



Network Practices: Sales and Marketing

Quincy Village Future Resident Club

Quincy Village

Each month, prospects on the waiting list receive the monthly calendar in the mail and are encouraged to attend any of the events listed. Prospects are a part of the Future Resident Club. This club was created to keep those on the wait list engaged with the community and the current residents. Before certain events, a room is reserved called the "VIP" room where those on the wait list can mingle with residents and team members. In addition, the Future Resident Club is fully resident-led.

Sales & Marketing Event: "MPL at Quincy Village"

Quincy Village

On an annual basis, five to six resident champions are featured in a 90-minute presentation to prospects. Each resident champion has 10- to 20-minutes to tell their story and show prospects what it is like to live at the community. Residents have discussed talents/interests they have been able to share with the community, including the clubs they've started.

Resident Art Calendar

Multiple Communities

We have consistently used our collateral to highlight the great lifestyle within the community. Masterpiece Living offers the 4 components of successful aging to build this foundation for our residents. "Lifestyle you Desire with the Lifecare you Deserve," is what we offer our residents! Many residents enjoy wonderful hobbies, from gardeners and woodworkers to artists, we have a community full of retirees engaged in life! One of our artists asked if our crafts room could become an art studio. Our maintenance team made the necessary additions, and then the artisans came out of the woodwork! To share the wonderful artwork, we host several events each year to display the various works to others outside of our community. And we have created a calendar displaying each of our artist's paintings. Each year a new calendar is created using the newest paintings. This has become one of our most popular collateral pieces.

Postcard Designs

Holly Creek

Use Programs by Masterpiece to bring guests to the community through creative post card design:

- * My Stress Solution – Life Isn't Always a Bowl of Cherries
- * Nourish – Life is a Buffet
- * Vertical – Life is All About Balance

The time of the event is deliberately left off so prospects have to call the community. Topics that are on the same day of the week at the same time on a weekly basis have the best attendance.

Take a Peek at Llanfair

Llanfair Retirement Community

The "Take a Peek at Llanfair" campaign celebrates unique stories of the residents and team members, allowing website visitors to "meet the people who make Llanfair a great place to live and work."

Correcting Language in a Sales Situation

Multiple Communities

The Community Outreach Manager was giving a tour to gentleman who kept using the word "facility" as they were talking. He shared that he was touring various places for his mother, because she was in need of further support, but she was unhappy with him doing so. The Community Outreach Manager stopped him and said, "Let me ask you something. Would you rather live in a facility or a community?" This was a light bulb moment for the son who responded, "Oh. I need to change the way I talk to my mom."

Break Down Silos

Llanfair Retirement Community

Interweave the MPL Champion Team with the Sales & Marketing Team. Make the Director of Sales & Marketing a key member of the Champion Team, and have the Lifestyles Coordinator attend all sales and marketing meetings to ensure that the innovations of the community culture are being celebrated and shared in the sales process.

"What Will You Bring?"

Multiple Communities

Instead of only sharing what the community can provide to prospects, turn to the prospect and ask what they can bring to the community. This sets the expectation that this community is not a place where you move in and shut down, but one that requires your gifts, experiences, talents, and skills to benefit the entire community.

Celebrate Inclusivity on Tours

Clermont Park

Traditionally, there is push back from those who work in Sales & Marketing when individuals who use assistive devices or are living with cognitive challenges are visible during a tour. Use this as an opportunity to celebrate the community's inclusive culture. Ensure prospects that no matter what challenges they may face, the community recognizes and honors the value of each individual. This is their home, and they should always feel welcome and accepted.

Experts on Aging through Local Paper

The Terraces of Phoenix

In order to establish the members of your organization as experts in aging in the community, it is critical that they be seen and heard through media outreach. For example, feature the Health & Fitness Program Manager in local newspaper articles, connect the Marketing Director with a freelance writer for the newspaper.

Professional Video to Share Success

Clermont Park

Clermont Park partnered with Touchtown to pilot a new tablet system for senior living communities. To share the success of the program, they created a video to share with the residents, team members, and community. In addition to simply sharing the success of the program, this video also combats largely held stereotypes that older adults have no interest in, or talent for, engaging with new technologies.

Website Blog

Christian Living Communities

Increase variety and personal connection with your community's website by including residents' stories and successes in their own words via your community blog.

“The Notebook” is a work of three short stories featuring just a few of the various ways that residents are aging successfully at Acacia Creek. The initial idea for The Notebook came from wanting to feature some of the many ways residents are living a successful aging lifestyle in order to inspire others to stay engaged in their passion, interests and hobbies.

The leadership team brainstormed about how to highlight different strengths and attributes of the residents to feature in The Notebook. It was decided that the benefits of volunteering, the importance of fulfilling your dreams and the many ways to build community. The hope was that the enthusiasm these residents have for living life would be thought-provoking for others, inspiring them to challenge themselves to live beyond aging stereotypes.

With collaboration from the entire leadership team, the process from idea to paper began. Personal interviews with the chosen residents were conducted, quotes were pulled, and stories were written and edited by the group. At first, the notebook was only going to be about a page, but the stories of the residents were so inspiring, the project had to be expanded to four pages. As a whole, we hope The Notebook serves as an inspiration to others, showing normal people who live by successful aging principles of being fully engaged at any age, living with purpose, to create fulfillment for themselves.