



SPECIAL REPORT:

Financial Profile of Prospects Attending Community Events



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PROFILE OVERVIEW

Introduction

In 2017, LeadingResponse conducted hundreds of community events on behalf of our senior living community clients. Our unique social community event model generated more than 20,000 attendee RSVPs.

We took those responders and created a profile to gain insights into both their demographic characteristics and validate the quality of the potential residents, adult children and caregivers that attended these offsite community events.

This report focuses on the financial demographics in the overall profile.

Underlying Demographics of the Profile

The underlying demographics of the responder/attendees was:

Age: 65+ Years - 79%; Gender: 51% Male/49% Female; Marital Status: 84% married; Education: 64% college education; Homeowner: 98%.

For More Information

If you'd like to know more information about our proven, community event program and get face-to-face with prospects similar to the profile shown in this document, please contact Valerie Whitman at 781-789-5167.



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INCOME & ASSET DATA

When it comes to converting a prospect to a move-in, income and assets are important data points to a community's sales team. LeadingResponse has demonstrated the ability to get financially-secure prospects to respond and attend the community events we market for our senior living community clients.

75% HAVE A HOUSEHOLD INCOME OF MORE THAN \$75,000

The responder/attendees in this profile show that they are well above the maximum income threshold for a social security-only household. This level of income shows a high likelihood that a move-in from this group would be able to afford above average levels of care in most senior living communities.

74% HAVE INCOME PRODUCING ASSETS IN EXCESS OF \$250,000

One of the most important, and least used by most senior living community marketers, data select is Income Producing Assets (IPA). This data represents the estimated liquid assets not including a person's primary residence. In fact, 14% of the responder/attendees have more than \$2 million in IPA.

76% HAVE A NET WORTH OF MORE THAN \$500,000

Unlike Income Producing Assets (IPA), Net Worth includes a prospects primary residence alone with all other assets with cash value. This profile of responder/attendees shows a deep penetration with consumers with a net work of greater than \$500,000. The data dictates that new residents would have sufficient resources to fund their senior living expenses and level of care needed – now and in the future.

44% HAVE MORE THAN \$75,000 IN HOME EQUITY

When it comes to available home equity in this responder/attendee profile, it's clear that the majority should have in excess of \$150,000 available to help fund future senior living expenses. When combined with other savings and investments, this cohort of prospects represent the ideal new resident financial profile.



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