

Advertise your housing for older people on HousingCare.org – the site with the audience

EAC HousingCare.org is the only website that presents a complete picture of **all specialist accommodation for older people in the UK**. It includes 26,000 sheltered, retirement, extra-care, assisted living, Abbeyfield, almshouse and retirement village developments, plus 13,000 registered care homes and complexes.

15,000 people visit the site every day, including older people, their relatives and carers, and thousands of professionals who work with them. Over **3 million** unique visitors a year!

The site carries only a limited amount of advertising, yet offers an extremely effective way for housing providers to reach their markets.

How it works

All **EAC HousingCare Core services are free of charge**. There is no cost to housing providers for appearing on the site. As a charity with a mission to provide the best information to the public, we aim to cover every elderly care facility in the UK – in detail.

The **EAC HousingCare Plus service** adds features to help providers **promote and advertise** their accommodation and related services.

Our **EAC HousingCare Premium service** recognises that major providers look for **consistency of branding**, and offers bespoke attention to how their facilities are presented and the relationship between HousingCare.org and their own websites.

*HousingCare Plus and Premium services are only available to providers committed to achieving the **EAC Quality of Information Mark** ('QI Mark'), which guarantees that comprehensive and accurate factual information accompanies all promotion and advertising on the HousingCare website.*

Check the details overleaf and choose the package that best suits your requirements.

What it costs

HousingCare Plus services are available for a **free trial period** for new subscribers. Then, when satisfied, we offer a uniquely simple and cost effective subscription structure that covers ALL your housing schemes / facilities, or as many of them as you want to cover.

Choose between a monthly subscription with no long term commitment and a best value annual subscription:

- Between £50 and £500 a month plus VAT, depending on number of schemes covered and which service options you choose to take; or
- Or between £500 and £5,000 plus VAT for an annual subscription.

HousingCare Premium services are of interest primarily to existing HousingCare Plus subscribers, and prices are negotiated according to their specific requirements.

HousingCare.org marketing services				FREE CORE SERVICE	PLUS SERVICE	PREMIUM SERVICE
Profiles of all your housing schemes / facilities	✓	✓	✓			
Full 5 page EAC ' QI Mark ' presentation of each scheme (subject to completion of QI Mark questionnaires)	✓	✓	✓			
Your own descriptive text	✓	✓	✓			
Your phone number for customer enquiries	✓	✓	✓			
Direct link to your email address for customer enquiries	✓	✓	✓			
A photo gallery for each scheme	✓	✓	✓			
Update your entries as often as you wish	✓	✓	✓			
Highlighted presentation on summary search results pages			✓			✓
Direct links to your website homepage			✓			✓
Unlimited vacancy ads			✓			✓
Access to your brochures and promotional material			✓			✓
Expert advice to help you make the most of your subscription			✓			✓
Special rate for EAC Resident Consultation Service			✓			✓
Branded presentation on both summary and detailed search results pages						✓
Direct links to specified pages on your website						✓

HousingCare Plus subscription examples

- **Toytown Housing Association** manages 27 sheltered schemes and posts vacancies itself weekly. Subscription £50 pm / £500 pa.
- **Lanchester Care Ltd** manages 12 continuing care retirement communities providing independent and assisted living accommodation plus on-site nursing homes. We carry high res photos and Lanchester's own brochure for each site, and host a company brochure and video. We update availability information monthly. Subscription £100 pm / £1,000 pa.
- **Swindale Metropolitan Borough Council** runs 78 sheltered schemes which are let through a county-wide Choice Based Lettings (CBL) scheme. It is committed to providing EAC QI Mark standard information for HousingCare. We explain the local CBL procedures on our site, including an offer of assistance from an EAC Advisor to register and bid. Swindale MBC steers people strongly to our site from its own. They feed details of vacancies to us in parallel with their CBL site. Subscription £200 pm / £2,000 pa.
- **Retirement Living Group** manages 500 facilities and helped gather the information to present them effectively on the site. It posts details of its lettings and sales availability fortnightly. We make available its company literature, brochures for all its schemes and a number of videos. It receives around 200 satisfactory customer leads a month via HousingCare, half by phone, half by email enquiry form. Subscription £500 pm / £5,000 pa.

Before you commit, speak to our satisfied customers

- Anchor
- Barchester
- Housing 21
- McCarthy & Stone Ltd
- Retirement Homesearch
- Retirement Security Ltd