

⇒ About Carol

Carol's story appeared in the Asbury Park (NJ) Press. It can be seen in its entirety at www.ask-carol.com/press.



Born and educated in New York City, Carol moved with her parents when they retired to central New Jersey. After attending college, she worked for several years in Manhattan, got married, left her job, and later became a full-time mom to her two children, occasionally helping her husband Bill with his consulting business, and eventually relocating to New England.

After her mother suffered two falls and two broken shoulders, Carol realized she could no longer live alone. With their children now out of school, Carol and Bill decided to return to New Jersey and move into the family home with her Mom.

Unfortunately, her Mom's falls didn't stop and one resulted in a broken hip. Knowing her Mom needed more help than the family could give, Carol started looking into alternatives. Eventually she heard about assisted living and began visiting facilities. It was more than her Mom could afford, so she sought help, finding it with the VA.

Her Mom had a boyfriend, and he wanted to be with her. He had very low income, but Carol learned he was eligible for Medicaid. Mom and the boyfriend moved into assisted living and thrived.

Soon, others began asking Carol how she did it, and within a year *Ask-Carol!* was born.

⇒ Rules

1. This program is offered to persons over the age of 21.
2. For each qualifying referral that results in a move-in and stay of more than 30 days to an assisted living facility suggested by *Ask-Carol!* the referrer or a selected charity will receive a \$200 reward.
3. Referrals who enter assisted living directly on Medicaid do not qualify.
4. Referrals of family members may be made only with pre-authorization on a case-by-case basis.
5. There is no limit to the number of referrals.
6. Move-in must occur within 180 days of the date of the referral.
7. Rewards are made only if *Ask-Carol!* receives a referral fee from the facility in which the referral is placed.
8. Referrals may be refused if they are in conflict with these rules, or for any other reason.
9. The referrer is not an employee of *Ask-Carol!* and may not bind the company or make promises on its behalf.
10. This program is void where prohibited by law.
11. This program is not available to employees of organizations that prohibit referral rewards or gifts to employees.
12. This program may be modified or terminated at any time without notice.
13. Awards are not transferable.
14. In the event of duplicate referrals, the referral first received will be accepted.
15. We may be required to submit a 1099 form. If so you must provide us with your tax ID number.

¹Qualifying referrals must include the name and contact information of both the referrer and the referral, and should be submitted via www.ask-carol.com/referrals.

For more information contact:

732-982-1792
bill@ask-carol.com



2016 Referral Program

\$200 gift card for each referral resulting in a qualified placement in an assisted living facility*

Submit your referrals at
www.ask-carol.com/referrals

Effective 2-2-2016. © 2016 Ask-Carol

*See Rules for full details.



Carol Shockley with client Carolyn Waters at a facility.
Photo credit: Asbury Park (NJ) Press

Ask-Carol! is rapidly becoming the region's (NJ-NY-PA-MD-DE-VA) favorite assisted living referral service. Known for building exceptional relationships with both our clients and our facility partners, you can be confident that your referrals will be handled with tender loving care.

Founded by Carol Shockley just five years ago, *Ask-Carol!* has served over 1000 families in eight states, helping them locate affordable, high-quality assisted living for their loved ones.

For each family, Carol and her franchisees recommend up to four assisted living facilities that meet the care and financial needs of the family.

Importantly, *Ask-Carol!* protects the privacy of its clients. We only release their personal information to the suggested facilities, and then only with her clients' permission. Our help is free.

⇒ **Our partner facilities**

Ask-Carol! has referral contracts with the major national brands, many regional ones, and the best local independent facilities.

Our facilities like working with us because we provide highly-qualified leads and continuous follow-up right through move-in and afterwards.

⇒ **How we compare with other agencies**

Ask-Carol! is a regional referral agency that employs high-touch, high-quality, no-pressure assistance to our client families.

Carol, her staff, and her franchisees speak with each family, sharing their own experiences and those of other clients to help each family make an informed decision. We spend an average of 10 hours with each client.

Our warm and friendly approach has resulted in many letters of thanks from families and facilities throughout the region.

⇒ **Our referral program**

Ask-Carol! offers one of the most generous referral programs in the industry! It is very simple.

Provide us with a qualifying referral and shortly after your referral moves into an assisted living facility suggested by us, *you or the charity of your choice* will receive a \$200 contribution in your name.

See the Rules section for complete details.

⇒ **How to submit a referral**

Submitting a referral couldn't be easier!

Just visit www.ask-carol.com/referrals and enter the required information. We will acknowledge receipt of your referral within 24 hours (usually much less) and contact you.

We also accept referrals by telephone in emergency situations, for example where the referral is about to be released from rehab. However, you must later submit the referral form from the website to ensure proper credit.

⇒ **Visa Gift Card**

Our rewards are made with Visa® gift cards that can be used anywhere a Visa card is accepted. It cannot be used at ATMs and may not be accepted overseas.

Gift cards cannot be exchanged for cash. They may contain an expiration date and cannot be replaced if lost or stolen.