

**BedAvailability.com proves success with its unique marketing approach to filling care beds.**

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Traditional marketing in the residential care arena consists of reliance on referral agencies and advertising in senior publications. As competition for the resident increases, however, facilities must look towards new but proven techniques to keep their beds filled.

The BedAvailability.com alliance with Eldercare.net, a full service senior referral agency, solidified a successful marketing formula. Laura Ferrall, President of Bedavailability.com states, "The alliance with Eldercare.net offers the personal touch of a referral agency with the efficiencies of internet technology using our unique website. Although we had hoped that our website would be able to unilaterally handle facility move-ins, the fact is that when dealing with fragile and ill seniors, the personal touch is required."

BedAvailability.com shares the success stories of its subscribing facilities by posting testimonials on its home page. Laura states, "Facility owners are really excited to share their success stories with us. New facility subscribers are sometimes apprehensive with our marketing approach and can't believe that there are no more referral fees. When they have a move-in, they really want to tell everyone."

As to internet technology, Stuart Furman, CFO of BedAvailability.com also adds, "Facilities are very set in their ways by relying on traditional marketing methods. They must come into the 21<sup>st</sup> century using technology or they will be left behind. It's not a matter of not wanting to change, but rather, having to change. The technology train has left the station. The question is whether the facility owner is on it."

Finally, Stuart concludes, "We are not an advertising company. We develop relationships with our subscribing facilities to help them be successful. That is the measure of our success."

BedAvailability.com is a California Corporation.

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