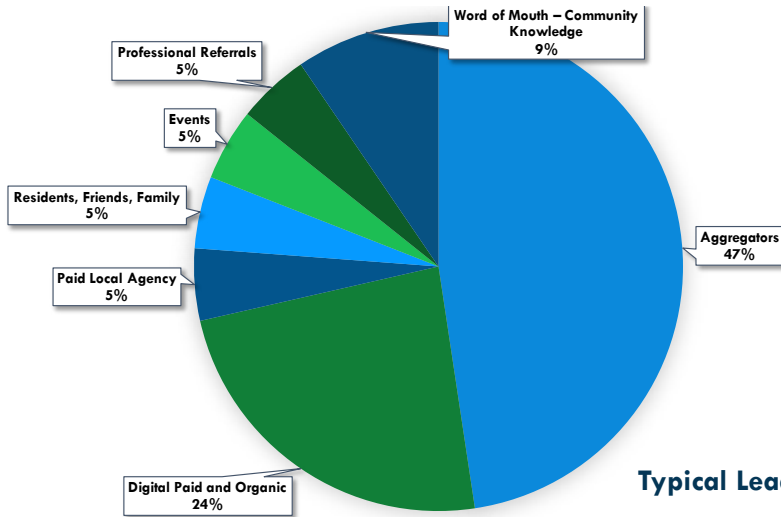


The Impact Of Outreach: Building A Stronger Pipeline

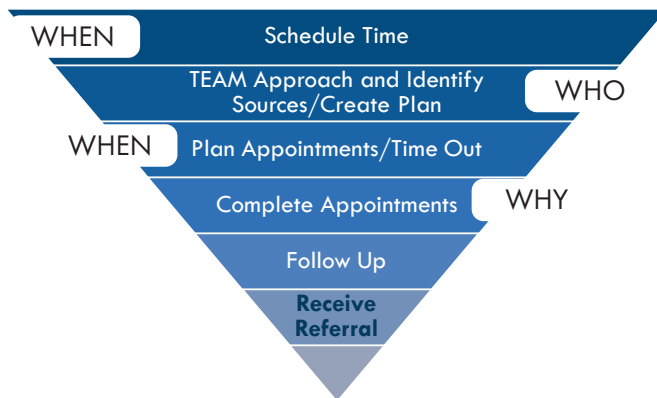


Conversion Metrics – Lead to Move-In

Paid Aggregators	6%
Online/Website	10%
Local Referral Agency*	20%
Events/Advertising	10%
WOM/Community	30%
F/F/Residents	40%
Professional Referrals	50%

Typical Lead Source Distribution

The Outreach Funnel - Look Familiar?



Suggested Questions to Ask

- What does your current referral process look like?
- If it could be improved in any way, what would that be?
- What do your clients think about considering senior living? What is a typical reaction?
- What are you hearing from them as far as struggles/concerns?
- When do you think it's not a good idea for someone to be at home anymore?

Components of a Marketing Plan

- Establish format
- Set Outcome Expectations
- Identify differentiator and messaging
- Outreach
- Networking
- Events
- Advertising/Promotion
- Begin tracking conversion metrics

Referred prospects=higher conversions

Log outreach activity like you do prospect activity

Statistically speaking, you need about 10 "leads" for every deposit, based on conversion ratios

Set your Goal for referrals

Know your appointment to referral rec'd ratios

What is the result of your efforts?