

# GLYNNDEVINS ACQUIRES SB&A AND BROOKS ADAMS RESEARCH

*Leading Senior Living Marketing Firms To Fully Integrate, Operate Under GlynnDevins Brand*

OVERLAND PARK, Kansas (September 28, 2016): GlynnDevins, a leading advertising and marketing agency specializing in senior living, today announced it has acquired SB&A Integrated Marketing and Brooks Adams Research, adding an East Coast presence in Richmond, Virginia. The combined entity, which will operate under the GlynnDevins brand early next year and will continue to serve clients nationwide, creates an industry-leading marketing and technology platform that drives innovation and occupancy in senior living.

Co-founded by Jim Glynn and George Devins, and led by Sue McClure, president and chief operating officer, GlynnDevins has been widely recognized as a thought leader in the senior living sector for 30 years. The addition of SB&A and Brooks Adams Research brings an additional 35 years of senior living experience to the combined entity, in addition to expanded services in specialized areas of market research and sales consultation and training.

“We’ve aligned with the best in our category, added an East Coast presence, and invested in high-quality expertise in senior living market and consumer research, consulting and sales enablement,” said McClure.

With this announcement, GlynnDevins will bring abundant expertise in strategic planning and implementation, consumer market research, data analytics, multi-channel media, CRM and sales consulting, and content and creative services. It also positions the firm to continue investing in research and development in support of senior living marketing communications.

Sharon Brooks and Rob Adams from SB&A and Brooks Adams Research will remain in leadership positions at the eastern regional location, and will continue operating out of the Richmond office.

“Bringing our firms together aligns very well with GlynnDevins’ existing senior living marketing solutions. It gives our clients an expansive and integrated menu of marketing, research and sales support services that hasn’t existed in our industry, together under one company, until today,” said Brooks.

GlynnDevins will be exhibiting at the LeadingAge Annual Meeting and Expo in October. Senior living providers interested in meeting leadership and learning more about the expanded capabilities can visit booths 1716, 1724 or 3230.

## **ABOUT GLYNNDEVINS**

GlynnDevins is the leading marketing and advertising agency serving senior living communities and their development and management partners across the country. They use their extensive senior living experience to design marketing and communications metrics-based programs proven to create and leverage a community’s brand, build its lead base and increase occupancy. Key services include consumer research, brand strategy and development, channel planning and activation, direct marketing, digital development, creative and content services, marketing automation and CRM, data analytics, and sales enablement tools that are unrivaled in the industry. GlynnDevins is headquartered in Kansas City, with a newly acquired East Coast location in Richmond, Virginia. For more information, visit [www.GlynnDevins.com](http://www.GlynnDevins.com).