

GERICAREFINDER™

Your Single Search for Elder Care™



Finding Help is as Easy as **1 2 3**

1. **Find GeriCare™** defines, locates & helps you evaluate care providers or facilities with photos and service profiles.
2. **Advisory Resources** like Elder Law Attorneys, Estate Planners & Medicare Consultants help you make the right decisions.
3. **Products & Services** from hearing aids & health alert items to home maintenance or modification makes staying at home easier.

The Single Search Solution Of All Products, Services, Care Providers & Advisory Resources For Those Helping Seniors

Targeting Baby Boomers and Long-Term Care

- ➔ US Census reports over **80 million Boomers** (born between 1946 & 1964) and have spending power in excess of **\$2 Trillion**.
- ➔ USA Today/ABC News/Gallup found **41% of all Boomers** with a living parent, are helping care for them with personal aid, financial help, or both!
- ➔ Almost **8,000 US Citizens** turn 60 **each day** -- **12.4% of the US is 65+**.
- ➔ **Over 7 million Americans** care for a relative who lives far away*.
- ➔ **80% of Boomers & Seniors** use the Internet to find Care, Advisory Resources and Products & Services, totaling over **843 million minutes** spent online by adults aged 45-54 in 2007*.
- ➔ **One in four** American families cares for an older relative, friend or neighbor*.

*Source: NFCA 2006

What is GeriCareFinder.com?

Designed for adults aged 45+ who are responsible for finding care for an older parent or loved one, GeriCareFinder.com is a new and unique, comprehensive and easy to use, free consumer website. People use GeriCareFinder.com to accurately research, educate, and compare options regarding available senior related products and services, professional advisory resources and care providers. The GeriCareFinder web site also provides valuable online tools that can help ease the task of making important, life-changing decisions regarding an elderly family member or friend.



GeriCareFinder.com is THE comprehensive web site for businesses to find new customers with detailed, informational listings that are easily searchable by category, sub-category zip code or city.

Most senior related web sites usually feature information about one subject such as ONLY care homes, or ONLY elder law attorneys. GeriCareFinder.com compiles all listings into one well-designed, functional web site that consumers can use to find your business as well as help make important, well-informed decisions regarding the healthcare and welfare of an elderly person.

There are two different options for listing your business or service on GeriCareFinder.com. Both the "Basic Member" and "Featured Partner" listings include easy-to-access, detailed information about your products and services. A listing on GeriCareFinder.com allows consumers to quickly learn about your business, easily access your company's website, and contact you to become your customer.

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Featured Partner Listing

Featured Partners

Shalev Family Home - Sherman Oaks

A residential facility serving the frail and elderly. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sit amet urna sed libero pharetra porta. In odio mauris, tempor in. [LEARN MORE >](#)

123 Main Street
Sherman Oaks, CA 91053
(818) 555-5555
www.shalevfamilyhome.com

Basic Member Listing

Retirement Homes

Sign of the Dove - Los Angeles

Assisted living/retirement communities offering the luxuries of a hotel in a home-like setting. Integer sit amet urna sed libero pharetra porta. In odio mauris, tempor in. [LEARN MORE >](#)

123 Main Street
Los Angeles, CA 91053
(818) 555-5555

Why List Your Business on GeriCareFinder.com?

1. Page ONE Search Presence - Our web site (with your business) will be listed on or near the top of all web searches. Because of our unique search engine optimization, search word marketing and our extensive list of Care Providers, Advisory Resources and Products & Services, GeriCareFinder.com will be on Page 1 of all search engines in ANY of the top cities for geriatric and elder care needs:

➔ **No need to pay expensive Search Engine Marketing companies to POSSIBLY be on Page 1 of web searches!**

2. Cost Effective - GeriCareFinder.com's monthly fees of only \$100 for a Basic Listing or \$150 as a Featured Partner for being on Page 1 of search engines costs less than paying expensive Pay-Per-Click ad fees:

➔ **The time and costs for administering your own search engine Pay Per Click ad program would far exceed our \$100 or \$150 per month for key elder care search terms for your city!**

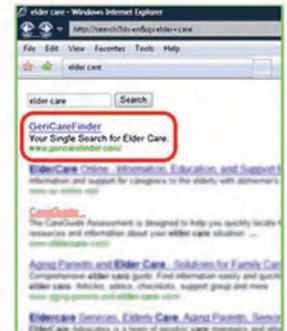
3. Partner with a 'Point of Difference' - Other web sites are specialty sites (i.e., ONLY care homes, or ONLY elder law attorneys). No one puts it all together better than GeriCareFinder.com: "Your Single Search For Elder Care".

Because of our extensive cross-category marketing of your business, you'll be seen when customers search for your services **AND** be recommended when a person searches for other services! With the most helpful elder care planning tools plus our expert web search knowledge and cross marketing of subject listings, we make sure that potential customers find your listing on GeriCareFinder.com!

➔ **Partnering makes more people find you more often to do more business with!**

4. Aggressive Marketing & Public Relations. We will make sure that all electronic and print journalists who do stories on geriatric care, senior well-being and the baby boomer generation know about GeriCareFinder.com and its unique position in the industry. We also work with leading senior related associations and advocacy groups so their members are using GeriCareFinder.com.

To learn how to grow your business with a GeriCareFinder paid listing, **call us at 323-661-8768.**




How Customers See Your Listing

Basic Member Listing Detail

Company | **Contact Info**

Basic Family Home - Sherman Oaks
123 Main Street
Sherman Oaks, CA 91055



Your tagline goes here. A residential facility serving the frail & elderly.

Overview goes here. Praesent et du. Aenean neque augue, suscipit non, sollicitudin sit amet, bibendum sed, eros. Mauris fringilla velit ac diam ullamcorper bibendum. Mauris justo eros, rutrum in, tristique vel, dignissim sed, diam. Vivamus dolor nisi, adipiscing sed, luctus sit amet, posuere consetetur neque. Vestibulum leo purus, pellentesque non. Donec justo neque, vulputate sit amet, porta id, hendrerit in, risus. Aliquam rhombus tortor vel lorem. Sed feugiat aliquam risus. Curabitur ac.

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Company | **Contact Info**

Basic Family Home - Sherman Oaks
Consumer Contact Name John Smith
Email for Consumer Inquiries: info@basicfamilyhome.com
Consumer Contact Phone: (800) 555-5555 ext. 100

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Featured Partner Listing Detail

Company | **Service Profile** | **Virtual Tour** | **Contact Info**

Featured Family Home - Sherman Oaks
123 Main Street
Sherman Oaks, CA 91055

Company Website Address: www.featuredfamilyhome.com



Your tagline goes here. A residential facility serving the frail & elderly.

Overview goes here. Praesent et du. Aenean neque augue, suscipit non, sollicitudin sit amet, bibendum sed, eros. Mauris fringilla velit ac diam ullamcorper bibendum. Mauris justo eros, rutrum in, tristique vel, dignissim sed, diam. Vivamus dolor nisi, adipiscing sed, luctus sit amet, posuere consetetur neque. Vestibulum leo purus, pellentesque non. Donec justo neque, vulputate sit amet, porta id, hendrerit in, risus. Aliquam rhombus tortor vel lorem. Sed feugiat aliquam risus. Curabitur ac.

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Company | **Service Profile** | **Virtual Tour** | **Contact Info**

Featured Family Home - Sherman Oaks
Business Highlights: Private rooms, nutritious meals, daily activities.
Association Memberships & Accreditations: AARP, Nursing Homes of America, Sherman Oaks Chamber of Commerce, California Nursing Association.

Special Services or Features: Doctors on call 24 hours.

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Company | **Service Profile** | **Virtual Tour** | **Contact Info**

Featured Family Home - Sherman Oaks



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Company | **Service Profile** | **Virtual Tour** | **Contact Info**

Featured Family Home - Sherman Oaks
Consumer Contact Name John Smith
Email for Consumer Inquiries: info@featuredfamilyhome.com
Consumer Contact Phone: (800) 555-5555 ext. 100
Company Website Address: www.featuredfamilyhome.com



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Comparison of Paid Listing Options

Options	Basic Member	Featured Partner
Monthly Fee	\$100 per Month	\$150 per Month
Image or Logo Upload	✓	✓
Business Name	✓	✓
Street Address	✓	✓
Phone Number	✓	✓
Email Address	✓	✓
Company Profile and Overview	✓	✓
Direct Customer Email Correspondence	✓	✓
Business Info Saved On-site by Customers	✓	✓
24 Hour Login to Update Information	✓	✓
Website Linked from GeriCareFinder.com	✓	✓
Expanded Overview of Products & Services	✓	✓
Top of Page Listing on Search Results Page	✓	✓
6 Photos with Descriptions & Video Tour	✓	✓
Quarterly Traffic Reports	✓	✓
Added Value Category Listing - \$20 per Category	✓	✓
3 Free Additional Category Listings	✓	✓

To learn how to grow your business with a GeriCareFinder paid listing, call us at 323-661-8768.

Frequently Asked Questions

Is the Search for Senior Care a HUGE Business Opportunity?

The Biggest!

- ➔ US Census reports over 80 million Boomers (born between 1946 & 1964) and have spending power in excess of \$2 Trillion.
- ➔ USA Today/ABC News/Gallup found 41% of all Boomers with a living parent, are helping care for them with personal aid, financial help, or both!
- ➔ Almost 8,000 US Citizens turn 60 each day -- 12.4% of the US is 65+.
- ➔ Over 7 million Americans care for a relative who lives far away*.
- ➔ 80% of Boomers & Seniors use the Internet to find Care, Advisory Resources and Products & Services, totaling over 843 million minutes spent online by adults aged 45-54 in 2007*.
- ➔ One in four American families cares for an older relative, friend or neighbor*.

*Source: NFCA 2006

Why should I be on GeriCareFinder.com?

GeriCareFinder.com is the web's #1 search site for senior care. With over 15,000 businesses listed, we're the consumer's "Single Search For Senior Care™", because provide a full listing of Care Providers, Advisory Resources, and Products & Services to help seniors. Plus, our extensive tools from Financial Calculators, to Care Assessment tools, to definitions, articles, FAQs and Helpful Hints -- all come together on one site, so a person doesn't need to search anywhere else. Our exclusive 1-2-3 search function process allows consumers to search any category they need by zip code, then Save their information into their "My GeriCare Workspace" so they can do their follow-up with you -- the business!

Why is GeriCareFinder.com on Page 1 of Search Engines?

Put simply, because we pay for it! We have an extensive national and local market Pay-Per-Click budget, as well as paying companies to properly design and optimize our website. Additionally, no one has over 15,000 businesses listed on their site, giving us the national and city-specific leadership that websites recognize!

Why wouldn't I just pay my own Pay-Per-Click Fees to be on Page 1 of Search Engines?

Pay Per Click is used to get on page one for the city you're in based on the search terms associated with the kind of business you do. You will pay more than \$200/month in fees (if you administer the program yourself) as each click in this industry averages nearly \$2.00 -- giving you only 100 exposures before your budget is spent. PLUS, if you don't administer the program yourself, you'll be paying at least \$1500/month to a company to administer the program for you and optimize your website! We're only \$150 or \$100 per month for Page One!

How will people find me on GeriCareFinder.com?

Your listing will be viewed when a person does a search for your business category by zip code. They can also search up to a 25-mile radius of their zip code, increasing your viewership (and potential business). PLUS, throughout GeriCareFinder, we've made recommendations for consumers to look for help from businesses in related categories, as they may not initially think of the products & services you offer (but we have). We also have Support Tools that a person uses, such as definitions, articles, FAQs and Helpful Hints, where we implement our "cross-category onsite marketing" that drives customers to your business category!

What's really the better value - Featured Partner or a Basic Member?

Featured Partner. As a Featured Partner, you're one of only 10 select businesses highlighted at the top of your category, plus you pay nothing more to be in 3 additional search categories! You're able to include an extensive amount of information in our Services Profile, so consumers know what you do, what you have, so that their phone calls and/or emails are based on making a purchase commitment. Plus, you get a virtual tour of your company, BOTH in movie/audio form, as well as up to 6 self-rotating photos with copy. As a Basic Member, you're able to list your company, website, email address, and contact information, but for only \$50 more per month, the upgrade pays for itself in time savings and in getting more business purchases!

There are other websites that charge more to be listed - are they better?

No -- for 4 reasons. 1) They're probably single-category specialty sites; 2) They don't give you the opportunity to list as much information; 3) They don't provide as much direct consumer access and/or 4) They're just more expensive than we are. We're all about getting you the most qualified person contacting you, which is why our Featured Partners are able to display the most information, from your full Services Profile to a Virtual Tour of your business, in both a movie AND photo form. Therefore, people who contact you, by phone or email, won't take your valuable time asking questions - they'll spend time with you conducting business!

Whether you choose to be a Featured Partner (at \$150/month) or a Basic Member (at \$100/month) GeriCareFinder.com is a better value than sites like:

- ➔ RetirementHomes.com charges over \$1,800/year + \$1,000 setup fee for less than what you get with us!
- ➔ Attorney, GCM, Financial Advisor, Insurance & other single-category sites aren't found as easily as us!
- ➔ SNAP for Seniors charges \$1710/year, plus \$400 more for a Photo gallery, and \$100 more for audio!
- ➔ Added to their \$300 featured listing fee, NewLifeStyles.com charges:
 - ➔ +\$200 more for a Virtual Tour
 - ➔ +\$250 more to include photos,
 - ➔ +\$250 more for copy of tour,
 - ➔ +\$10 extra/month for weblinks
 - ➔ +\$10 extra/month for services & amenities
 - ➔ +\$10 extra/month for email requests => Why nickel-dime & pay more for less?

Can I change my mind during the year and upgrade to be a Featured Partner?

Yes, you can change your mind and upgrade from a Basic Member to a Featured Partner, but we're unable to have you downgrade from a Featured Partner to a Basic Member (as no one has ever requested this!) We would just charge you the pro-rated amount owed for the remaining time of your listing agreement. If you'd like to upgrade, call us today at 323-661-8768 and ask to speak with one of our Partner Agents, or email us at Partners@GeriCareFinder.com.

What type of Marketing is GeriCareFinder doing?

Wow -- quite an extensive amount -- more than any other senior care website in Internet history! In addition to Pay-Per-Click online advertising PLUS Search Engine Marketing PLUS Search Engine Optimization:

- ➔ An extensive 50-market multi-media Public Relations and Marketing campaign, so that YOUR customers hear about GeriCareFinder, locally -- in the Top 50 markets where seniors live!
- ➔ PLUS, in every local market, the Top 20 employers (of your future customers) are supporting and promoting GeriCareFinder.com to their employees!
- ➔ PLUS local market print, direct marketing, blogsite and referral programs!
- ➔ PLUS local and national organization alliances to market, market, market our website to benefit YOUR business!

Why Wait? [Click Here](#) To Become A GeriCareFinder Partner Today!