

THE GAME OF WS

The Whether-Where-When Senior Living Process



The process of making a decision about senior living is sort of like a board game, starting at square one and moving across the board to the finish line. Ready to play a game of Ws: Whether-Where-When?

WHETHER

Prospects spend the vast majority of their decision journey in the “whether” stage. They do not care about your brand, they want their problems solved. Prospects in the whether stage will:

- Download a community brochure
- Read relevant “whether” topic blogs
- Take a quiz/survey (Roobrik/ Aging Choices)
- Use chat to get questions answered anonymously
- Subscribe to a newsletter
- Attend off-site or virtual educational events
- Download a resource guide – best ones for this stage include:
 - Funding Solutions
 - Stay or Go
 - Lifestyle Guides – AA, IL, AL, MC
 - Senior Living Options
 - Caregiver Guide



WHERE

After weighing all the options in the “whether” stage, the prospect feel comfortable moving forward to the “where” stage (as long as your brand has been helpful in offering relevant resources in the previous stage). Now, they are wanting to know about your brand, experience, leadership and differentiators. Prospects in this stage will:

- Read testimonials/ reviews
- Look at floor plans/ videos/ photos
- Call to speak with someone at the community (you’ll need call tracking)
- Schedule a tour (offer ability to choose date/time) for a higher commitment level
- Download community brochure
- Read blogs relevant to this stage
- Download Guide including:
 - Family Decision Toolkit
 - Choosing the Right Community

WHEN

Once prospects have narrowed down their choices and have found the community that they believe is the best fit, they are ready to talk about the timeframe.

This is the best time to offer incentives to influence the urgency and accelerate the move-in.

The more assistance you offer to support the transition, the shorter the move-in timeframe.

Prospects will respond to:

- Resources that help them manage the transition such as:
 - Move-In Guides
 - Checklists
 - List of movers, realtors, donation options
 - Ambassador / Welcome committee program to assist with acclimation.



Senior Living SMART are masters at the Game of Ws! Schedule your free 30 minute consultation today to find out how we can help you win!

888-620-9832 | SeniorLivingSmart.com