



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 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 **50% lower** than with a campaign using highly-targeted list data!

### 2

#### PROSPECTS PREFER OFFSITE COMMUNITY EVENTS

When given the choice between learning 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 tours and move-ins 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 49% 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, listed "costs/prices" of senior living options as the #1 topic they wanted covered. Additionally, this topic, when included in the event invite consistently generated high response rates in Q1.

### 5

#### YOU'RE SPEAKING TO HIGHLY EDUCATED PEOPLE

A comprehensive profile of prospects attending the community events shows that 64% have an undergraduate or graduate degree. This means they can understand the complex financial and emotional issues that come with this life stage decision.



LeadingResponse

BETTER PROSPECTS. BETTER RESULTS.

For more information about  
our offsite community event  
marketing program, call  
**813-885-8287**