

## Business News

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### BedAvailability.com Offers Alternative to Increasing Referral Fees for Residential Care Facilities.



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Senior referral agencies are still the traditional places to find help when an elder needs to be placed in a care facility, whether a skilled nursing facility or board and care facility. Referral agencies research suitable facilities for the elder and typically charge a facility a referral fee once the senior is "placed" or admitted into the facility.

"In the past these 'referral fees' were palatable, generally 50% of the first month's rent. We are now seeing these fees increasing by as much as 400%," states Laura Ferrall, President of BedAvailability.com, which maintains an on-line interactive website to assist in the admissions and discharges of seniors.

"Simply, the facilities cannot afford these increases, especially with the unfortunate 'turnover' of residents in this business," adds Stuart Furman, CFO. BedAvailability.com eliminates these referral fees in the discharge and admissions process.

"Senior referral agencies were successful because there were no other sources of cumulative information to efficiently research appropriate facilities," states Stuart Furman. He adds, "However, with the Internet and BedAvailability.com, this information is now at everyone's fingertips."

BedAvailability.com offers a progressive alternative to the historic method of researching and selecting facilities, namely the referral agency. The website puts the selection of senior care facilities back in the control of the elder and family allowing them to find significant information in advance about pricing, availability, services, amenities and the like. It gives the families and care professionals the opportunity to work directly with facilities with organized facility information at their disposal, all available on-line, and with no referral fees being charged.

The website also allows offers its unique message board for posting of senior care needs, giving the facilities an opportunity to accommodate specific care requirements.

BedAvailability.com filed for patent protection for its unique website on January 30, 2007.

BedAvailability.com is a California Corporation.

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