



**BIOGRAPHY:**

**SHARON A. BROOKS, PRESIDENT**  
***SB&A***  
***Think Creative***

**Sharon Brooks & Associates, Inc.(SB&A)**  
**Brooks Adams Research, LLC.**  
**Marketing, Advertising, Public Relations and Research**  
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Sharon Adams Brooks, President of Sharon Brooks & Associates, (SB&A) graduated from the University of Virginia with a double major in Communications and Psychology. She was awarded an assistantship from ABC Television to do graduate study in Advertising and Public Relations at the Grady School of Journalism at the University of Georgia.

For two years she was the Director of Special Events for the American Diabetes Association in Detroit, Michigan. In 1979, she returned to Virginia and worked for Lovern Advertising as a Copywriter and Account Executive on numerous accounts.

In 1981, she founded Sharon Brooks & Associates as a one-client, one-person agency. Today, the firm has grown to a 28-person, full-service marketing, advertising and public relations agency handling a variety of accounts nationwide. These accounts include retirement housing and senior products, consumer and commercial products, business-to-business, economic development, commercial and residential real estate, travel and tourism, and hospitals.

Approximately 60% of the agency's business is concentrated in the field of retirement and senior product marketing, advertising and public relations. Sharon Brooks & Associates has worked with more than 200 CCRCs, active adult communities, congregate, assisted living and nursing

home facilities, with consistently strong results. The company has served nonprofit and proprietary organizations and has worked both directly with facility management and in tandem with management consulting firms.

In addition to serving senior market clients as a full-service advertising agency, Sharon Brooks & Associates conducts marketing audits and research studies, develops marketing strategies, and provides sales training. The agency is an expert on industry benchmarks such as cost-per-lead, conversion from lead to sale, and cost-per-sale. The firm's advertising recommendations are based on optimizing cost-per-sale.

Sharon Brooks & Associates continually strives to maintain and further its understanding of the diversity of products and services offered in the retirement market, and the motivations and buying behavior of senior consumers.

With more than 20 years of experience, Sharon Brooks & Associates has worked with more than 200 clients and has consistently developed strong results and positive relationships. The agency has won a wide variety of national and international awards, including more than 30 mature market awards, 15 National Economic Development awards and 12 International Summit Awards.

Sharon Brooks is a native of Richmond, Virginia and currently resides in Charles City, Virginia. She is married and has two daughters.

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All successful organizations must start with a clear sense of purpose, and must stay in touch with the core values that keep their people motivated.

*The core purpose of Sharon Brooks & Associates and Brooks Adams Research is to help our clients and employees realize their highest vision of the future.*

Each and every employee at SB&A and BAR considers the following core values to be important. They are an integral part of the agency's culture:

*Passion*  
*Community*

*Balance*  
*Integrity*

*Curiosity*  
*Magic*