[Draft] Family Resource Center Product Sheet

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One place for the family to share a parent's care

Family Resource Center helps adult children and their families organize care for an aging parent. It brings tasks, appointments, medicines, document locations, emergency details, household supplies, shared costs and family roles into one shared hub.

It is built for the moment when care starts spreading across phone calls, group chats and one overloaded family member.

What families get

Feature	What it does	Why it helps
Family home screen	Shows overdue jobs, unowned jobs, this week's work and low supplies	Everyone starts from the same picture
Tasks	Gives each job an owner, a due date and overdue tracking	Shows who is doing what
Appointments	Keeps upcoming and past visits in one place	Details stay with the family, not one person's memory
Medicines	Lists each medicine, schedule and supply status, and flags items to confirm	The family works from one list
Monday list	Combines overdue jobs, visits, low supplies and unpaid shares in a printable view	One weekly plan for the whole family
Document locations	Records where the will, proxy, insurance cards and other papers are kept	Papers can be found without storing the secret itself

Feature	What it does	Why it helps
Emergency page	Shows key health details and contacts for responders	Critical details are in one place
Family roles	Offers Keyholder, Helper and Viewer access	People get the right level of access
Notes	Holds daily care notes, questions for the doctor and family meeting notes	Conversations start from the same facts
Money tracking	Records expenses and even shares between relatives	Shows who paid and who owes
Supplies and shopping	Compares on-hand amounts with target levels	Low items go on the shopping list
Talk log	Records provider conversations, promises and follow-ups	Commitments do not get lost
Kid jobs	Assigns small jobs that need photo proof	Younger family members can help
Help	Gives short answers from the center's guide and declines medical questions	Families get product help without medical guesswork
Bill check link	Links to SilverShield to spot bill errors	Gives families a next step when a bill looks wrong
Family handover	Lets a helper prepare a center and hand it over by claim link	Someone can get a family started

Why employers offer it

Caregiving often shows up at work as lost focus that managers never hear about. According to Homethrive, 20% of employees lose 10 or more working hours a week to caregiving, and 70% hide caregiving from employers.

Brokers can add a practical caregiving option to benefits conversations. The employer does not need to run a new program, and pays only when a family activates.

Named brokers receive 20% of the first-year employer price, or $19.80 per activated family.

Pricing

Option	Price	Terms
Employer-paid	$99 per activated family per year	Billed only when an employer code is redeemed and setup is verified; never per eligible employee
Family retail	$199 per family per year	Bought directly by the family
Optional add-ons	$24 per add-on per year	Talk Log available now; Fax coming when the line is connected
Founding employer pilot	Free for the first few employers	Logo use in return

Privacy

Family information stays in the family's own center, and only people a keyholder invites can sign in. Staff tools do not show medicines, money or notes.

What it is not

Family Resource Center is an organizer. It is not medical advice, a diagnosis, a medical device or an emergency service.

Next step

Book a 15-minute walkthrough with Daniel Cordoba: 512-616-1500.

Learn more: stumbledupon.co/family-resource-center

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