



## Mom's House Keyword Search Guide

This guide has been created to help you to track down more of the senior stakeholders in your local market. Because organizations and companies' names vary, it's important to include a mix and match of different terms that you search. It is also helpful to include your city, township, county, or region as part of your search criteria.

Search Example: Jackson County Professionals in Aging.

This is a local group of professionals in the senior industry that meets once a month. Notice it doesn't include 'Senior' or 'Care' in the title. It is not uncommon for names to use other vernacular to describe the senior industry. In our two-day Certification Course, we go into in-depth detail on exactly who the stakeholders are, where to find them, and role play what to say, and more importantly what not to say.

Use the keyword search guide as a way to fill in your '20 is Plenty' worksheet. You'll soon find that there are dozens, if not hundreds, of senior professionals in your market or nearby. This keyword search guide should jumpstart your target audience, setting you up for the next step in building your senior transition business.

If you have other ideas or find other key words helpful that are not here, we ask that you please share them in the Mom's House Home Study Facebook group so that information is shared with other students and certified investors. Make sure you tag both Ben Rao and I so that we can comment.

Looking forward to helping you build your senior transition specialist real estate investor business.

Talk Soon,

Phillip Vincent

Founder - Mom's House

**Make sure you try different variations to include:**

“your county”, “your city”, “your region”, or “your township”

**Care Communities:**

Senior care community near me  
Senior care community in my city  
Long-term care  
Assisted living  
Memory Care  
Senior living community  
Community care for the elderly

**Placement Agents:**

Senior placement agents near me  
Senior placement advocates  
Assisted living locators

**Elder Law:**

Elder law attorney  
Elder and disability law attorney  
Eldercare attorneys that specialize in crisis management

**Downsizing Experts:**

Downsizing Experts in City name  
Senior downsizing experts  
Senior move-in managers near me

**Home Health Care:**

Home Health care near me  
Home health care in my area  
Home health care services  
Home health agencies near me  
Care senior services

**Medicaid communities:**

Medicaid Senior Living  
Medicaid Senior Living near me  
Medicaid Senior Living (local town) senior living (local county) senior living (your state)  
Medicaid  
Assisted living Medicaid  
Medicaid Assisted living (local town)  
Medicaid Assisted living (local county)

## **Bonus Search Terms**

Page one is more than enough for your '20 is Plenty', but here are some bonus search terms if you want to build hundreds of prospective referral partners in your local market.



**Aid and Attendance benefits providers**

**Social workers**

**Hospital discharge workers**

**Realtors with SRES designation**

**Finance directors of senior living communities**

*Mom's House*

Trusted As Is Home Buyers