

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 25,600 sheltered, retirement, extra-care, assisted living, Abbeyfield, almshouse and retirement village developments, plus 11,000 registered care homes for older people.

15,000 visitors every day, including older people, relatives and carers, and thousands of professionals who work with them. Nearly **4 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.

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

Our **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.

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

What it costs

Subscriptions vary according to the number of facilities covered, numbers and frequency of individual property 'ads', etc. As a guide, our current subscribers pay:

- **HousingCare Plus service:** Between £500 and £4,000 pa + VAT
- **HousingCare Premium service:** Between £500 and £7,200 pa + VAT

Monthly/trial subscription to the Plus service available at 10% of the annual cost.

Quarterly/trial subscription to the Premium service available at 30% of the annual cost.

Please contact us to discuss your requirements and for a written quotation.

Contacts

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HousingCare.org marketing services	FREE CORE SERVICE	PLUS SERVICE	PREMIUM SERVICE
Profiles of all your housing schemes / facilities	✓	✓	✓
Full 5 page presentation of each scheme (subject to completion of EAC Quality of Information Mark questionnaires)	✓	✓	✓
Your own descriptive text	✓	✓	✓
Your phone number for customer enquiries	✓	✓	✓
Online customer enquiry form	✓	✓	✓
A photo gallery for each scheme	✓	✓	✓
Free one-off vacancy ads	✓	n/a	n/a
Update your entries as often as you wish	✓	✓	✓
Highlighted presentation on summary search results pages		✓	✓
Direct links to your website homepage		✓	✓
Unlimited 'ads' for properties currently available		✓	✓
Access to your brochures and promotional materials		✓	✓
Expert advice to help you make the most of your subscription		✓	✓
Branded presentation on all scheme/facility profile pages			✓
Your own organisation profile page on HousingCare			✓
Direct links to specified pages on your own website			✓
Regular reports on HousingCare metrics			✓

Examples

McCarthy & Stone

- Facility page: <https://housingcare.org/housing-care/facility-info-162488-beck-house-isleworth-england>
- Organisation profile: <https://housingcare.org/landing/mccarthy-stone/>

Housing & Care 21

- Facility page: <https://housingcare.org/housing-care/facility-info-88145-foylebank-court-portland-england>
- Organisation profile: <https://housingcare.org/landing/housing-21/>

Your Housing Group

- Facility page: <https://housingcare.org/housing-care/facility-info-161114-the-windings-helsby-england>

Before you commit, speak to our satisfied customers

a2dominion, Abbeyfield, Anchor, Avantage, Churchill Sales & Lettings, Cinnamon Care Collection, Eldon Housing Association, Girlings Retirement Rentals, Housing & Care 21, Lakeside Village Ltd, McCarthy Stone, My Future Living, Oak Retirement, One Housing Care & Support, Rapport Housing & Care, Retirement Homesearch, Retirement Security Ltd., Signature Senior Lifestyle.