



# Checklist *10 marketing and sales tactics to improve senior living occupancy*

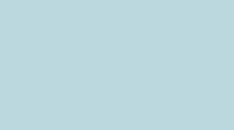
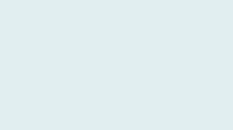


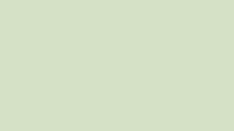
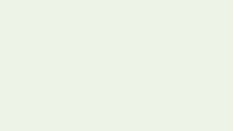
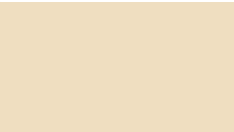
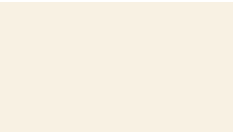
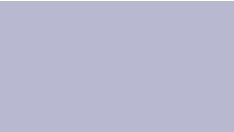
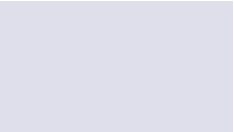
Occupancy is down all over the country. Not only is it down, but it's at the lowest levels we've seen in years and the trends aren't pointing north. What can you be doing to improve occupancy? How can you attract new residents?

Use this checklist to start identifying where your community can improve its marketing and sales tactics to boost occupancy and attract new residents.

## 5 marketing tactics to increase interest in your senior living community

MARKETING GOAL	YOUR ASSESSMENT	
	SATISFACTORY	UNSATISFACTORY
<b>1 Website Design</b> Ensure your website is up to par with your competitors'.		
<b>2 Marketing Initiatives</b> Consistently track the ROI of every marketing initiative.		
<b>3 Negative Reviews</b> Be aware of what is being said about your community online.		
<b>4 Search Rankings</b> Use Google AdWords to help you stay visible in web searches.		
<b>5 Brand Ambassadors</b> Use your current residents as "brand ambassadors."		

## 5 sales tactics to convince your prospective residents to move in

SALES GOAL	YOUR ASSESSMENT	
	SATISFACTORY	UNSATISFACTORY
<b>1 Formal Training</b> Make sure all sales personnel have formal training.		
<b>2 Information Transparency</b> Be open and transparent with community information.		
<b>3 Community Tours</b> Listen to what the potential resident REALLY needs.		
<b>4 Lead Tracking</b> Use a CRM system to track lead interaction.		
<b>5 Closing the Sale</b> Be willing to ask for the sale.		

The 10 tactics we provided are a great place to start, but there are still many other areas within your marketing and sales initiatives you should assess to ensure your community’s occupancy levels improve year to year.

Plante Moran Living Forward offers comprehensive marketing and sales audit services and we would be happy to help you evaluate your departments’ initiatives. For more information about what we look for and how we can help, contact our staff.

### Contact us for an in-depth marketing and sales audit



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We bring financial and market feasibility, site selection, operations consulting, and construction advisory services under a single point of contact to help senior living providers stay competitive, grow, and provide quality care.

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