Build your brand, generate leads, and access coaching, mastermind groups, and opportunities like podcasts and promotions. Join a community of care professionals dedicated to success, with everything you need to thrive.

Why Scroll.care?

Corporate Exposure



High-value groups

Transparent Pricing



No transactional fee

Better Conversion Rates



Reach your ideal clients



Let's build your care business together.
Join Scroll.care today!

Find More Information

www.scroll.care | info@scroll.care | 833.727.6555

Connect with Us Today

Thank you for taking the time. If you have any questions or would like to discuss further, please don't hesitate to reach out to us.



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