

5 Things You Can Do in 30 Days to Drive Move-Ins





Occupancy Growth Is a Team Sport

Download the Daily Stand Up form on our website for FREE: <https://seniorlivingsmart.com/network-resources/downloads/sales-occupancy-growth/forms/daily-stand-up-report/>

The image displays three forms from Senior Living SMART, arranged diagonally. The first form on the left is the 'DAILY STAND UP REPORT', which includes sections for 'Move-In Month-To-Date', 'Move-Out Month-To-Date', and 'Scheduled Move-Ins', each with a table for tracking dates, names, apartment numbers, and referral sources. The middle form is the 'DAILY HAPPENINGS' form, featuring sections for 'DIRECT INQUIRIES TO', 'BACK UP TEAM IF SALES TEAM IS NOT AVAILABLE', 'EXPECTED VISITORS', and 'EVENTS, ACTIVITIES & OUT TRIPS'. The third form on the right is the 'MANAGER ON DUTY CHECKLIST', which includes sections for 'Communication', 'First Impressions', and 'Check model apartment(s)'. A blue starburst graphic with the text 'CLICK HERE TO DOWNLOAD FREE HELPFUL FORMS' is overlaid on the bottom right of the forms.

DAILY STAND UP REPORT

Move-In Month-To-Date

Date	Name	Apt #	Referral Source	Resident Status

Move-Out Month-To-Date

Date	Name	Apt #	Move-Out Reason	Apartment Status

Scheduled Move-Ins

Date	Name	Apt #	Referral Source	Next Step

DAILY HAPPENINGS

In the Know

Date: _____

DIRECT INQUIRIES TO

Name	Phone # / Extension	Notes
1		
2		
3		

BACK UP TEAM IF SALES TEAM IS NOT AVAILABLE

Name	Phone # / Extension	Notes
1		
2		
3		

EXPECTED VISITORS (TOURS, LEASE SIGNINGS, FAMILY MEETINGS, PROFESSIONAL VISITORS ETC.)

Name	Time	Notes
1		
2		
3		

EVENTS, ACTIVITIES & OUT TRIPS (TIME, EVENT, DETAILS)

Time	Event	Details
1		
2		
3		

OTHER:

Senior Living SMART
888-633-1867
info@seniorlivingsmart.com
www.seniorlivingsmart.com

MANAGER ON DUTY CHECKLIST

Community: _____ Name: _____ Date: _____

Communication (Check when completed)

- ☐ Alert staff that you are the MOD & check on staffing for the day
- ☐ Notify concierge/receptionist to send all inquiries to you for the day
- ☐ Review all scheduled tours with the concierge/receptionist
- ☐ Notify lead staff and concierge/receptionist when you leave for the day

First Impressions (Check when completed)

Walk through community:

- ☐ Make sure all staff are wearing proper uniforms and nametags
- ☐ Make sure that all furniture is in its correct place
- ☐ Pick up any trash
- ☐ Address and take care of any odors or mess
- ☐ Make sure lights are on
- ☐ Make sure overhead music is on (if applicable)
- ☐ Note any unusual building concerns that are noticeable (broken furniture, water stains/leaks, etc.)

Walk outside of community:

- ☐ Pick up any trash
- ☐ Make sure entry doors are clean - no fingerprints/smudges
- ☐ Note any unusual building concerns that are noticeable (loose shutters, water stains, etc.)

Check model apartment(s):

- ☐ Clean, dusted, vacuumed
- ☐ Bathroom stocked with toilet paper, soap, towels, trash is empty, toilet is flushed
- ☐ Turn on all lights - replace any burnt out bulbs
- ☐ Make sure fridge is stocked
- ☐ Turn on the stove
- ☐ Set temperature to 70°F

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CLICK HERE TO DOWNLOAD FREE HELPFUL FORMS



Ramp Up Your Social

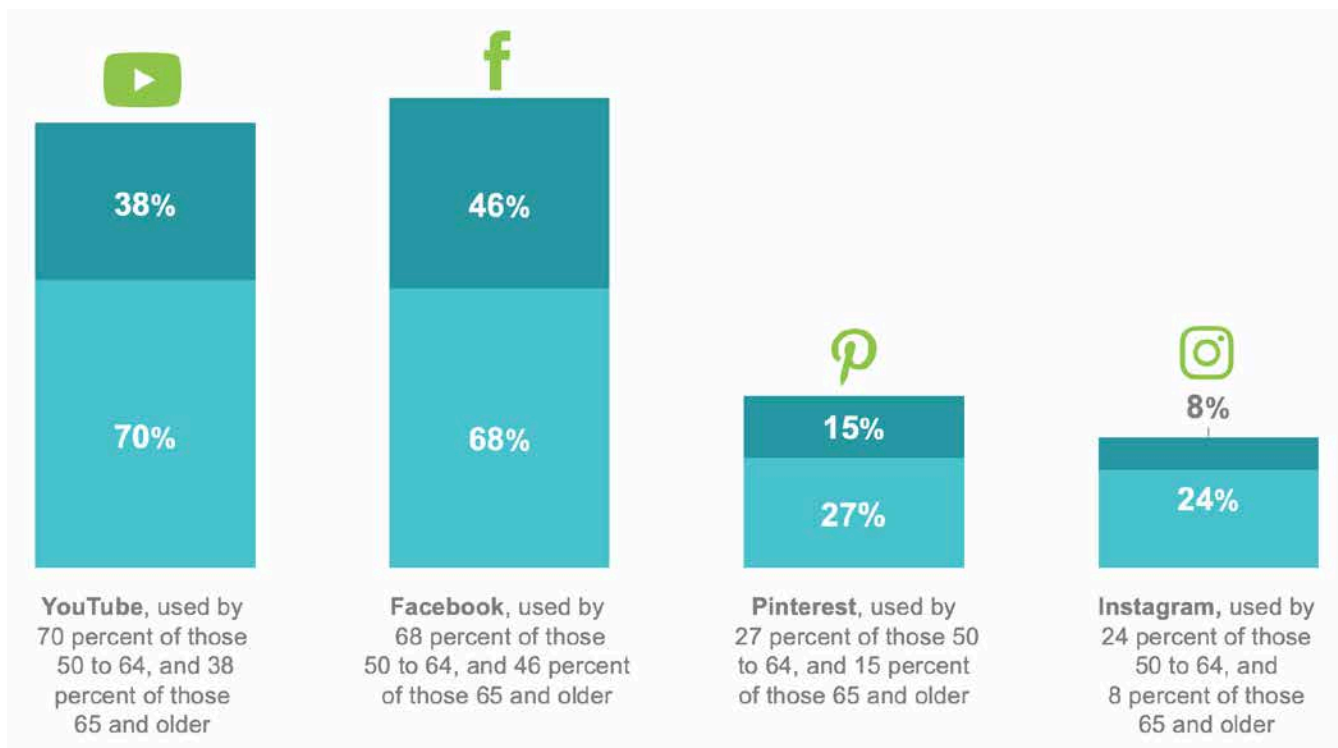
Social Media Usage Statistics By Age: What Platforms Do Older Adults Use?

Let's start with which platforms are most beloved by older adults. According to Pew Research's most recent [social media fact sheet](#), **69% of adults between 50-64** and **40% of those above 65 use social media**.

Perhaps more interestingly, 41% of Facebook users are 65+. Furthermore, as of the third quarter of 2019, Statista reported that 58% of adults above the age of 56 use YouTube.

Seniors' use of the internet and social media has been trending upward for years, and according to Pew Research, the pandemic has led to even greater usage of certain online capabilities.

As of 2019, per Pew data, **72 percent of all adults in America used some sort of social media**, including 69 percent of those age 50 to 64, and 40 percent of people age 65 and older. The researchers found that the most popular social media channels for older Americans were:



Statistics Validating Social Media Usage in Retirees

82.3%

of Baby Boomers belong to at least one social media sites
(Source: DMN3)

27

hours spent per week online by Baby Boomers, which is two hours more per week than those who are between 16 and 34. (Source: Colorado University)

19%

of Baby Boomers are more likely to share content compared to any other generation, reinforcing the notion that Facebook's demographic is trending slightly older. (Source: Digital Trends)

facebook®

is by far the most popular social media site for Baby Boomers.
(Source: Colorado University)

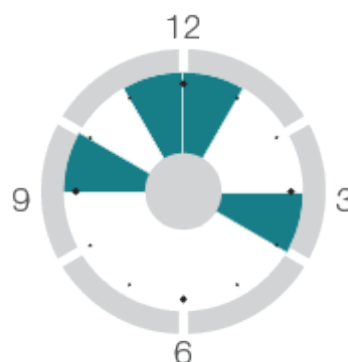


Social Posting Schedule

Facebook



How often? 5-10 times a week



What days?

- Mon-Thurs
- No lead gen/ click through posts on Friday, just family engagement
- Avoid posting on weekends - just family engagement

What time? 9am, 11am-1pm, 3pm-4pm

Relevant content - mix of:

Lead gen

- Guides
- Blogs
- Podcasts
- Video tours
- Special promotions
- Etc.

Brand awareness

- Profile photo can be your logo
- Use your cover photo as a way to promote your brand

Family engagement

- Pictures and videos of residents
- FB live events
- Activity schedules/calendars

Facebook Family Engagement



Peregrine Senior Living at Orchard Park

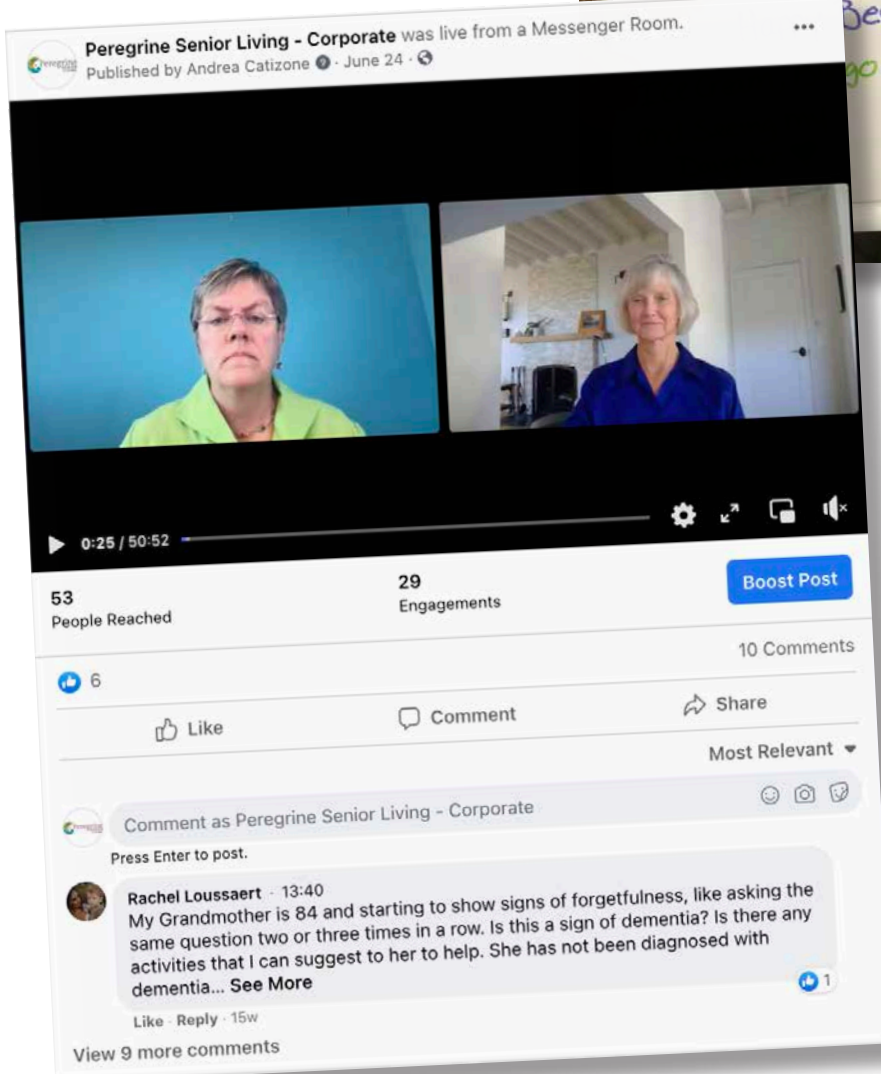
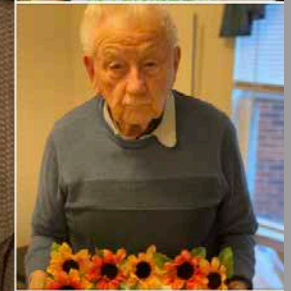
Published by HubSpot · May 31 ·

Say HELLO to our Happy Residents here at Peregrine Senior Living!

Don't forget we have our ""Say Hello to Your Happy Brain"" Q&A event coming up at the end of the month (June 24th at 6PM Eastern Time)

You can register below:

<https://hubs.ly/H0P6Rd50>



Facebook Live Event



Peregrine Senior Living at Crimson Ridge Meadows Assisted Living

Published by HubSpot · June 23 ·

Many people don't start thinking about how they can keep their brains healthy until they have noticed some changes - but it is never too early (or too late) to take care of our brains!

Join us TOMORROW June 24th at 6PM Central Time for a live Facebook Q&A!

You could win a FREE VIRTUAL COOKING CLASS EXPERIENCE by just registering and attending!

Register Here:

<https://hubs.la/HOP6yvQ0>



SAY HELLO TO YOUR HAPPY BRAIN!

Join us for a live Q&A Event

with industry specialist

Anne Ellett

JUNE 24TH - 6PM Eastern Time

Register & Attend!
For your chance to win a
FREE COOKING
CLASS EXPERIENCE



Say Hello to Your Happy Brain

Join us for a live Q&A Event

with industry specialist Anne Ellett

June 24th, 6 PM Eastern time

Many people don't start thinking about how they can keep their brains healthy until they have noticed some changes.

In this live Facebook Q&A event, Anne will:

- ✔ Show us how to help keep our brains healthy
- ✔ Discuss lifestyle changes that can decrease our risks of developing types of dementia
- ✔ Discover the lifestyle choices that will help protect our brains in the long run

Register to Win!

A FREE COOKING CLASS EXPERIENCE

HOW TO ENTER:

1. Fill Out and Submit the registration form found here
2. Attend our Live Q&A Event on June 24th 6PM Eastern Time linked here:
www.facebook.com/PeregrineSeniorLivingCorporate
3. "Like" or Comment on the Live Broadcast to finalize your entry



Presented by Anne Ellett

Register Today!

First Name*

Last Name*

Email*

Community of Interest*

Please Select

Submit a Question

☐ I agree to the terms and conditions of this raffle (you must check this box to be eligible to win)

Submit

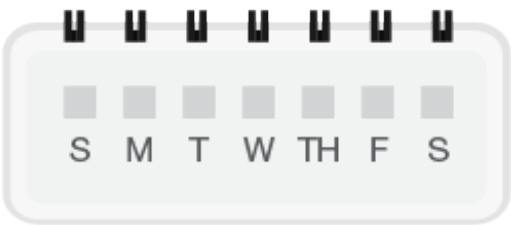
**Landing Page
to Convert**

**Using Facebook to
Generate Leads**

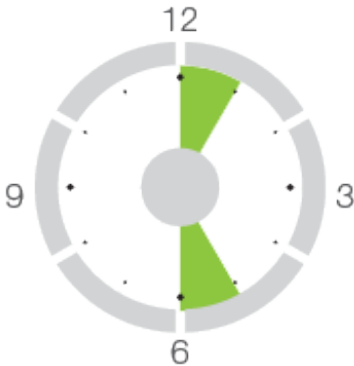
Instagram



How often? Around 3 times a week.
Stories can be posted more frequently



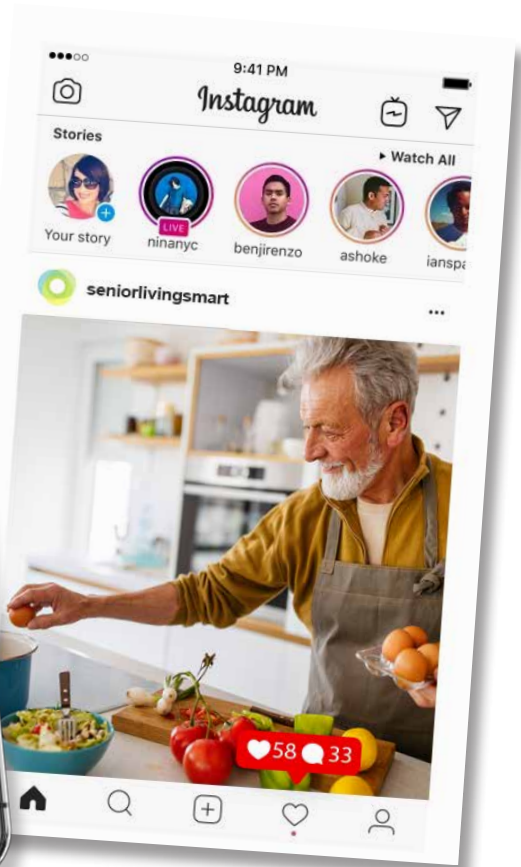
What days? Data incomplete



What time? 12-1pm and 5-6pm

Relevant content:

- Brand awareness - tell a story through visuals
- Family engagement
- Visually engaging content



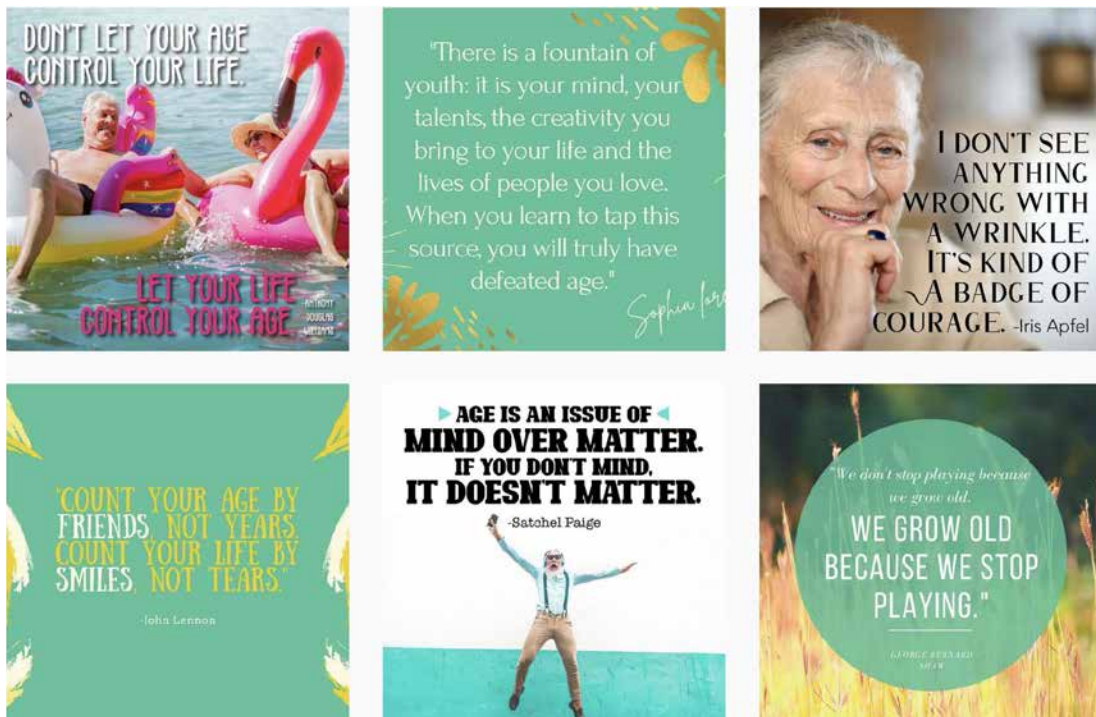
Have themed posts. Examples:

- Meet the team Monday
- Testimonial Tuesday
- What are we up to Wednesday
- Big Thoughts Thursday
- Fun Fridays

Change up your wording depending on which platform you're posting on

- Twitter: Short and sweet (mostly mobile users) (Max is 280 character limit)
- Pinterest: description do not appear when viewing the pin in the home feed, but make sure to think about SEO
- Facebook: Sweet spot is between 100-250 characters. Think about purpose and CTA.
- LinkedIn: Direction driven language - try to stay around 140 characters.
- Use hashtags! Hashtags are a great tool to drive more traffic to your pages.
- Software to use: <https://www.flick.tech/app/home>

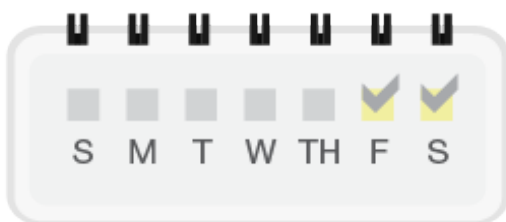
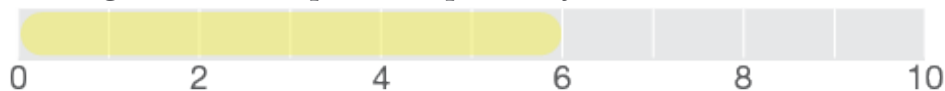
Instagram Symphony of Life Campaign



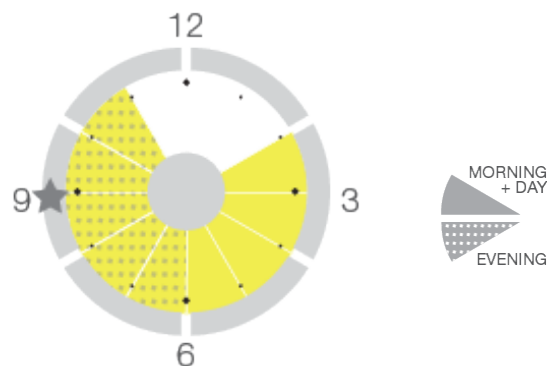
Pinterest



How often? Around 3 pins per day (doesn't have to be original content - pin other posts to your board)



What days? Fridays and Saturdays



What time? 2pm-11pm (peak is at 9pm)
(avoid work commutes)

Relevant content:

Brand awareness

- Tell a visual story through your pins and boards

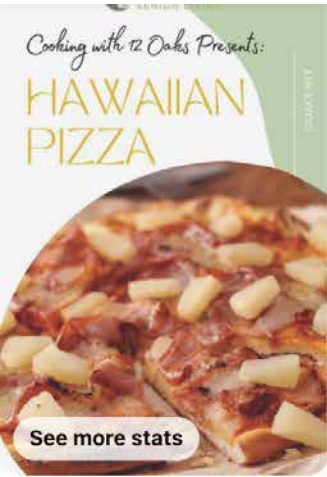
Family engagement

- Post photos and videos of residents/activities

Lead-gen

- Recipes
- Crafts
- Video tours
- Guides

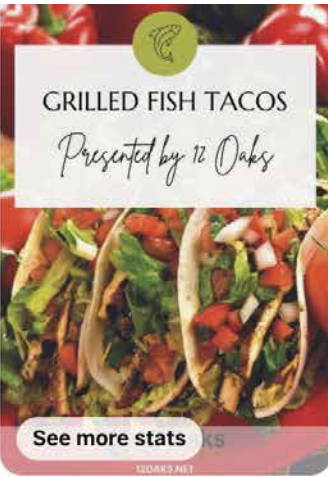
Pinterest Posts



Cooking with 12 Oaks Presents:
HAWAIIAN PIZZA

See more stats

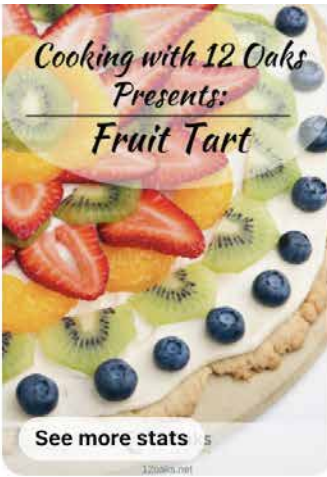
40.5k 56 160



GRILLED FISH TACOS
Presented by 12 Oaks

See more stats

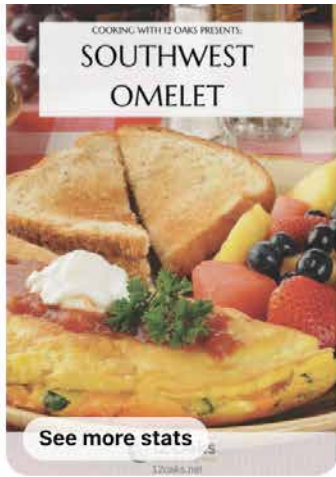
118 0 10



Cooking with 12 Oaks Presents:
Fruit Tart

See more stats

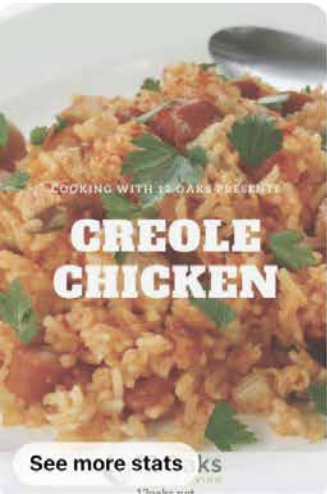
70 0 11



COOKING WITH 12 OAKS PRESENTS:
SOUTHWEST OMELET

See more stats


67 0 11



COOKING WITH 12 OAKS PRESENTS:
CREOLE CHICKEN

See more stats


15



French Toast Strata


See more stats

5



**TOMATO
BASIL
SOUP**

See more stats



12 Oaks SENIOR LIVING
LIFESTYLE
FINANCES
CARE NEEDS

If you are the son or daughter of a senior parent - you won't want to miss this Live Q&A Event.

Having a conversation with your parents is extremely difficult. It's a little easier.

See more stats

Notes for Success

Create a social media calendar to stay organized

[illegible]



Polish Your Reputation

The value of reviews for search ranking

How Much Influence Do Reviews Have on SEO?

A lot. According to a study, **the fifth most significant parameter that determines the rank of a business is online reviews**. As of 2017, the impact of Google reviews on SEO has increased by over 20% year-over-year. Since more and more customers use online reviews to make informed purchase decisions, this percentage is only going to rise.

Social Proof

According to research put together by Invesp, **90% of consumers read online reviews before they make a purchase and 88% trust those reviews as much as they would a personal recommendation**. While

consumers are interested in what your company has to say about itself, they're also looking for verification from fellow customers before committing to anything. As mentioned before, having a third party confirm the claims you're making about your product adds much more weight and value to your argument.



Responding to Reviews: Positive, Negative and False

Part 1: The Good

Positive reviews are what we shoot for. Keep your response short, sweet, and humble. If appropriate, use this opportunity to promote a similar service that the community offers, or a content piece that is in line with the service reviewed.

Hi there {first name},

We appreciate the kind words! I'm thrilled to hear that {first aspect reviewed positively} worked out for you. It's always humbling to hear how we're able to make a positive difference for our residents.

I'm also happy that you found {second aspect reviewed positively} {positive word describing experience – "helpful," "useful," "effective," etc.}. We put a lot of work into making our community the best that it can be!

Thank you again for the review!

{your name}



Part 2: The Bad

Poor reviews will hurt you in the long run, so it's better to diffuse the situation as fast as possible. Attempt to take the conversation offline. Remember, only the reviewer can remove the review, so it's important to resolve any issue with urgency.

Hi {first name},

Thanks for taking the time to write a review. I'm so sorry to hear about {main criticism in review}. {Add commentary acknowledging how the negative impacted the reviewer, as expressed in their review}.

I want you to know that I will be passing your comments on to {person/team/department that can attempt to rectify the situation}. We want to make sure your voice is heard. As we continue to improve, please feel free to email me directly at (email address for the community) or give me a call at (community number + extension if applicable).

Our sincere apologies and thank you again for bringing this to our attention.

I hope to speak with you soon.

All the Best,

{your name}

{your email address}

Hi {first name},

I want to thank you for taking the time to write a review and apologize that {main criticism in review} did not meet your expectations. {Add commentary acknowledging how the negative impacted the reviewer, as expressed in their review}.

We take these reviews very seriously and will be passing this on to the appropriate parties.

If you would like to talk through this in more detail, please feel free to email me directly at (email address for the community), or give me a call at (community number + extension if applicable).

Our sincere apologies and thank you again for bringing this to our attention.

I hope to speak with you soon.

All the Best,

{your name}

{your email address}



Part 3: The False

While false reviews are often rare and for the most part can be taken down when flagged in Google My Business, there is sometimes the off chance that you'll need to respond.

Hi {first name},

We appreciate your writing the review.

Would you mind following up with me at {direct email} so I can understand more of what happened?

I checked with everyone on our {team in question} team, and no one recalls this happening. I want to get to the bottom of this to make sure we make things right.

Thanks,

{Your Name}

Creative Ways to Use Reviews

Add to your signature stamp, use for creative follow up, create a reviews book to leave in family meeting area, pull over to website.

How to Get More Reviews

Ask! After a tour, when prospects deposit, 30 days after move-in, anniversary date.





Discovery Form

A purple and white form titled 'DISCOVERY/INQUIRY FORM' with a 'Connect' logo. It includes sections for contact information, current dynamics, and motivations, each with sample questions and a large text area for responses.

DISCOVERY/INQUIRY FORM *Connect*

Contact Information

Inquirer's Name: _____ Date of Inquiry: _____

Best Phone Number: _____ Email: _____

Address: _____ Prospect Name: _____

Situation - Understanding the Current Dynamics

Sample Questions: What made you call/stop by today? Who are you inquiring for (if for someone else - what is their name)? Where do they currently live? Does anyone help out with daily care or tasks? What is working today? What is challenging today? What are you hoping will be better or different living in a community setting?

Motivations - Understanding the Wants & Needs of the Inquirer & Prospect

Sample Questions: What is a typical day like (for the prospect?) What routines are important to maintain? In what ways can moving into a senior living community be a positive for you and (the prospect)? What are some of the concerns about making a transition? How will you know when you find the right community?

Senior Living SMART 888-620-9832
info@seniorlivingsmart.com
www.seniorlivingsmart.com

MOD
MANAGER ON DUTY PROGRAM



Download this form and many others on our website for FREE!

<https://seniorlivingsmart.com/downloads/>

TIP 5

Be Tourific!

Lights, camera, action – it's show time!

Step one – Prepare

- Review Discovery – wants/needs/non-negotiables
- Plan the tour – introductions, highlights, parting gift
- Personalize the model apartment
- Commit to a primary & secondary advance

Step two – Get the team engaged

- Review Discovery – wants/ Equip the team for meaningful interactions
- Reward & recognize
- Reinforce Tourific program at all-staff meetings

Download the Red Carpet forms on our website for FREE here: <https://seniorlivingsmart.com/network-resources/downloads/sales-occupancy-growth/training/red-carpet-tours-how-to-wow-prospects-and-increase-occupancy/>





Step three – WOW moments

- Personalized signage
- Cue the deer link to video: <https://www.youtube.com/watch?v=bMqUdYJ7p8E>
- Creative follow up



Interested in trying a fresh new message to promote your community?



Let's chat. Developing and deploying a new messaging campaign can be done in a budget-friendly way that we spread out over 9-12 months. And it can really help your community stand out among your competition.

Bottom line: We're here whenever you're ready to give it a go! Reach out to your Senior Living SMART account manager or contact us today at (888) 620-9832.



Senior Living SMART

Inspired Marketing, Savvy Sales, Better Operations

888-620-9832 | seniorlivingsmart.com