

Senior Communities.Guide

SCG Media Kit



About Senior Communities.Guide

Senior Communities.Guide (SCG) is a search website in Minnesota and now Wisconsin connecting older adults directly to senior communities. It provides a free, safe, accurate solution by efficiently finding senior housing and care for older adults and loved ones. This service is completely free to those searching, and is specifically designed to make one of the most challenging decisions in the life of seniors much easier and ultimately more successful.

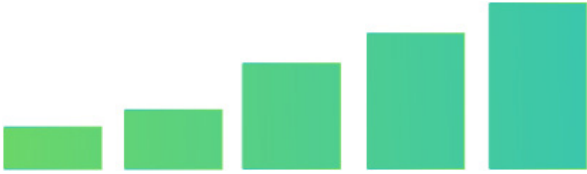
Becoming a partner with SCG has many advantages including getting hundreds of potential referrals to your communities' profile page every month. Seniors and their families can watch videos, look at photos, and see themselves moving into your community.

Mission

Senior Communities Guide is committed to helping seniors and families find an ideal senior community. We guide older adults and families to make housing and care decisions based on their needs.



Demographics



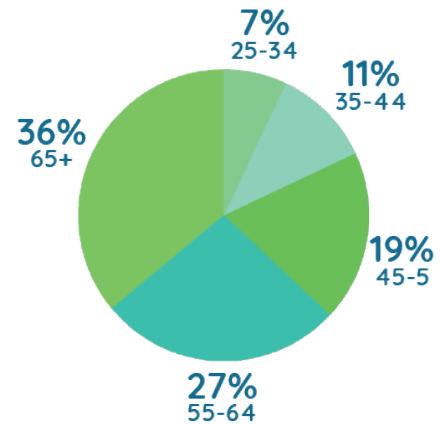
Views

We have reached over 1 million Minnesotans on our website and Facebook page that has over 1,400 follows



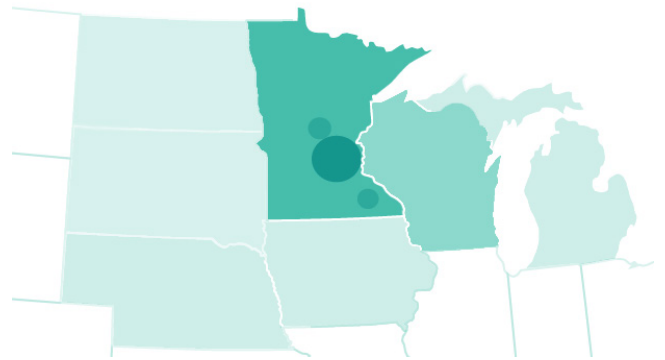
Gender

- A majority of views are from women who tend to be the caretakers and social workers
- Men still account for almost 1/3 of searches



Ages

- A majority of those who find us are seniors
- The others are families, caretakers and social workers




Location

- The overwhelming majority of website visitors are located in Minnesota and Wisconsin
- The highest population areas having the most visitors

Senior Communities Guide's vast majority of views are seniors looking for housing options. We are expanding reach everyday with a high rate of engagement with Facebook Ads. Your community will save on lead money by being a paid partner on our website. We currently serve the whole state of Minnesota and Wisconsin with plans to expand to the Midwest in the near future.




Market Overview



26% of MN
are seniors

The Senior Market

- SCG helps Minnesota seniors find a senior community quickly and easily
- There are about 850,000 seniors over the age of 65 in Minnesota right now
- There are 550,000 adults in the ages of 50-64 in Minnesota right now. Both add up to 26%
- Nationally the numbers are even
- larger as many seniors leave MN for warmer weather



2,000+
communities
listed

The Senior Community Market

- There are currently over 2,000 senior housing communities in Minnesota and over 1,000 in Wisconsin on our website
- Communities who become partners are promoted with larger profiles which help to differentiate them from all the others
- Senior Communities Guide are marketing experts and can help
- communities individually with websites, social media and other marketing



Competitive Advantage

- Senior Communities Guide has a higher user experience rating
- Users directly contact communities
- Free, safe and we do not sell users information
- SCG also has resources available to seniors for free



Why SCG is Different

- Low monthly cost for quality referrals coming directly from seniors and their families
- Social media promotion and Google Ad buys included for Premium Profiles
- Award winning user experience and easy to use website



Profile Comparison

With a paid profile, receive up to 500% more page views than the complimentary pages due to advertising on Google, our Facebook page, and other platforms. Take a look at the benefits of a premium profile page. Senior Communities Guide offers 3D virtual tours, photography and video services to communities.

Complimentary Profile

Lyons Court Senior Apartments
510 N 5th St, St Paul, MN 55101

Our Community
Lyons Court is a proud participant of the Low Income Housing Tax Credit Program, allowing us to keep rents well within your budget.

Location
Map showing location in St. Paul, MN.

Contact Community
Lyons Court Senior Apartments
510 N 5th St
St Paul, MN 55101
Phone

Core Options
Independent Living

Premium Profile

Benedictine Living Community of Northfield
2000 North Avenue, Northfield, MN 55057

Contact Community
Benedictine Living Community of Northfield
2000 North Avenue
Northfield, MN 55057
Korol Butler
Sales and Outreach Specialist
Email Phone

Price
\$1,975 - \$6,600 +
Payments Accepted: Private Pay

Our Community
Northfield's premier Senior Community. Opened in 2019 with 88 apartments for independent living (INL), Assisted Living (AL) and Memory Care (MC). 13 floor plans, 1 Bedroom, 1 Bedroom plus Den and 2 Bedroom units, in-room water/heaters, On-site research grade dining, Fitness room, Full suite, library, chapel, theatre, movie room, monthly movie with 3D movie, utilities included in rent. Located across the street from the Northfield hospital.

Pet Policy
Pet-friendly

Location
Map showing location in Northfield, MN.

Floorplans

Unit	Description	Price
Unit B	1 Bedroom Independent and Assisted	\$2,845 +
Unit B1	1 Bedroom Independent and Assisted	\$3,140 +
Unit C	1 Bedroom Independent and Assisted	\$3,560 +
Unit D	1 Bedroom Independent and Assisted	\$2,775 +
Unit D1	1 Bedroom Independent and Assisted	\$2,715 +
Unit D2	1 Bedroom Independent and Assisted	\$2,845 +
Unit C	1 Bedroom Independent and Assisted	\$2,560 +
Unit D	1 Bedroom Independent and Assisted	\$2,775 +
Unit D1	1 Bedroom Independent and Assisted	\$2,715 +
Unit D2	1 Bedroom Independent and Assisted	\$2,845 +
Unit E	1 Bedroom Independent and Assisted	\$2,640 +
Unit F	2 Bedroom Independent and Assisted	\$4,040 +
Unit G	2 Bedroom Independent and Assisted	\$3,795 +
Unit H	2 Bedroom Independent and Assisted	\$3,600 +
Unit H	2 Bedroom Assisted Living	\$5,080 +

Community Amenities
24/7 On-Site RNLPN
Activity Room/Craft Room
Beauty Salon/Barber Shop
Cafeteria
Chapel
Community Garden
Event & Activity Programming
Fitness Center
Guest Suite
Library
Outdoor Patio
Personal Care System
Pet-friendly
Public Dining Room
Secure Building
Theater
Transportation
Walking Paths

Suite Amenities
Housekeeping
In-unit Washer/Dryer
Laundry Service
Meal Plan
Pool-in Showers
Satellite/Cable Included
Wi-Fi Access

Complimentary vs Premium Comparison

Paid profiles receive up to 600 leads per month and growing.

Complimentary Profile Leads

Premium Profile Leads

Key Benefits of Paid Profile

- Google Ads purchased to promote your community profile page
- Facebook marketing of your events
- Videos & 3D tours
- Floor plans & amenities
- Community links
- Direct email & phone contacts

Testimonial:

"Our Senior Communities Guide video helps us connect with people every day. For those that would like to see the Augustana Regent community from their homes or work, we're just a click away."

– Beth Woodward, Director of Marketing



Profile Page Prices

Sign up today to have an expansive profile on Senior Communities.Guide to get more potential referrals and page views on your profile. Once you're signed up, an email will be sent out to collect your information and content.

Basic profile is now \$40 a month with the code: **Basic9** and premium now \$99 a month with the code: **Premium50**. Promo is good for one year.

Claim Your Profile	Basic	Standard	Premium
\$ 0 /mo	\$ 49 NOW \$40/mo	\$ 99 /mo	\$ 149 NOW \$99/mo
Profile Features:	Basic Profile Features:	Standard Profile Features:	Premium Profile Features:
<ul style="list-style-type: none">✓ Profile Example Link✓ Number + address✓ Approximate price✓ Possible care options✓ Thumbnail	<ul style="list-style-type: none">✓ Profile Example Link✓ Community contact info✓ Trackable profile visits/leads✓ Website link✓ Google map location✓ Display price range✓ Community description✓ List of amenities✓ Care services offered✓ Monthly analytics reports✓ Pets allowed & policies✓ Up to 3 Photos*✓ Up to 3 floor plans w/ pricing✓ Welcome blog & Facebook post	<ul style="list-style-type: none">✓ Profile Example Link✓ Community contact info✓ Trackable profile visits/leads✓ Website link✓ Google map location✓ Display price range✓ Community description✓ List of amenities✓ Care services offered✓ Monthly profile updates✓ Monthly analytics reports✓ Pets allowed & policies✓ Up to 20 Photos*✓ Up to 10 floor plans w/ pricing✓ Ability to add showcase video*✓ Ability to add 3D virtual tours**✓ Welcome blog & Facebook post	<ul style="list-style-type: none">✓ Profile Example Link✓ Community contact info✓ Trackable profile visits/leads✓ Website Link✓ Google map location✓ Display price range✓ Community description✓ List of amenities✓ Care services offered✓ Monthly profile updates✓ Monthly analytics reports✓ Pets allowed & policies✓ Up to 50 Photos*✓ Unlimited floor plans w/ pricing✓ Ability to add lifestyle video*✓ Ability to add 3D virtual tours**✓ Community resources section to upload PDFs✓ Placed at the top of appropriate community list✓ Welcome blog & Facebook post✓ PLUS additional monthly blog & Facebook posts
CLAIM	SIGN UP	SIGN UP	SIGN UP

*Communities can either provide their own photos or videos or Senior Communities Guide can provide photography and videography services for an additional fee.
** Communities may pay an additional one-time fee to have Senior Communities Guide create a 3D virtual tour.

