



Are You Ready For Smarter Financially Savvy Consumers?

By Wendy D'Alessandro

[Caring.com](#), a Senior Housing Forum partner, has expanded its portfolio with the [recent acquisition](#) of [PayingForSeniorCare.com](#), a content site that provides financial information and resources for consumers to understand, plan for, and cover the costs of senior care. That's good news for families, caregivers and seniors, but it's also good news for senior living providers.

“PayingForSeniorCare.com is a well-established, credible source of senior care content, and we’re excited to add this resource to our portfolio of services that support family caregivers and seniors,” said Caring.com CEO, Jim Rosenthal. “This transaction broadens our footprint, enabling us to increase the volume of informed, qualified consumers that we help along with our partners.”

Still, it's about the consumer

Driving Caring's growth is a genuine commitment to helping families. "We love this industry and are deeply committed to providing services to caregivers and their loved ones," Rosenthal said.

With this transaction, caregivers, family members and seniors continue to benefit from Caring's relevant senior care content and comprehensive directory of senior living and senior care services. They can also access trusted financial information, resources and interactive tools so they can better plan and prepare for how to select and pay for senior care.

A Cultural Fit

Organizations founded with good intentions tend to flourish when led by those who stay true to a vision. Alex Guerrero, director of operations at The American Elder Care Research Organization, which previously owned PayingForSeniorCare, and Rosenthal of Caring.com, both aspire to help families navigate this complex and emotional journey.

"The origin of our website is similar to that of Caring's — our own less than desirable experiences led us each to a deep-rooted desire to help improve others' experience. We are thrilled that Caring.com will now take over our passion project," said Guerrero.

Rosenthal said Caring.com is in a 'growth mode,' both organically and through acquisitions. Last spring, Caring.com was acquired by Caring Holdings, LLC, a private equity group, to accelerate its ability to help match families with home care agencies in their local areas and provide aging-in-place support services.

"We look forward to continuing to invest in Caring's future enabling us to serve an increasing portion of the senior population," said Rosenthal.

The terms of the agreement are undisclosed, and both organizations are working together to ensure a smooth and seamless transition for caregivers, seniors, and referral partners.



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