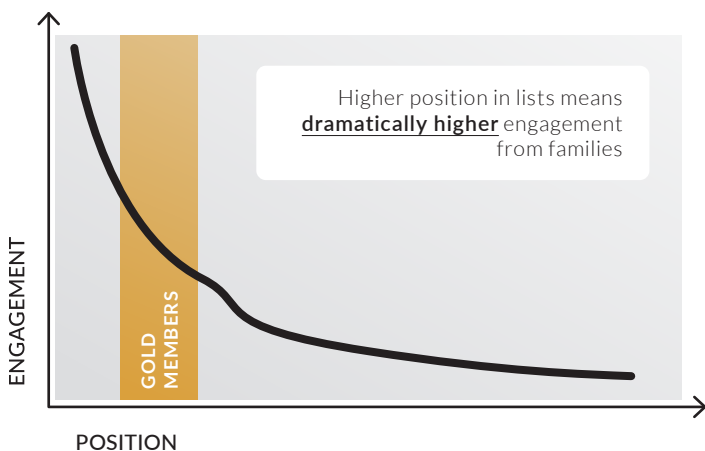


Why upgrade to

GOLD membership

Premium positioning. We'll show you above Silver and Bronze members in lists across ComfortLife.ca.



Visual distinction. We'll highlight your Gold-level status in every matching list and search result.

Video interview with management. We'll ask key questions prospects have about you—about your values, signature programs, and key differentiators—and thereby enable you to shape people's perceptions and your brand. (\$1,800 value)

Insider's Perspective video review. We'll speak with a resident or resident family member, giving prospects first-person insights from people with the inside scoop. (\$1,800 value each)

Hand-curated highlights. We'll extract the most essential and powerful quotes from ALL of your videos (resident, resident family, management), making them more accessible to those considering you, and amplifying the impact each view delivers. (\$600+ value each)

Brand identity FAQs. We'll interview your team and build and showcase video and text responses to key brand identity questions (where you articulate what makes you unique) at the top of your Comfort Life Report, increasing the impact of every word. (\$800 value)

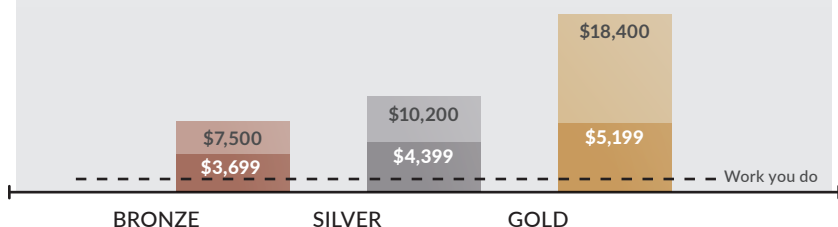
Featured in email. Your video or written review will be, sent directly into the inboxes of those actively researching retirement lifestyle options. (\$600 value)

The Power of Gold

Gold-level membership helps you showcase your best values. You'll not only capture more attention but achieve more once you capture it. Gold helps you instill confidence in prospects that you're the right choice.

- Video is a rich, emotional, and personal medium. By tapping into it, you'll **expand the reach and impact of word-of-mouth marketing**. We'll ask you questions that prospects are thinking about, so you can provide answers that get to the heart of your messaging.
- Adding value to already valuable videos, through hand-curated highlights, will make it **easier for those, who may prefer text, to consume your content**. (Also: text is searchable and is faster to read than video.)
- Coming from Comfort Life—a third-party authority—your content, videos, and hand-curated highlights are seen as editorial, **rather than carefully crafted marketing or advertng.**
- Plus: You'll **gain powerful stories and statements for your own marketing use**. These short, ready-to-use first-person accounts are ideal to post on your website, include in email campaigns, and distribute through social media.

Gold members save more money than Silver and Bronze ones



For a breakdown of the value you get, see our information kit: "WHAT'S INCLUDED"