



Customer story

From rigid templates
to local flexibility

MarVIA



Contents

- 01** About HomeWell Care Services
- 02** Situation
- 03** Challenges
- 04** Wishes
- 05** Solution
- 06** Results

About HomeWell Care Services

Care wherever people call home

HomeWell Care Services provides personal care, companionship, and homemaker services for seniors and other homebound individuals, so they can stay safely in the comfort of wherever they call home.

Grew 75% in three years

Special programs cover fall prevention, post-medical care, and life enrichment. Named one of Entrepreneur's top 500 franchises in 2025, HomeWell has grown 75% in operating territories over the past three years.

Quick overview

Industry: Home care

Locations: 130+ locations across the U.S.

Marvia user since: 2024

Products: Flex Templates, Digital Asset Management (DAM), Marketing Shop + Print Integration, Marketing Calendar, Brand Guidelines



Situation

A platform that couldn't keep up

HomeWell has more than **tripled its footprint** over the past six years, and their old marketing platform couldn't keep up. The corporate team couldn't update the backend without **waiting months** for their vendor.

Templates were **too rigid** to account for differences in local demographics. And because every piece of collateral had to come in three versions to meet varying state regulations, managing countless variations became a significant administrative burden.

When franchisees couldn't get what they needed, some began making **their own materials outside the platform**.



Challenges

Before Marvia, HomeWell faced these challenges:

- **Rigid templates**
Built for one national audience, so franchisees didn't have the flexibility to talk to their customers the way they needed to.
- **Three versions of everything**
State regulations meant every piece of collateral had to come in three versions.
- **Months of waiting**
Any backend change meant waiting on the vendor, so corporate couldn't move at the pace the network grew.
- **Franchisees going off-brand**
When franchisees couldn't get what they needed, some started creating their own materials and brand consistency suffered.



Wishes

Local flexibility

Templates franchisees could **adapt to their own market** without a designer in the loop.

State compliance

Regulatory variations handled **without multiplying** the number of templates.

Control in-house

Updates that happen on **HomeWell's timeline**, not a vendor's.

A real partnership

A team that **listens and comes back with solutions** when gaps come up.

Adoption

One place franchisees actually want to use, so materials **stop being made off-platform**.



"All the calls we've had with Marvia have been very relaxed. Our collaboration was easy from the start."

— Krysten Farrier / Senior Designer at HomeWell Care Services



Solution

After evaluating nearly 15 platforms, HomeWell chose a **white-labelled Brand Portal** built on:

- **Flex Templates**
Custom templates built in-browser, with local customization designed in from the start – and state variations handled inside one template.
- **Digital Asset Management (DAM)**
Store, organize, and manage every image, video, and document in one library.
- **Marketing Shop + print integration**
Locations order collateral straight from HomeWell's own print vendor of choice.

Add-ons

Marketing Calendar

An interactive calendar that centralizes campaigns and events, so corporate and franchisees work to the same plan.

Brand Guidelines

The brand rules live in the platform alongside the templates, not in a PDF nobody opens.



Member Login

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Welcome to the HomeWell Marketing Hub, Rae

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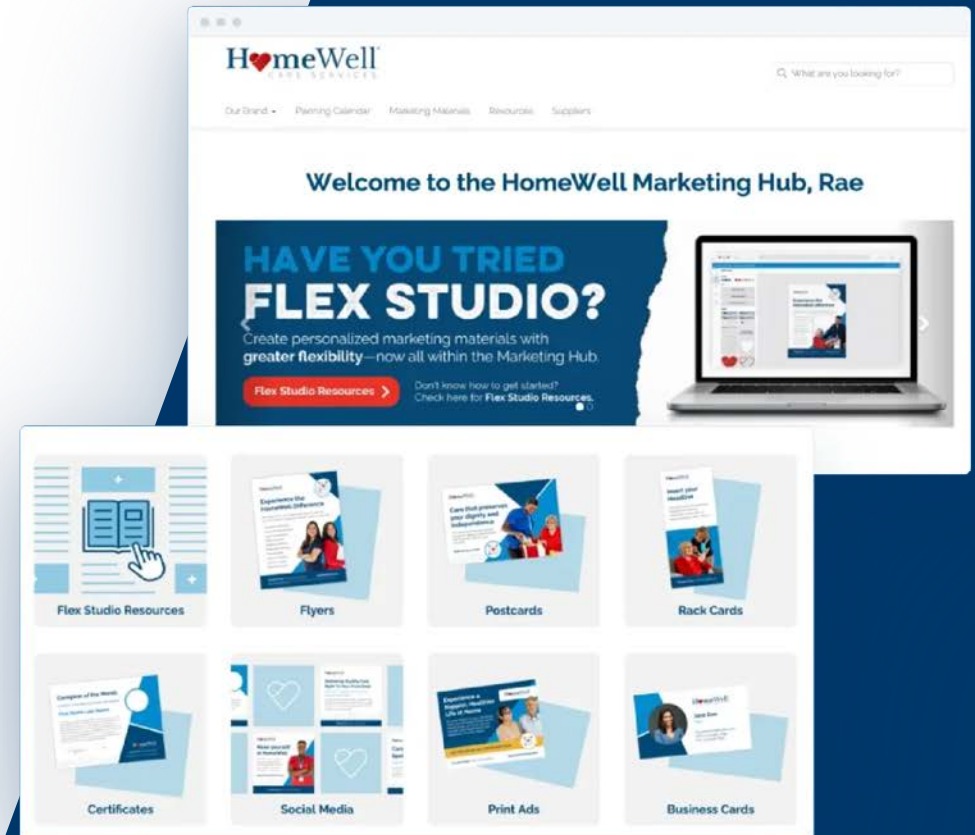


Results

More reach, less friction

The switch to Marvia drove a **60% increase in platform usage** compared with HomeWell's previous vendor.

When Flex Templates went live in July 2026, HomeWell treated it like a launch – teaser emails, homepage banners, tutorial videos, training sessions. Downloads jumped **23% above trend in July, then 52% in August**. The most downloaded asset that month was a Flex template, pulled 26 times: **26 customization requests that never hit the designer's inbox**.



60%

more platform usage (YoY)

23%

more downloads in July

52%

more downloads in August

Balancing control and creativity

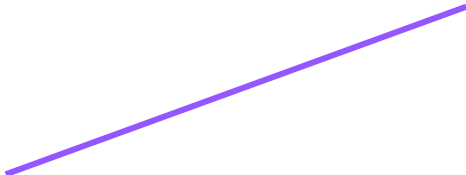
HomeWell's corporate team is small, works in a highly regulated industry, and supports a network that is still growing. Their previous platform couldn't keep up, so adoption suffered and brand consistency got harder to maintain.

They needed **speed and autonomy without putting everything on one designer's plate**. Flex Templates give franchisees the freedom to produce the right materials for their market, while corporate stays in control of the brand.

It isn't only franchisees, either – internal teams have started building with Flex Templates too, cutting a step out of the process that was never needed.

“It opens up a realm of possibilities for us on how we communicate with our franchisees. It makes it so much more than just this place where franchisees go to get assets.”

Krysten Farrier / Senior Designer at HomeWell Care Services



About Marvia

Marvia is a marketing platform built for franchise and multi-location brands.

We help central marketing teams stop fielding endless localization requests, and give local teams what they need to market on-brand.

Learn more about Marvia and our solutions on getmarvia.com.

Would you like to see what Marvia can do for your brand? Request a free demo.



Free demo