

Finding Residents for Your Adult Care Facility



Depending on your proposed target population, where you go to find clients will vary.

Once you have determined what population you want to work with, whether it's men, women, elderly people, homeless, etc., you'll need to think about what avenues they use to get you. **Would a case manager at a mental health agency refer them to your home? Would a discharge planner at the nearby state hospital?**

If the answer is "maybe" to any of these, and similar questions, you need to look at how you can market your home to these places.

It's about building relationships and letting people know your home is there. That way, if they have a client who may be a good fit for your home, they will know how to get in touch with you and you will already have started that relationship.

Some **good places to build relationships for potential residents** include:

- Local mental health service providers
- Local Alcohol, Drug Addiction and Mental Health (ADAMH) Boards
- Homeless shelters
- Discharge planners and social services professionals at local hospitals
- Discharge planners and social services professionals at local nursing homes

- Area Agencies on Aging (AAA)
- Centers for Independent Living
- Vocational rehabilitation providers

You should approach the people that work at these agencies and give them information about your adult care facility, including marketing materials.

This type of "boots on the ground" marketing is especially important for establishing your name as a new home.

Over time, quality homes often gain recognition through word of mouth, but starting out, you will need to put in some marketing work.

Marketing Your Home

Create at least one form of marketing material (preferably several) to give to individuals who may be interested in your home:

- Brochures
- Flyers
- Business cards

These materials should include **high-quality images of the home and limited, easy to read text**. Use bullet points and short paragraphs instead of long blocks of text to help people follow along.

Make sure to highlight what is special about your facility. Are you close to a bus line? Do you have spacious bedrooms? These details are your selling points.

If you have the financial ability, work with a company to design visually appealing materials.

If not, try a free online resource like [Canva.com](https://www.canva.com), which provides easy to use templates for different types of materials, such as business cards, flyers, brochures, etc.