



# Senior Placement and Referral Agencies- Setting a Higher Standard

What RCFE owners should know about the Senior Placement and Referral Industry

# Our Mission

To cultivate the advancement of professionalism, fairness and the development of the senior placement and referral industry through collective initiatives to better serve seniors and their families.

**Working together to set a higher standard of professional responsibility**  
**Who benefits:**

- **Seniors**
- **Families**
- **Properties/ RCFE owners**
- **Healthcare Providers**

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# What is a Placement/Referral Agency?



- **Assisted Living Options**
- **Assist seniors to find the most *appropriate* housing and care**
- **Valuable, needed service**
- **Can save families and RCFE owners time and money**
- **Compensation: usually paid referral fee, no cost to family. One-time cost to RCFE**



## Status of the Senior Placement and Referral Industry in California in 2026



- **NO legal regulations**
- **NO minimum standards**
- **NO system to record complaints**
- **An industry that is rapidly expanding with no oversight**

## The Need for Certified Placement Services

- **National Trade Association, 501(c)6**
- **Legislative Advocacy**
- **Accountability**
- **Best Practices**
- **Code of Ethics**
- **National Certification Exam -CPRS**



Certification  
Program

## Conclusions

- ✓ NPRA is the national organization
- ✓ Local chapters in CA
- ✓ Members are referral agents and interested senior care professionals
- ✓ Focus is on education, support, increasing awareness, legislative advocacy

