

Brookdale Senior Living was  
founded on the belief that  
*“good people beget good people.”*



  
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*“good people beget good people”*

GOOD  
PEOPLE  
*Are great  
to find.*



# IT PAYS TO FIND GOOD PEOPLE.



Brookdale Senior Living was founded on the belief that “good people beget good people.” Because we strongly believe in that idea, we’re asking our best people – “you” – to help us find and develop more great people to fill the available positions in our communities. As an incentive to help us attract more good people, we’ll pay you a bonus as part of this special program.

**Good People** is a program designed to reward Brookdale Senior Living associates who refer, help develop, and retain others to work in our communities. It’s also a program where everyone wins:

- *Good People* referrals embark on promising new careers.
- Residents receive better service and care.
- You receive compensation for your referral.
- The company continues to grow stronger!

You will be paid for each hour your recruit(s) work, for as long as you both are

employed with an BSL community. As an BSL associate you are eligible for a bonus for each person you refer to the company. Bonuses are paid monthly. And there’s no limit on the number of referrals you can make!

So, spread the word! Bring us good people and help us develop them as productive and caring associates in our communities – and you’ll earn a *Good People* bonus. Of course, there are always rules to follow. See handout for details.



## “Good People” Program Rules

1. Any BSL associate (excluding community management, PRN’s and human resources) responsible for a Good People hire for their BSL community will receive an incentive for each hour the referral works for the duration of the referrals employment with BSL.
2. There is no limit to the number of referrals an associate may make. Only one associate may receive credit for a referral. There are no split payouts.
3. The recruited associate must list the recruiter’s name on the application where it states, Referral Source. Every referral will be verified. Any associate who falsifies the system will be subject to disciplinary action which could result in possible termination of employment.
4. Both the recruiting associate and the referral must adhere to company standards. Unexcused absences as outlined in issued attendance policies or unacceptable performance as outlined in the BSL Associate Handbook will result in suspension from the “Good People” program.
5. The award money will be paid monthly on a separate check and will be calculated beginning at the first hour of employment by the new associate. The program will pay the recruiter for the referred associate’s total hours worked (excluding sick time, paid time off, over time and any other hours not worked). The award money will be taxed according to the rules of the IRS.
6. Should the recruiting associate resign from his/her position, he/she must give proper notice in order to receive credit until their last day of work. (The type of notice may vary according to the position. Refer to the associate handbook.)
7. All associates and referrals are subject to eligibility.

*BSL reserves the right to make any changes, additions or deletions to this program without notice. Please direct all questions on this program to your Executive Director or contact Human Resources.*

To learn more about the great employment opportunities awaiting you at your nearby Brookdale Senior Living community, call (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ and be sure to tell them you were referred by \_\_\_\_\_.

