



Senior Housing Marketing: How to Increase Your Occupancy and Stay Full

Diane Twohy Masson

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It's challenging for senior citizens to sell their homes and move into retirement communities. But obviously they are doing it. Do you want them to relocate to your place or your competitor's? This book was written to help CEOs, CFOs, administrators, and marketing directors determine if their marketing teams are performing optimally with every single marketing encounter. Find out if your marketing team might be sabotaging potential sales. Discover new strategies to develop a strong and consistent occupancy marketing program. The strategies within this book will also provide your new or current salesperson insight into the senior mindset and how to strategically sell your retirement community. While many senior living communities have been coasting on robust wait lists for years, in many cities, the days of lists are gone and apartment homes are sitting open. You and your team may be experiencing some challenges in occupancy for the first time. Is it the economy? Your team? Or your strategy? This book will provide you with 12 keys to building occupancy at your retirement community. Sometimes you need to search for and identify a problem in order to solve it. If you keep doing what you are currently doing, you will end up with the same results. Or worse.

- 12 keys to unlock your senior housing occupancy blockade!
- Effective strategies for independent living, assisted living, and CCRCs!
- Could your sales team be unknowingly sabotaging their sales?
- Beneficial for CEOs, CFOs, marketing staff and other key team members!
- Every chapter is designed to help your financial performance!
- Discover surprising reasons why occupancy could be down!
- New sales and marketing people will be successful sooner!
- How to increase occupancy to 100 percent for existing retirement communities!
- Ideas on how to market a developing senior housing community!
- Tips in every chapter to start helping your occupancy increase today!

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Jackie Ballesteros:

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