

WELCOME TO

The Betty Chronicles

THE VOICE OF AGING IN AMERICA



BUILT ON SERVICE. DRIVEN BY PEOPLE.

Success in our industry is rarely the result of one product, project, or big decision. It is built over time through smaller decisions—how we treat customers, how we respond when something goes wrong, and whether we are willing to take ownership of the final result.

That is a big part of the story behind ELDR's success.

We Don't Just Sell Systems. We Solve Problems.

Technology is at the center of what we do, but ELDR's value goes beyond equipment.

Our customers depend on systems that support safety, communication, security, and daily operations. Our job is to understand their environment, identify what they actually need, coordinate with everyone involved, and build a solution that works in the real world.

Taking responsibility for the whole solution has helped turn customers into long-term relationships.

Service Has Always Mattered

A system is only as good as the company standing behind it.

ELDR provides 24/7 emergency support because when a customer calls, they are often dealing with something that cannot wait. Being responsive, knowledgeable, and willing to show up creates trust. A customer who knows ELDR will answer the phone is more likely to call us for the next project and recommend us to others. Over time, great service becomes more than a department—it becomes our reputation.

We Continue to Evolve

Customer needs change, technology changes, and the systems inside senior living communities are becoming increasingly connected. ELDR continues to expand our expertise across nurse call, access control, security cameras, wander management, infrastructure, reporting, and integrated systems. That growth requires continued investment in training and certifications, allowing us to support more systems and solve more problems for our customers.

Installation Is Only the Beginning

Successful projects aren't finished when the last device is mounted.

From planning and installation to testing, training, documentation, and ongoing support, ELDR focuses on the entire lifecycle of a system.

Customers aren't simply buying equipment. They're buying confidence that their systems will work when they need them. Delivering that confidence requires everyone—sales, project management, technicians, service, administration, and leadership—to do their part.

Our People Are the Difference

Products can be purchased from many companies. Technology can be copied. Pricing will always be competitive. People are much harder to duplicate.

ELDR's success comes down to the people who answer the phone, walk the jobsite, install and program systems, troubleshoot problems, coordinate projects, train customers, and return when something needs attention. When we communicate clearly, follow through on commitments, help a teammate, solve a difficult problem, or take the extra time to make something right, we are doing more than completing today's work. We are creating the reason someone chooses ELDR again tomorrow.

The Next Chapter

ELDR's success is something to celebrate, but it should also remind us of what got us here: continuing to learn, improving what we do, taking ownership, supporting one another, and listening to our customers. ELDR's greatest advantage isn't any individual product we sell. It's our people, our expertise, our service, and our commitment to being there when our customers need us.

That is why ELDR has been successful—and how we will continue building on that success.

Dale's Don't Dos: Don't Wait for the Fire Drill

Every senior housing leader starts the day with a plan.

Then reality happens.

A nurse call issue needs attention. Wi-Fi is acting up in part of the building. Wander Management is generating false alarms. A door isn't communicating correctly with the access control system. Before you know it, the priorities you started the day with have taken a back seat to solving the latest technology issue.

Dale's Don't Do: Don't let the next technology emergency be the thing that creates your technology plan.

That's easier said than done.

Senior housing leaders have a lot competing for their attention and their budgets. Technology is only one piece of a much larger puzzle, and when everything is working, replacing or upgrading a system may not feel like the most urgent priority.

There's also another challenge we see all the time: **sometimes you simply don't know where to start.**

This is especially true for new leadership. You may inherit nurse call, wander management, access control, cameras, Wi-Fi, phones, and other systems without knowing their age, condition, remaining life expectancy, or what previous leadership had planned for them.

You don't need to have all those answers on day one.

Start by asking a few simple questions: What systems do we currently have? What is causing the most frustration for staff? What equipment is aging or approaching end of life? What are we spending the most time repairing? And what should we start budgeting for now—even if replacement is still a few years away?

The goal isn't to replace everything at once. It's to create visibility so you can prioritize what matters today while preparing for what's coming tomorrow.

At ELDR, we'd much rather have that conversation with a community before something fails. A technology roadmap can help identify immediate needs, future priorities, and realistic budget considerations so leadership has a plan to work from.

And sometimes the first step is simply getting the right people around the table and asking questions.

If you've found a good way to plan and budget for technology in your community, share what has worked for you. And if you're new to leadership or aren't sure where to start, ask questions. There are a lot of people in this industry who have been there before and are willing to help.

Senior housing is hard. Your technology shouldn't be.



Employee Spotlight

Meet Nick Raddatz

Nick's career has taken him from the technology industry to personal training and now back to tech with ELDR. After spending time away from the industry, Nick was ready to return to the technology world, making ELDR a great fit for his next chapter.

When he's not working, Nick's favorite hobby is chasing his boys Cash and Bubba around and keeping up with whatever they have planned for him. And here's a fun fact you might not know: Nick says he used to get mistaken for Ricky Schroder—we'll let you be the judge of the resemblance!

We're excited to have Nick as part of the ELDR team and look forward to seeing what he brings to the team!

