

SENIORS

HOUSING BUSINESS®

Editorial Guidelines for News Submissions

To have your company included in *Seniors Housing Business*, please send news to:

Matt Valley, Editor — mvalley@francemediainc.com

Hayden Spiess, Managing Editor — hspiess@francemediainc.com

News submitted to these addresses will be considered for publication on SeniorsHousingBusiness.com and in our e-newsletter and magazine. For more information, visit www.SeniorsHousingBusiness.com.

Below is an outline of the information preferred for given items of news.

New Construction & Redevelopment Projects

- Name of community and location (city and state)
- Type of development (ground-up, redevelopment, renovation, expansion, conversion, etc.)
- Care levels offered (independent living, assisted living, memory care, skilled nursing, CCRC/life plan community)
- Number of units and/or beds (broken down by care level if applicable)
- Cost of project
- Description (acreage, square footage, stories, amenities, design features)
- Developer with headquarters city and state
- Owner with headquarters city and state
- Operator with headquarters city and state
- Construction start, completion and opening dates
- Phase breakdown (what opens in each phase), if applicable
- Architect, general contractor and interior designer, if available

Acquisitions & Sales

- Name of community and location (city and state)
- Care levels offered (independent living, assisted living, memory care, skilled nursing, CCRC/life plan community)
- Community details (number of units/beds, acreage, square footage, year built, amenities)
- Sale price
- Buyer with headquarters city and state
- Seller with headquarters city and state
- New operator (if changing) with headquarters city and state
- Brokers, if applicable (please include both buyer and seller representation)
- For portfolio sales and acquisitions — total number of units/communities, care levels included, location of the portfolio, buyer(s) and seller

Loans & Financing

- Name and address of community
- Location (city, state)
- Care levels offered
- Size of community (number of units/beds, square footage)
- Loan amount and terms (rate type, term length, amortization, LTV if available)
- Loan purpose (acquisition, refinance, construction, bridge, etc.)
- Name of lender and intermediary
- Name of borrower and headquarters city and state

Operator & Management News

- Name of community or portfolio and location(s)
- Number of units/beds and care levels
- Outgoing operator, if applicable
- Incoming operator with headquarters city and state
- Owner with headquarters city and state
- Effective date of transition
- Scope of agreement (single community, regional portfolio, full portfolio)

Corporate News

Corporate acquisitions, mergers, joint ventures, rebrands and restructuring.

- Names of companies and their headquarters cities
- Purpose of the transaction or venture
- Effective date
- Monetary terms, if applicable
- Where the new or combined company will be headquartered
- Who will lead the new company, merger or joint venture
- Details of any restructuring, including impact on existing communities or operations

People News

- Full name and new title
- Company name with headquarters city and state
- Previous role and employer
- Brief description of responsibilities in the new role
- High-resolution headshot (300 dpi, JPG or PNG)