

## 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 25,000 sheltered, retirement, extra-care, assisted living, Abbeyfield, almshouse and retirement village developments, plus 12,500 registered care homes for older people.

**18,000 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

Alex Billeter, [alex.billeter@eac.org.uk](mailto:alex.billeter@eac.org.uk), 020 7820 1682

John Galvin, [john.galvin@eac.org.uk](mailto:john.galvin@eac.org.uk), 020 7820 7867

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

## Examples

### McCarthy & Stone

- Facility page: <http://www.housingcare.org/housing-care/facility-info-160081-beeches-gate-aberdeen-scotland.aspx>
- Organisation profile: <http://www.housingcare.org/housing-care/provider-24207-mccarthy-stone.aspx>

### Housing & Care 21

- Facility page: <http://www.housingcare.org/housing-care/facility-info-88145-foylebank-court-portland-england.aspx>
- Organisation profile: <http://www.housingcare.org/housing-care/provider-1752-housing-care-21.aspx>

### Richmond Villages

- Facility page: <http://www.housingcare.org/housing-care/facility-info-87655-richmond-nantwich-nantwich-england.aspx>

## Before you commit, speak to our satisfied customers

Abbeyfield, Anchor, Avantage, Avery Healthcare, Barchester Healthcare, Churchill Retirement, Goldsborough, Housing & Care 21, Johnnie Johnson HT, McCarthy & Stone Ltd, Nazareth Care Charitable Trust, Oak Retirement, Richmond Villages, Peverel Court Care, Retirement Homesearch, Retirementmove, Retirement Security Ltd.