

**THE 5 MOST IMPORTANT RESIDENT  
MARKETING TRENDS AND HOW THEY  
CAN BOOST YOUR OCCUPANCY IN  
LESS THAN 45 DAYS!**

# WELCOME

## **Presenter:**

Valerie Whitman

VP, Senior Living



Leading**Response**

BETTER PROSPECTS. BETTER RESULTS.

# Before I Get Started

Let's talk about the handouts

EVERYONE  
WILL RECEIVE...



**BONUS REPORT:**  
WHAT'S TRENDING  
IN SENIOR  
LIVING  
MARKETING

**SPECIAL REPORT:**  
Financial Profile of  
Prospects Attending  
Community Events

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 **Q1 2018**  
**WHAT'S TRENDING  
IN SENIOR LIVING MARKETING**

**2.4%**  
AVERAGE RESPONSE RATE FOR OFFSITE COMMUNITY EVENTS

- 1 ATTRACTING FINANCIALLY PRE-QUALIFIED PROSPECTS**  
If you're doing social, print, radio, and newspaper ads to create the mailing list for your community events, you can expect a response rate of about 20% lower than with a campaign using highly-targeted list data.
- 2 PROSPECTS PREFER OFFSITE COMMUNITY EVENTS**  
When given the choice between listening about senior living options, caregivers and potential residents choose OFFSITE events over ONSITE events by 2-to-1. On top of that, Offsite events generate more leads and move more than onsite events.
- 3 WANT MORE TOURS? ASK FOR THEM!**  
A survey of caregivers and potential residents that attended an offsite community event, shows a 30% increase in booked tours if they were given a compelling story, reason and a direct invitation to book a tour.
- 4 KEY TOPIC: CAREGIVER CONCERNS ABOUT COST**  
A recent survey of prospects attending a community event, found that 30% of senior living options as the #1 topic they wanted covered. Additionally, this topic, when included in the event, tends to consistently generate higher response rates in Q1.
- 5 YOU'RE SPEAKING TO HIGHLY EDUCATED PEOPLE**  
A comprehensive profile of prospects attending the community event shows that 40% have an undergraduate or graduate degree. This means they can understand the complex financial and emotional issues that come with this life stage decision.

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# RESPONDER PROFILE & SURVEY

## BY THE NUMBERS:

## ABOUT THE DATA

- **250,000** — the number of prospective residents, including their adult children and caregivers we invited to community events
- **20,000** — the number of prospects that attended a community event and participated in our nationwide survey
- **27** — the number of unique demographic elements in the profile

During this session, we will present the key findings from the profile and survey.

THE  
FIVE  
TRENDS

**#1: ATTRACTING FINANCIALLY PRE-QUALIFIED PROSPECTS**

**#2: COMMUNITY EVENT PREFERENCES**

**#3: BOOKING MORE TOURS**

**#4: THE ONE TOPIC THEY WANT TO DISCUSS**

**#5: YOU'RE SPEAKING TO HIGHLY EDUCATED PEOPLE**

**BONUS : HOW TO MARKET TO YOUR PROSPECT DATABASE FOR FREE!\***



# #1 ATTRACTING FINANCIALLY PRE-QUALIFIED PROSPECTS

TARGET BY INCOME  
AND ASSET DATA

**75%** have a household income of more than \$75,000



**74%** have Income Producing Assets in excess of \$250,000



**76%** have a Net Worth of more than \$500,000



**44%** have more than \$75,000 in home equity





## **#2** COMMUNITY EVENT PREFERENCES

PROSPECTS PREFER  
OFFSITE  
COMMUNITY  
EVENTS

**154%** the percent increase in response rates to offsite community events vs. onsite events



**2.4%** the average response rate to offsite community events (1.4% for onsite)



In a nationwide survey,

**84%** of prospects rated the offsite community event they attended as **Very Good or Excellent**





# #3 BOOKING MORE TOURS


PROSPECTS  
ATTENDING OFFSITE  
COMMUNITY  
EVENTS WILL BOOK  
A TOUR...

*...IF ASKED!*


**85%** of the prospects attending an offsite community event were asked to schedule a tour



**74%** agreed to schedule a tour of the community hosting the offsite event.



**80%** said they would recommend their friends and colleagues to tour the community hosting the offsite event.







# #4

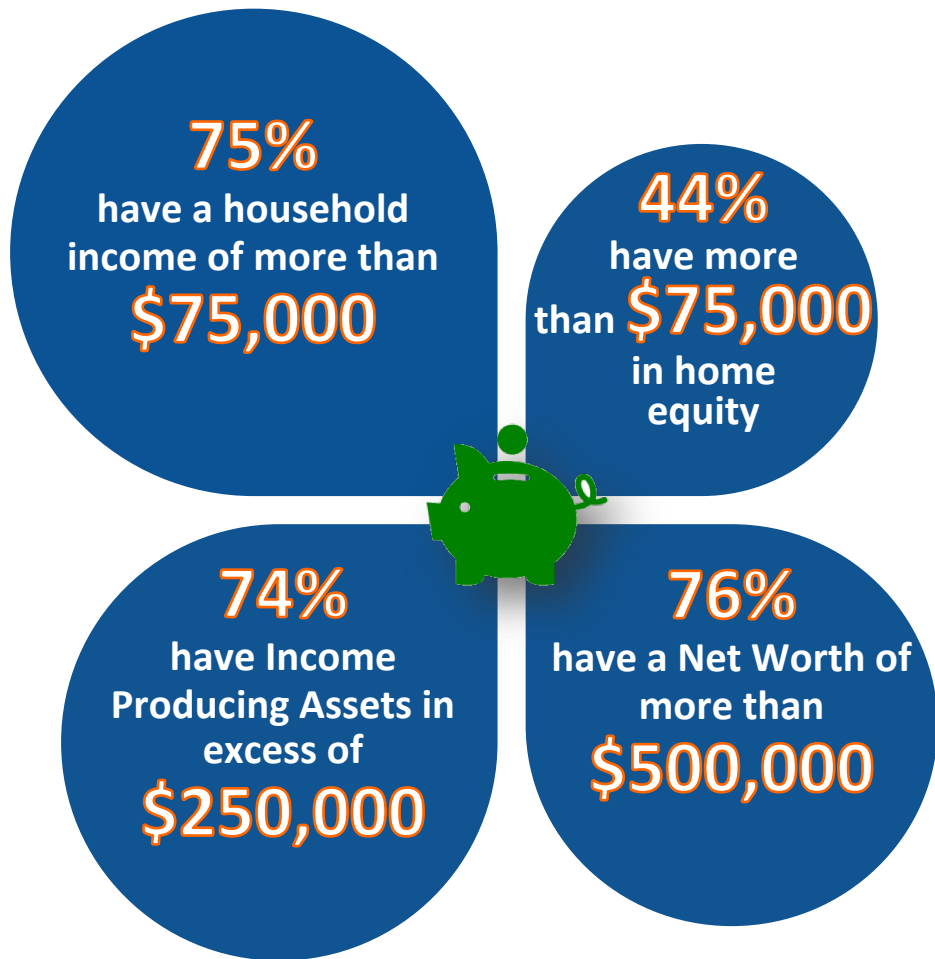
THE ONE TOPIC PROSPECT'S WANT TO  
DISCUSS AT COMMUNITY EVENTS

**COST, PRICES BY  
COMMUNITY  
TYPE AND LEVELS  
OF CARE**

**67%** of the prospects responding wanted more information on the cost to live at the community hosting the event. (By community type and levels of care)

**REMEMBER:**

*Prospects that attend offsite community events can afford to live in your community*





# #5 YOU'RE SPEAKING TO HIGHLY EDUCATED PEOPLE

A photograph of four graduates in black caps and gowns. On the left, a woman with grey hair holds a diploma tied with a red ribbon. Next to her is a man with glasses. In the center is a woman with glasses, and on the right is a man. They are all smiling. A semi-transparent black box with white text is overlaid on the right side of the image.

DON'T SHY AWAY  
FROM COVERING  
MORE COMPLEX,  
IN-DEPTH TOPICS

**64%** of the prospects attending offsite  
community events have an undergraduate or  
graduate degree

## Case study: AL/MC Lincoln NE January 2018 event

- Unique leads: 94
- Tours generated: 36
- Move ins: 7
- Inquiry to MI as of Sept: 7.5%

When is it time to seriously consider Assisted Living for you or your loved one?				
1/30 - 2/1 (800) 246-4215 RSVP Code: 376861				
TOTAL EVENTS 2	TOTAL CAPACITY 160	TOTAL REGISTRATIONS 156	TOTAL RESERVATIONS 143	TOTAL WAITLIST 4
TOTAL CANCELLED 9	TOTAL DISQUALIFIED 0	INTEREST IN FUTURE DATE 4	TOTAL OPTED-OUT 3	TOTAL UNREGISTERED 0
CAMPAIGN RESPONDERS 163	INVITATIONS MAILED 10,000	RESPONSE RATE 1.56%		



# Questions?



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AVERAGE RESPONSE RATE FOR OFFSITE COMMUNITY EVENTS

- 1 ATTRACTING FINANCIALLY PRE-QUALIFIED PROSPECTS**  
If you're only using age, income, zip code and homeowner data to create the mailing list for your community events, you can expect a response rate at least **20% lower** than with a campaign using higher-targeted list data.
- 2 PROSPECTS PREFER OFFSITE COMMUNITY EVENTS**  
When given the choice between hearing about senior living options, caregivers and potential residents choose **OFFSITE** events over on-site events by a 1 to 1.50 ratio. Offsite events generate more leads and move-to than on-site events.
- 3 WANT MORE TOURS? ASK FOR THEM!**  
A survey of caregivers and potential residents that attended an offsite community event, shows a 40% increase in booked tours if the event gave a compelling story, reason and a direct invitation to book a tour.
- 4 KEY TOPIC: CAREGIVER CONCERNS ABOUT COST**  
A recent survey of prospects attending a community event, listed "cost" as the #1 senior living option as the #1 topic they wanted covered. Additionally, this topic, when included in the event, leads consistently to higher response rates in Q1.
- 5 YOU'RE SPEAKING TO HIGHLY EDUCATED PEOPLE**  
A comprehensive profile of prospects attending the community events shows that 54% have an undergraduate or graduate degree. This means they can understand the complex financial and emotional issues that come with this life stage decision.

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# THANKS!

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