

**Senior Consulting, LLC**  
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**Long Term Care and Senior Housing  
Marketing and Strategic Planning Services  
For Vendors and Professionals**

Senior Consulting, LLC's principal is a former operator of long term care facilities in five states. The company and its affiliates have provided operational, development and financial consulting services for operators in the entire continuum of care in over twenty states for over twenty years. Services to lenders and other professionals have been provided as well, including due diligence support and strategic planning. During the last two years, as part of extended marketing efforts for the Company, we have established databases of multi-facility operators of skilled care, assisted living and senior housing options, and over 2,000 vendors, professionals and lenders, resources in marketing, as well as gaining a unique insight into the full spectrum of marketing on a regional and national basis.

- **Strategic Planning and Marketing Plan Analysis** – We have analyzed all AAHSA, AHCA and ALFA affiliated State Association Web sites and their facility and associated vendor members, with a very wide range of marketing options and value for vendors. We have assessed many other resources to establish our vendor database that could be included in your marketing. There are many other options besides costly trade shows. Have you had an experienced third party review and assess your marketing plan to maximize your marketing expenditures?
- **Strategic Alliances** – Have you considered joint marketing arrangements with other closely aligned vendors or professionals? With our national Vendor and Professional Database and operational expertise, we can establish strategic alliances and new ways to reach new clients and customers.
- **Marketing Services/Use of proprietary databases** – Utilizing our operator databases, we can fax on your behalf. You provide the fax cover sample and up to three pages on your services, and we will print and send custom faxes to the executive contact you request within our databases. When completed, we mail the hard copies of the faxes to your office. With our economies of scale, we can complete these services at very low costs. In addition, we will e-mail the database(s) to you so you can easily indicate which of your existing clients that we will exclude and have the database(s) for future use.
- **Marketing Services/Business Development Support** – For larger companies with a Director of Marketing and/or Business Development, new marketing plans often need added support to generate leads for new business. For smaller companies, we can provide support and efforts that a marketing director would typically provide.