

## **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, extracare, assisted living, Abbeyfield and retirement village developments**, as well as
- **13,000 registered care homes** and complexes that cater exclusively or primarily for older people.

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

In addition, our team of **telephone advisors** use the site to prepare bespoke **Housing Options reports** for 20,000 people every 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.

In addition, we offer the **EAC HousingCare Plus service** which adds features to help providers **promote and advertise** their accommodation and related services.

Our new **EAC HousingCare Premium service** recognises that major providers look for **consistency of branding**, and offers bespoke attention to the 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 about their housing accompanies any promotion and advertising on EAC HousingCare.*

Check out our site **features** below and choose a package that best suits your needs.

Feature	HousingCare Core service (FREE)	HousingCare Plus service	HousingCare Premium service
List all your housing schemes / facilities	✓	✓	✓
 Full 5 page EAC 'QI Mark' presentation of each scheme	✓	✓	✓
Your own descriptive text	✓	✓	✓
Your phone number for customer enquiries	✓	✓	✓
A photo gallery for each scheme	✓	✓	✓
Update your entries as often as you wish	✓	✓	✓
<b>Highlighted presentation</b> on summary search results pages		✓	✓
<b>Direct links</b> to your website homepage		✓	✓
Bespoke <b>customer enquiry</b> / brochure request <b>form</b>		✓	✓
Unlimited <b>vacancy ads</b>		✓	✓
Access to your brochures and <b>promotional material</b>		✓	✓
 <b>Expert advice</b> to help you make the most of your subscription		✓	✓
<b>Special rate for EAC Resident Consultation Service</b>		✓	✓
<b>Branded presentation</b> on both summary and detailed search results pages			✓
<b>Direct links</b> to specified pages on your website			✓

## What it costs?

**HousingCare Plus** services are available for a **free trial period** for new subscribers. Then, when you are satisfied that HousingCare Plus can benefit you, 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 between £500 and £5,000 plus VAT for an annual subscription.

### 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 us 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.

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

### Before you commit, speak to our satisfied customers

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