



My family, like many, experienced the loss of a loved one to Alzheimer's. I was 37 when my mom passed away and it profoundly changed my life. I felt called to start a fundraising event in my home town and not long after that I went to work in the senior living industry.

Because I had no pre-conceived notion about "how things were done," I went about helping families the best way I knew how...learn as much as I could to be a resource to them. My heart and compassion felt drawn to helping seniors and their families.

As my husband and I set out to develop Cypress Trio, I realized how broken the long-term care search options were. Everything is perceived as helping families, but in most cases the companies don't give them ALL the licensed options. We felt like this needed to change. We also made it a user friendly website that is delivered in a simple, highly functional format.

I hope you will consider joining us on our mission as a provider, a vendor, an industry professional, or simply getting the word out about how we can truly help seniors and their families.

Thank you,

Amanda Bailey
CEO/President
amanda@cypress trio.com

John Bailey
Chief Marketing Officer
john@cypress trio.com



TABLE OF CONTENTS

CYPRESS TRIO MISSION STATEMENT	3
INTRODUCTION TO CYPRESS TRIO – PRESS RELEASE	4
CYPRESS TRIO QUICK START GUIDE	6
PREMIUM PROVIDER BENEFITS	7
ADVERTISING GUIDE AND CONSUMER STATISTICS (INFOGRAPHIC)	8-9
CONTACT INFORMATION	10



MISSION STATEMENT

Cypress Trio's mission is to connect families to industry professionals and ALL licensed long term care facilities and services in a transparent way; taking into account the latest up-and-coming technology and providing meaningful information to aid in the living transitions of aging seniors.

STATEMENT OF PURPOSE

The heart of Cypress Trio is the belief that seniors and their families deserve to make their choices for long-term care from all licensed available options. Using the Cypress Trio website to find the right kind of care is simple and straightforward. By helping you to make an informed decision, we have a sincere desire for seniors to live a dignified life and for families to have peace of mind.



PRESS RELEASE

FOR IMMEDIATE RELEASE – FEATURE

CONTACT: Kessi Wilhite | info@cypresstrio.com | (979) 732-7348

TEXAS WOMAN WORKING TO CHANGE SENIOR LIVING INDUSTRY WITH ONE-STOP WEB SITE

KATY, TEXAS – Amanda Bailey enters a zip code into the search engine at www.cypresstrio.com and pulls up an extensive list of senior care providers in a five-mile radius of her Katy, Texas home. Scrolling through the listings, which are also pinpointed on a map interface, Bailey explains the features of her new Web site with enthusiasm.

“These are ALL of the licensed senior care providers in this area,” Bailey says, “from assisted living to skilled nursing to home health – we can see every option available in one place.”

Bailey’s company, Cypress Trio, LLC, is dedicated to delivering an innovative product and delivering the promise made in their slogan – Connections to Comprehensive Senior Care.

Bailey, who was working in the energy industry a decade ago, has a very personal tie to the senior care industry. When she was 37 years old, her mother, Clara Denson, died of Alzheimer’s disease at the age of 73. After the death of her mother, Bailey felt a calling to become involved in helping families that are enduring the same thing her family did.

Along with support from friends and family, Bailey chaired the Alzheimer’s Association Memory Walk in her hometown for five years, each year becoming more successful and raising more money to fund research to end Alzheimer’s. As she watched the Memory Walk grow, her passion for helping in senior care grew.

“It felt crazy in some ways,” Bailey said, “to leave a thriving career to step into an industry that I had never worked in before. But I knew it was what I was supposed to do.”

Bailey began working for a memory care facility as Director of Community Relations. She admits that at the time, she really didn’t know much about the senior care industry aside from what she had learned through her experiences with her mother, but she caught on quickly.

Over the next decade, Bailey held positions ranging from Hospice Representative to Director of Marketing to Executive Director of a new memory care facility – growing her career through her passion.

As she clicks through Cypress Trio’s Web site, Bailey explains the features – that the site is built to be a one-stop shop for families looking to find the right care for their aging loved one, as well as a place for care providers and industry professionals to network.

“When we started this venture in January [2015], my husband, John, and I knew that we were looking to do more. We wanted to reach out – to help – as many families as possible, and we were confident that Cypress Trio was the way that we could do it,” Bailey says, as she starts to explain the features offered to facilities that are Basic Members and the upgraded account features for facilities that decide to become Premium Providers. Prior to Cypress Trio starting, the only referral services out there were ones that providers paid to be a part of. There was no transparent view of the long-term care industry.

Now, as the Founder, President and CEO of Cypress Trio, Bailey is focused on creating connections; the Web site works three-fold by providing connections between families and senior care facilities, between senior care providers and industry professionals, and by providing information to families who are on the journey to finding care for their aging family member.

“As the site grows and evolves,” Bailey says as she logs into the Provider Portal, a section of the Web site where facilities can manage their subscription, “we will be innovating new ways to connect professionals across the spectrum of senior care to families who need their services. Right now, all licensed providers are already in our database. This is part of our mission – to offer a transparent view of the care options that families have for their loved ones.”

Cypress Trio’s Web site is currently serving families and care providers in Texas, but is extending to other regions of the U.S. in the coming months.

Bailey’s excitement is contagious as she explains her mission and her passion radiates through the home office that she is working from today.

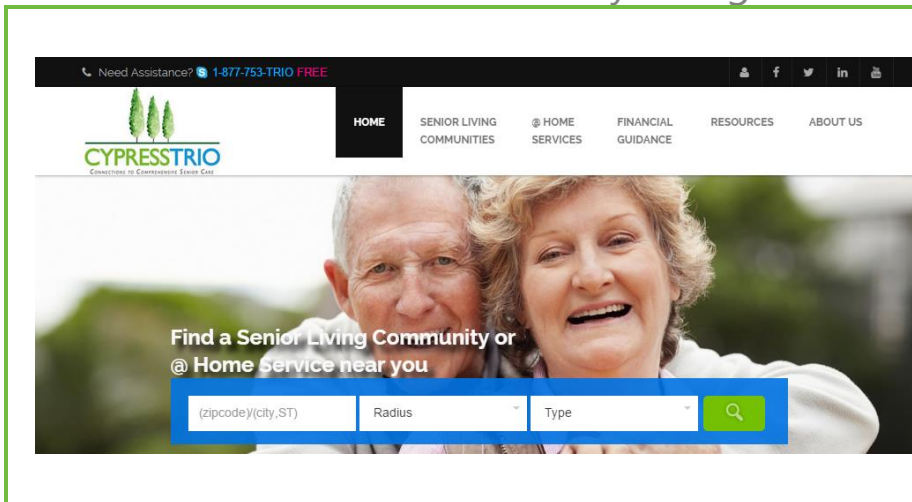
“Every piece of what we’re doing at Cypress Trio has the same goal: improving the experience and lives of seniors and their families who are in a living transition in this stage of their lives,” Bailey says.

To learn more about Cypress Trio, LLC, Bailey’s mission, and the services that the Web site provides, visit www.cypresstrio.com.

###

QUICK START GUIDE

Easy Navigation



Step 1:
Step 2:
Step 3:

Enter the desired city and state or zip code where you're searching for care.

Select the search radius (in miles) from Radius drop-down menu (optional).

Select the type of care that you're searching for from the Type drop-down menu and click the search button (optional).

Need help?

BASIC ADVANCED SEARCH:

Use the Cypress Trio questionnaire to help determine the type of care that best fits each situation.

Not sure what type of care your loved one needs?

- Does your loved one need considerable carestaff assistance with every day activities such as toileting, bathing, eating, etc.?
- Does your loved one exhibit any behaviors such as foul language, aggressiveness, and/or combative actions?
- Does your loved one have frequent episodes of confusion or do they get lost in familiar surroundings?
- Does your loved one have any complicated medical needs such as paralysis, life support dependent, and/or unmanageable pain?
- For funding do you need a facility that takes Medicaid?

 Radius

BASIC ADVANCE SEARCH

Step 1:

Answer a few, short questions by checking each applicable box.

Step 2:

Enter the zip code where you're searching for care.

Step 3:

Select the search radius (in miles) from the Radius drop-down menu and click the "Basic Advanced Search" button.



CYPRESSTRIO

CONNECTIONS TO COMPREHENSIVE SENIOR CARE

PREMIUM PROVIDER BENEFITS

Link to Video on How to Upgrade your Provider Listing

<https://www.youtube.com/watch?v=9gEvza-fSwI>

Benefits of Membership	Property Provider		Service Providers	
	Basic	Premium	Basic	Premium
Company Name	x	x	x	x
Company Address	x	x	x	x
Company City, State, Zip Code	x	x	x	x
Company Phone Number	x	x	x	x
Mapping	x	x	x	x
Type of Primary License	x	x	x	x
Bed/Capacity	x	x	x	x
Save a Listing	x	x	x	x
Write a Review	x	x	x	x
Read a Review	x	x	x	x
Medicare/Medicaid Provider	x	x	x	x
License Number(s)	x	x	x	x
Company Logo		x		x
Main Provider Picture		x		x
Company Web site Link		x		x
Company Facebook Link		x		x
Company Twitter Link		x		x
Company Pinterest Link		x		x
Company Instagram Link		x		x
Company YouTube Link		x		x
Consumer Requests Information		x		x
Additional Services (e.g. memory care, CCRC)		x		x
Provider Description (200 Words)		x		x
10 Additional Provider Pictures		x		
Virtual Tour		x		
Company Blog Link		x		x
Consumer Requests Events/Specials		x		
Provider Can Post Response(s) to Review		x		x
Consumer Can Request Facility Tour		x		
Upcoming Social Events - Families		x		x
Upcoming Social Events - Industry Professionals		x		x
Upcoming Public Educational Events		x		x
CEUs for Industry Professionals		x		x
100 Additional Zip Codes included in Search				x
COST OF MEMBERSHIP LEVEL	FREE	\$99.99/mo	FREE	\$74.99/mo.



ADVERTISING GUIDE

Link to Video on How to Advertise with Cypress Trio
<https://www.youtube.com/watch?v=qqr4gNv2cf4>

Introductory ADVERTISING GUIDE

PROVIDER AD SPECIFICATIONS

PACKAGE	PIXELS	COST
GOLD HORIZONTAL	842 x 108	\$10
GOLD VERTICAL	180 x 432	\$8
SILVER HORIZONTAL	814 x 72	\$6
SILVER VERTICAL	180 x 216	\$4
BRONZE HORIZONTAL	850 x 50	\$4
BRONZE VERTICAL	180 x 144	\$2

PRICE PER MILLE (1000) IMPRESSIONS

Intro Offer: \$0 Cost-Per-Click

MAXIMUM FILE SIZE: 100KB

TOLL-TAG TYPE PAYMENT SYSTEM:

\$100

\$20

\$50

MINIMUM DEPOSIT AMOUNT

THRESHOLD REPLENISH AMOUNT

MINIMUM REPLENISH AMOUNT

MONTHLY BUDGET SET BY VENDOR

Major Market Focused Advertising

CHOOSE YOUR TARGET MARKET

CHANGE YOUR ADVERTISEMENT ANYTIME

EVERY WEEK
ONCE A MONTH
RARELY

LET US SERVE YOUR MARKETING NEEDS.

SET YOUR ORGANIZATION'S BUDGET

NEVER EXCEED ADVERTISING BUDGET

CONNECTIONS TO COMPREHENSIVE SENIOR CARE



DEMOGRAPHICS

of the long-term care industry

66%

OF CAREGIVERS
ARE FEMALE



70%
OF CAREGIVERS
ARE AGES
50-64



14.5 MILLION
CAREGIVERS ARE
MALE



66%

OF CAREGIVERS
ARE COLLEGE
EDUCATED



NEARLY 15 MILLION
AMERICANS ARE
CAREGIVERS TO
SOMEONE WITH
ALZHEIMER'S OR
DEMENTIA

66%

OF CAREGIVERS
USE THE INTERNET TO
SEARCH FOR HEALTH
INFORMATION





CONTACT CYPRESS TRIO

Mailing address: Cypress Trio, LLC 5433 Westheimer Rd., Suite 1014 Houston, TX 77056	Phone: 1-877-753-TRIO
Do you have general questions about Cypress Trio?	info@cypress trio.com
Do you have a Provider question or need assistance with your listing?	providers@cypress trio.com
Would you like to advertise with us or have a question about advertising?	vendors@cypress trio.com
Are you an Industry Professional looking to get more information?	IP@cypress trio.com
We partner with referral agents in various cities in the U.S. to help properties and services enhance their listing. Let us know if you're interested in contracting with us.	RPR@cypress trio.com
Consumers with questions about Cypress Trio can contact our Care Professionals.	customercare@cypress trio.com