

Why Grow?

Client Outcomes





Why Grow?

It's more than a name, it's what we do.

Grow Your Occupancy's team of talent is unmeasured. The team consists of proven senior living sales professionals who have experience at every level of leadership. We know senior living. Our Sales Specialists sit in the sales seat every day working with prospects, referral sources, and community teams. We understand the challenges and have a pulse on current market and industry trends.

We participate in many industry conferences throughout the year and are selected to present as we are considered the "go-to" source for senior living sales and marketing.

We are fully aligned with your commitment to achieving sales outcomes.

We're right there with you, fully committed to driving the results that matter most.

It's more than a name, it's what we do.

Out of the ordinary outcomes that positively impact your occupancy.



"Our team of sales specialists is unparalleled in talent, drive, determination, and dedication to helping you achieve results."

– Julie Podewitz
CEO & Founder

Why Grow? Why wait?

"Hiring Grow Your Occupancy (sales specialists) was a game changer. It's a universal solution for our business."

– Francine Bass
Vice President of Sales
United Group of Communities

How can we help you? Visit growyouroccupancy.com to get started.

It's more than a name, it's what we do.

Case Study:



AL and MC

90 days, 2 hrs/day

VSS and sales director coaching

- ◇ Scheduled 15 tours
- ◇ 16 move-ins at community
- ◇ Connected with 131 prospects by phone
- ◇ Warmed 85 leads by conversations
- ◇ Assisted in reducing past due tasks from 732 to 0 in 2 months

"Thank you for being an amazing addition. You are truly talented, and you are helping me tremendously- therefore I can focus on closing!!! I don't want you to go away! It felt as though we were working side by side on how you would stay connected with me. They are lucky to have your talent!"

- Jodie Sanford
Sales Director

Case Study:



CCRC

90 days, 2 hrs/day

VSS and sales director coaching

- ◇ Increased prospects in CRM from 37 to 55 by the end of the contract
- ◇ 27 tours scheduled
- ◇ 8 move ins at community
- ◇ 7 prospects added to waitlist
- ◇ Connected with 185 prospects by phone
- ◇ Warmed 128 leads by conversations

"Thank you so much for all your work and keeping everything flowing, your wisdom and work ethic have been huge guidelines for me going forward!"

- Jamilyn
Director of Sales & Marketing

Case Study:

Active adult senior living community

50 days, 2 hrs/day

VSS

- ◇ 837 phone calls

"I'm calling instead of relying on email. Customers appreciate that I call them. It's making a difference."

- Shelly
Virtual Sales Specialist

"I am THRILLED to report we have 6 move-ins slated for this month. Of the 6, three are leads I assisted with the process. Only one move-out scheduled, so a NET GAIN OF 5!!! Projected EOM occupancy is 91.95%!!!! So far this month I've made 400 calls and scheduled 6 tours that have happened and I scheduled three tours for the coming week. All leads have been touched within 52-days and the database is back to being "clean". I am trying not to let touches span longer than 30-45 days for cooler leads, unless otherwise requested."

- A Grow Your Occupancy
Virtual Sales Specialist

Case Study:

Undisclosed client

Average of 15 hours per week of Virtual Sales Specialist support of existing sales team.

Activity	3 Months Pre-VSS			First 3 Months of VSS		
Worked Leads	60	7	20	227	235	446
Worked Leads Timing	22 hrs	5 hrs	8 hrs	100 hrs	118 hrs	100 hrs
Initial Tours	8	1	2	15	18	17
Repeat Tours	0	1	1	14	12	5
Voice to Voice Calls	49	4	8	129	135	195
Deposits	0	1	0	4	6	1
Sales	0	1	1	5	5	2
Move-Ins	0	1	0	6	3	4
Net Occupancy Gain	0	1	0	1	2	3

"I refer to (Grow Your Occupancy's Virtual Sales Specialists) as sales gladiators. You're getting a hyper-sophisticated level of sales talent through Grow, through a virtual sales specialist."

- Francine Bass
 Vice President of Sales
 United Group of Communities

"Village on the Park - Denton reached 100% occupancy in Assisted Living today... such a huge win and accomplishment!! Each of you have been such a great support to us, so I wanted to also thank you for your part in this celebration."

I have no doubt more emails celebrating 100% occupancy will be coming across your inboxes for all our communities. We're a pretty awesome team together and we're so lucky to have you guys supporting us along the way."

- Melissa Taylor
 Former Regional Vice President of Sales and Marketing
 The Aspenwood Company



Virtual Sales Specialists

It's more than a name, it's what we do.

"Initially, we thought an onsite Sales Specialist would be the best option for an open sales position at one of our communities, however, we were truly impressed with occupancy growth & support the (Virtual) Sales Specialist Team was able to accomplish behind the scenes. They provided weekly updates of their efforts and worked in tandem with our onsite team to drive results."

- Erin Siffing
Vice President of Sales & Marketing
Avista Senior Living

"We have had great success with the virtual sales specialists at Grow Your Occupancy. The impact to the communities has been amazing. All the leads in our databases are now getting the attention they deserve, tours are being scheduled and we are seeing a good ROI from using Grow Your Occupancy as a part of our sales strategy. I highly recommend Grow Your Occupancy!"

- Beth Huck
Senior VP Sales and Marketing
Presbyterian Manors of Mid-America

"The Grow Virtual Sales Specialists have had a very positive impact on our communities. They are incredibly responsive, professional and productive; making calls to both new and existing leads, schedule tours and aiding with move-ins. It's such a relief to know that every lead is being taken care of, from those at the top of the funnel to those who may be stuck along the way."

- Paul Barlow
Vice President of Sales and Marketing
Transforming Age

"Melinda (Grow Your Occupancy Virtual Sales Specialist) and her team have been committed to support our organization's sales process. They moved the process forward for many families and helped keep our pipelines stoked. Highly recommend."

- Joshua Bentley
The Aspenwood Company

Case Study:

THE VILLAGE
of Tanglewood

IL Community

7 months, 2 hrs/day

VSS: Assisting with on-deck new inquiries and past due activities

- ◇ Scheduled 23 tours
- ◇ Assisted with 12 resident move-ins
- ◇ Completed 389 past due activities
- ◇ 1532 calls attempted
- ◇ Connected with 412 prospects by phone (27% from database leads)
- ◇ **1,977% ROI on VSS investment**

How can we help you? Visit growyouroccupancy.com to get started.



Virtual Sales Specialists

It's more than a name, it's what we do.

"Melinda Haney (Grow Your Occupancy Virtual Sales Specialist) and the GROW team are amazing! This is our second time working with them and Melinda is the reason we come back. She is fantastic - just works so seamlessly with our team. We LOVE working with her!"

- Zoie Garza
Executive Director

"Jessica (Grow Your Occupancy Virtual Sales Specialist) has been so helpful, patient, and understanding in her role as Virtual Sales Specialist during our new acquisition. There have been a lot of obstacles for this team which has pulled their focus away from sales. She has been an asset when it comes to managing the past dues and current tasks in the database. She's been understanding, has made things easier for us and has softened the blow of not having a Sales Director. All of this said, we are ridiculously grateful for her. THANK YOU!"

- Kaleigh Petree
RDSM
Vitality Living

"The team jumped in and took ownership of the process and help the people on site be successful. Their communication was outstanding."

- Tommy E. Tyler
American Baptist Homes of the Midwest

"Using a virtual sales assistant for call outs, follow ups, and database cleanup has taken a huge burden off our sales teams' shoulders. Removing this added stress allows them to focus on converting the highest probable leads by spending time developing deeper relationships with prospects."

- Lola Rain
Head of Marketing
Sequoia Living

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Sales Playbooks

It's more than a name, it's what we do.

Arborlon Senior Living Sales Playbook



"If we had not partnered with Julie, this project would have been difficult to manage in-house, and it would have taken substantially more time from our Home Office team. Instead, Julie and her team were able to guide this process and assist us in developing a Sales Playbook that has changed the training experience for our team members. When our Sales team members have questions, they can easily navigate this resource and learn the systems that have been proven to work in senior living sales.

The feedback we received after this went live was overwhelmingly positive. Seasoned Sales Directors recognized the value that this would have for new team members and were also able to use it to brush up on some techniques or skills that they may have forgotten.

The playbook helps keep consistency in our sales trainings and systems across our 33 communities in 17 states.

I highly recommend partnering with GROW on a Sales Playbook. The Playbook is well worth the investment."

- Jessi Weldon
Executive VP of Sales & Marketing
Primrose Retirement Communities

"(Julie's sales playbook) is the BEST I have ever seen! Julie Podewitz truly knows what needs to be done to generate sales and has incorporated these winning systems and processes into her Playbook. That sure makes life easier and more profitable!"

- Jack Daly
Speaker and Best Selling Author of *Hyper Sales Growth*

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"From my perspective as an owner and investor, the investment in hiring Grow is a great return on capital because not only does the sales team get a proven playbook of success but the owners of the building are able to de-risk the transaction by securing topline revenue stability via consistent sales procedures."

– Blanding Beatty
Chief Investment Officer
Vitality Living

"Country Meadows Retirement Communities partnered with Grow Your Occupancy and Julie Podewitz and team to create a sales playbook and for training around the tools and process within. The playbook continues to evolve just as we do in sales. Thank you Julie! Highly recommend."

– Jill Berry
Vice President of Sales and Marketing
Country Meadows

"Julie Podewitz has been an exceptional partner and advisor for Continental Senior Communities in the writing of our Sales Playbook."

As a growing senior living organization seeking to define and establish our foundational sales processes, it was important to me that I found an agency that would help us to create "our way" for driving occupancy results and elevating our sales leaders. I found Julie to be a top-tier partner that created tailored solutions to meet our needs and that reflected our CSC culture and values.

I highly recommend Grow Your Occupancy for any senior living organization seeking next level sales results and resources for growth."

– Beth Mockler
Corporate Director of Sales
Continental Senior Communities



"I instantly connected with Dresden! Given her experience as an ED, Regional Director of Sales, Sales Counselor and more she was very relatable and provided in depth ways to keep our eyes on the prize when occupancy is at a low and or starting to dip. Our team was excited to hit the ground running with the tools my team received from Dresden's stellar training!"

- Erin Timmers
Regional Sales Director



"I have the privilege of working at a company where support and appreciation of employees is practiced. After participating in a 2-day energizing Sales Conference with Julie Podewitz, I learned many skills like recapping & reflecting which helped my sales & enabled my team to grow our occupancy from 96% to 98% in just two months after the training."

- Kristina Parmer
Director of Sales and Marketing

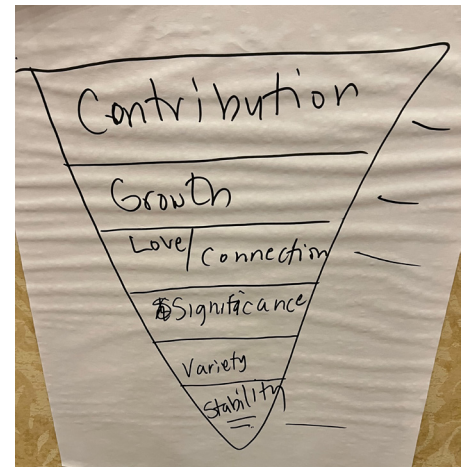
"We hired Grow Your Occupancy to do a sales leadership training workshop for our Executive Directors. Julie provided great role-playing exercises that drove engagement and raised the team's overall sales acumen. After the training we had some Executive Directors commit to spending at least 3 hours a week on outreach. It definitely hit home."

- Gift Mutemba-Mutasa
VP of Sales & Marketing
Benedictine Living



"We hired Julie to speak with our sales leaders. Julie is a rockstar and her knowledge of the senior living space and understanding of sales makes her insights actionable and thoughtful. In our first session, Julie provided great feedback that we included in our standard process immediately. Our team keeps asking when we will have her back or if we can just hire her!"

- Matt Reiners
Co-founder
Eversound



"Juniper was so fortunate to have Julie Podewitz of Grow Your Occupancy join us for one of our monthly trainings. Her enthusiasm is contagious. Her content was spot on and compelling. We were particularly impressed by the focus on those mid-funnel, perhaps beyond 'not ready yet', but certainly stuck in the decision making process type leads. The detailed tactics, approaches, and even specific questions to begin to move these leads forward were incredibly helpful. Comments from our team were resoundingly positive. Thank you Julie for a terrific, quick-paced, and impactful training!"

- Cindy Longfellow
Executive Vice President of Business Development, Sales, and Marketing
Juniper Communities, LLC

"I did love the training and took lots of tools from it. I borrowed her phrasing about matching your heartbeat to a community. I used it on my Friday tour, a very very very tough tour (we won over Stonebrook Village and Harbor Chase)! He emailed back over the weekend and deposited on Monday and repeated back that phrase as why we chose us!"

- Sondra Jones
Regional Director of Sales & Marketing
Arbors Assisted Living Communities (MA) / Ivy
Assisted Living Communities (CT)



"Julie's training was an excellent restart & refresh for our marketing team. The straightforward & thought-provoking topics helped all of us think outside of the box with our communication and sales tactics."

- Hannah Hoover
Vice President of Marketing
Pivotal Health Care

Case Study: SWOT and Coaching Intensive for an Independent Living Community in Northern California

◇ Reached budgeted occupancy ahead of proforma.

Quarter	Net Occupancy Gain
Q1-Q3 (pre-coaching)	+1
Q4 (during Grow engagement)	+11

"Subject: RE: Farewell to 2024... Julie and Lori, thanks for your support and contributions. We could not have achieved this so quickly without you."

– Owner/Operator
IL/AL/MC Senior Living Community, Northern California

"Grow Your Occupancy has proven to be an invaluable partner for Prosper Life Care to help coach and train our sales and marketing team. We had recently taken over a new community with a very capable sales director who was new to the role and lacked the coaching and guidance needed to feel confident in her abilities. We worked with Lori as our sales coach which has allowed our sales director to grow and find immediate success in her role.

The curriculum created by Grow Your Occupancy and Lori's organized coaching methods were the catalyst for growth in my team."

– Russ Papia
President
Prosper Life Care, Inc.

"In just 5 hrs of coaching with Julie, I'm already 100% better. Looking forward to the next 100%!"

– Betsy Phillips
Sales Director

"My confidence and results grew during my coaching sessions with Julie. I went from an average of 4 move ins monthly to 5 and then 7. I am more comfortable giving advice, creating the journey for the customer. It doesn't feel salesy yet I'm achieving greater results. Do yourself a favor – invest in sales coaching!"

– Jessi Barton
Sales Director
Atlanta, GA

"Lori (Grow Your Occupancy Virtual Sales Specialist) is incredible. Her communication is on point. She is very organized, and I have learned so much from her on how to manage a database. Her confidence and comfort with calling folks is something I aspire to match along with training my team to be at her level. I have really learned how to be confident and relaxed when making calls. I am forever grateful for Grow and having Lori on our team."

- Sondra Jones
Regional Director of Sales & Marketing
The Arbors and Ivy Assisted Living Communities

"Julie is a pro at what she does and an excellent resource for marketing ideas and approaches to the senior living industry. Her positive spirit and time-tested ideas can make a big impact on your sales. It is well worth your investment!"

- Mark Hamby
Director of Sales

"Sales coaching has contributed to our overall move-in and occupancy growth. All metrics and conversions are tracked and we see a direct correlation between teams who lean into coaching and increased metrics across the board. If you can make one investment in your occupancy growth, choose sales coaching."

- Chris Guay
CEO
Vitality Living

"During her 6-month coaching engagement, Trina realized exponential sales growth. Trina went from 15 tours, 3 move-ins monthly to 20 tours and 6 move-ins monthly! Occupancy increased month over month and her community now averages 98% occupancy. Thank you, Dresden!"

- Trina Bentley
Sales Director
Wesley Manor

"Julie, Speaking of results.....I must share & thank you. Our dear Brittany had 8 permanent sales, 2 progressions, 2 respites, & 1 deposit in October! Since working with you her results have continued to increase along with her confidence. She is staying in control of her sales & being thoughtful about next steps to drive the sale forward & not getting "stuck" just before the close any more. So happy for her!"

- Diane Ritter
Regional Marketing Manager
Country Meadows of York, Leader Heights



Sales Coaching

It's more than a name, it's what we do.

"I worked with Julie Podewitz for over 5 years. Our coaching calls with Julie have provided that extra push that resulted in record occupancy. We couldn't be more happy to have finally reached our goals and are pleased to report that we now have an extensive wait list. Julie's positive approach and attitude is motivating and her methods are tried and true. I am confident that if you are looking for a "coach" to fine tune the sales process, Julie is your go-to person!"

- C. Ryan
Regional Director

"We've engaged Grow leadership and sales coaching services earlier this year and although we did not budget for it, we are definitely seeing an ROI from the investment and will be including it in 2024 budgets as we see the value of continued engagement."

- Sara Robertson
CEO
The Arbors and Ivy Assisted Living Communities

"My new ED shadowed on a tour, and part of her feedback was praise around listening, but also connecting in a way that the family knew I was listening.... all I could think was, "that's training from Julie!"

- John Michael Foley
Sales Director

How can we help you? Visit growyouroccupancy.com to get started.

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Case Study:
Susan E., Grow Your Occupancy Onsite Sales Specialist
IL/AL/MC community on the east coast

In the initial 17 days on site:

- ◇ 350 call outs
- ◇ 118 connected calls
- ◇ 15 tours
- ◇ 3 move ins
- ◇ 1 deposit
- ◇ 2 assessments scheduled for pending move in
- ◇ 8 outreach appointments
- ◇ Trained concierge on first impressions
- ◇ Created move in book
- ◇ **1,964% ROI on OSS investment**

Case Study:
Stephanie, Grow Your Occupancy Onsite Sales Specialist
IL/AL/MC community in Florida

90 day on-site assignment:

- ◇ 16 move ins
- ◇ 4 deposits for future move ins
- ◇ 8 additional hot leads close to deposit
- ◇ 55 total tours, initial and retours
- ◇ Trained new sales director during final 10 days on site
- ◇ **1,412% ROI on OSS investment**

"Grow Your Occupancy has supported our communities virtually and in person. The individuals who they have provided to us as a resource have jumped in with both feet and never missed a beat. They become a part of the team and bring a sales philosophy of nothing but excellence with them when they come.

Occupancy growth has occurred through utilizing them to assist our communities. I am proud to give them the highest of recommendations - they truly deserve it!"

- Colette Balcourt
Beztak, All Seasons Living

"Utilizing GROW's onsite sales specialist was pivotal in the continuation of our sales process, ensuring continued speed to lead and enhancing the customer's experience every step of the way while we recruited talent."

- Cindy Petchulis
Regional Vice President, Operations

Case Study:

Mandi Kramer, Regional Director of Sales & Marketing

Average of 15 hours per week of Virtual Sales Specialist support of existing sales team.

Community	3 Months Pre-RDSM Coaching			First 3 Months of RDSM Coaching		
	Month -3 Net In/Out	Month -2 Net In/Out	Month -1 Net In/Out	Month 1 Net In/Out	Month 2 Net In/Out	Month 3 Net In/Out
A	-2	0	2	4	-1	1
B	-1	-1	2	-1	1	1
C	0	3	0	2	1	-3
D	2	-1	-3	8	0	2
E	3	1	-1	2	0	3
F	0	3	0	5	-2	4
G	4	2	0	-1	7	7
H	2	0	4	2	-1	3
I	0	1	0	1	-2	3
J	1	1	0	2	-3	3
K	-2	0	-1	0	4	1
Total	7	9	3	24	4	25

61 total company-wide move-ins in the first 3 months of RDSM coaching vs. 20 for the 3 months prior!

"I had the privilege of working with Julie through 1-on-1 Regional Sales Masterclass coaching and I can't recommend her enough! Julie's expertise is truly exceptional. She helped me improve strategies with my sales team and provided invaluable coaching for some of those team members who can be particularly hard to coach.

One of the most impactful lessons I learned was how Julie helped me identify certain phrases and words I was using that could have a negative impact when coaching my sales teams. I didn't even realize I was saying them, but her guidance opened my eyes to how small changes in language can lead to big improvements. Julie's genuine dedication to my success was evident in every session. She took the time to understand my unique challenges and customized her coaching to address specific needs, ensuring that I was on the path to success.

I'm beyond grateful for Julie's support and highly recommend her to anyone looking to take their business, and team, to the next level."

- Ashley Eyink
Regional Director of Sales and Marketing
Continental Senior Communities



On-Site Coaching

It's more than a name, it's what we do.

Case Study: Undisclosed client

On-site SWOT analysis, shoulder-to-shoulder on-site coaching, 2-day training for ops and sales.

Total company buy-in.

	T12 Prior to Grow	T12 After Grow
Occupancy	74%	89%
New Leads	20	29
Tours	6	14
Call-Outs	59	242
Worked Prospects	49	217
Inquiry-to-Tour	21%	40%

Occupancy, Month Over Month (November 1 - August 31)

Community	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Change
A	100%	101%	99%	98%	99%	98%	96%	96%	96%	99%	-1%
B	79%	78%	79%	77%	77%	77%	78%	79%	81%	87%	7%
C	79%	83%	87%	84%	85%	85%	88%	88%	94%	95%	16%
D	84%	89%	89%	87%	86%	85%	82%	89%	86%	90%	6%
E	82%	79%	79%	78%	80%	77%	78%	82%	83%	86%	5%
F	79%	77%	76%	78%	78%	77%	79%	79%	84%	87%	8%
G	84%	86%	86%	83%	81%	77%	79%	82%	80%	78%	-6%
H	84%	88%	93%	93%	93%	94%	90%	91%	94%	98%	14%
I	70%	72%	73%	73%	77%	78%	77%	77%	80%	82%	12%
Overall	82%	83%	84%	83%	84%	83%	83%	84%	86%	89%	7%

7% company-wide occupancy growth over a 10 month period!

How can we help you? Visit growyouroccupancy.com to get started.

**Case Study:
Undisclosed client**

New sales director onboarding
VSS: 50 days, 2 hrs/day

	Prior to Grow Training	After Grow Training
Move-In Conversion:	14%	27%
Average Move-Ins Per Month:	2	5
Average Call-Outs Per Month:	87	105
Average Tours Per Month:	14	18
Overall Occupancy:	69%	72%



"I see new sales directors turn over because they feel overwhelmed. They are rushed into their roles without proper preparation, leading to fast burnout and turnover. Grow Your Occupancy ensures a structured, effective onboarding process that supports them one on one, aligns with your company's sales training and expectations, builds sales skills step by step, and reinforces learning through role-play for lasting success. Our coaching students feel supported, receive immediate coaching notes with actionable steps, and the tools to be successful. The retention rate for those who go through the Grow Onboarding Program is more than three times that of the national average."

- Dresden Cincurak
Vice President of Business Development



"When coaching clients, I take great satisfaction in analyzing the sales process to identify gaps and opportunities for improvement, as well as witnessing sales directors recognize and experience their own professional growth."

- Lori Vernier
Senior Sales Specialist

★★★★★ Amazon book review: **Wish I had this workbook when I started in Senior Living Sales!** *"Julie Podewitz has an amazing technique and coaching style. This workbook did not disappoint. If you are starting out in senior living sales or a seasoned salesperson, this workbook has something for you. The worksheets are useful to create a solid workflow to gain successful outcomes. I appreciate the refreshers on verbiage to use for conversation starters and follow up calls. The motivational messages throughout the workbook are great reminders to stick the plan and not get discouraged. I recommend this book for anyone wanting to learn about senior living sales or brush up on those skills."*

- Mandi K.
Amazon customer

★★★★★ Amazon book review: **MUST READ for senior living sales.** *"Julie's book focuses on supporting the individuals who are responsible for overseeing the quality and execution of senior living sales systems. It provides a roadmap for Regional Sales Managers to balance multi-site demands while still supporting the individual needs of each community's sales efforts. If you are in a direct sales role in senior living and looking to grow, this book will help prepare you for the next level of sales leadership."*

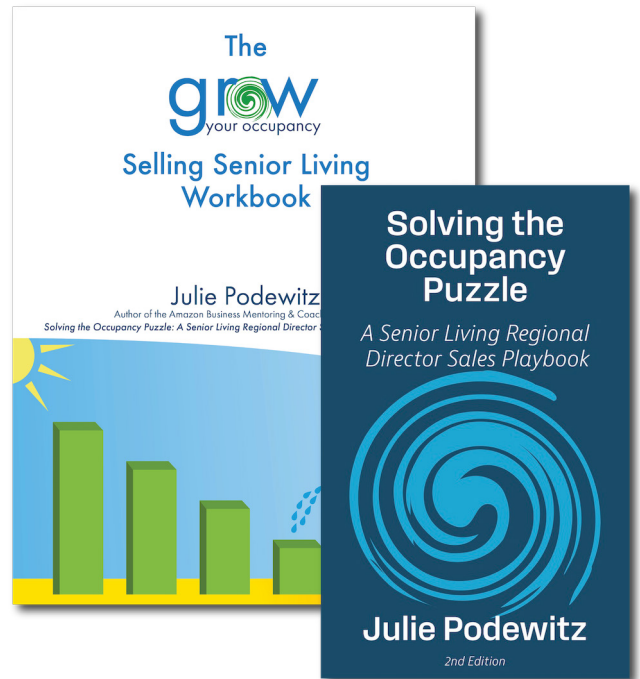
- Amazon customer

"Julie is a pro at what she does and an excellent resource for marketing ideas and approaches to the senior living industry. Her positive spirit and time-tested ideas can make a big impact on your sales. It is well worth your investment!"

- Mark Hamby
Director of Sales

"Julie first trained with our teams almost 15 years ago. We immediately saw occupancy and revenue growth and have continued putting her sales practices into place through the years. Implementing proven sales systems is a critical component to support our portfolio growth and change. Julie's tactical strategies are simple to implement, make sense to our teams, and keep us grounded in the every-day whirlwind of running senior living communities. I am also a huge fan of her book. I carry it with me and refer to it often. Everyone needs a copy!"

- Patrick Dooley
President & Chief Development Officer





Mystery Shops

It's more than a name, it's what we do.

"GROW is an amazing organization. They provide exceptional service and value. We need a rather large number of mystery shops done in a very short timeframe. GROW got them done - beautifully - with time to spare. I cannot recommend them enough!"

- Cindy Longfellow
Executive Vice President of Sales and Marketing
Juniper Communities

"We hired Julie and her team to conduct mystery shops for us. I had used other vendors before. The shops that I received were scored fairly and accurately. The best part of the shops was the constructive coaching to encourage the salespeople to try different techniques! The salespeople accepted the feedback in a positive way using the coaching remarks to improve their performance. The audio was powerful and effective! What I particularly liked was the overall summary pointing out the high-level sales basics already in place, and then really helping with overall needs for the company. We will be using them again in 2nd quarter!"

- K.C.
Vice President of Sales and Marketing
Traditions Management, LLC

"We recently hired Grow Your Occupancy to do on site mystery shop skill assessments. We have successfully partnered with them for other services and had great outcomes.

To say that they delivered would be an understatement. We are very pleased with what the Grow Specialists uncovered. Reports were comprehensive, and they provided recommended takeaways to increase occupancy and the sales experience for our prospects. We plan to use them again for our mystery shopping."

- Greg Crutcher, CMO
Atlas Senior Living

"Vitality Living has been using GROW Your Occupancy to help us deeply evaluate the quality of our sales efforts. We now have the most comprehensive picture of our community sales experiences possible, thanks to their input. Totally love it!"

- Christy Cunningham
Vice President of Sales & Marketing
Vitality Living

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Testimonials

It's more than a name, it's what we do.

"Julie's decades of deep senior living sales experience coupled with her passion for helping seniors and their families traverse the complex dynamic of where, when and how to move to senior living make her uniquely qualified to assess and fix senior living sales and personnel issues. Her love of teaching and sharing the discipline and her academic and empathetic approach to the process enable her to build teams, innovate, and adapt to a wide array of challenges that are likely to present themselves for any property trying to achieve or remain 100% occupied. Julie's wisdom and ability to connect and build trust exemplifies leadership in the senior living sales space. She is beloved by residents and associates alike and most importantly, has fun every day doing what she loves."

- Rick Shamberg
Managing Director
Scarp Ridge Capital Partners

"We engaged the Grow team to support our CRM transition. This was a huge project for us with many moving parts and decisions to make. Julie and her team supported us every step of the way in making the integration simple and successful. We implemented the recommended activity and conversion benchmarks. We also engaged them to create our own branded training guide which has been immensely helpful in supporting our teams."

- Jill Berry
Vice President of Sales and Marketing
Country Meadows

"Julie Podewitz is the ultimate Sales and Marketing Professional. In the 18 years that I have been in sales, I have never worked with someone with such an innate ability to train others while giving them such a sense of pride in the career that they have chosen. Anyone who has the pleasure to learn from Julie should consider themselves extremely fortunate and soak up every bit of knowledge that she gives to them."

- K. Walker
Senior Living Sales Specialist

"During the 6 1/2 years Julie worked with me (as Director of Operations and Vice President of Marketing) and our marketing teams, she is the one individual with the greatest impact on our collective success, growing to 95% company-wide census. As a coach and presenter, Julie has a direct but supportive approach and has successfully guided me and others on our teams to be better sales people, managers, and coaches ourselves. She has the ability to capture your attention and keep you engaged. As a coach, she infuses you with the belief you can do it and celebrates when you do!"

- Gretchen Vakiener
Regional Vice President

How can we help you? Visit growyouroccupancy.com to get started.

"I have had the privilege of working with Julie Podewitz in various roles. As a mentor, Julie was able to share her sales expertise and coach me on all aspects of relationship selling and effectively leading sales teams. As a supervisor, Julie provided me with the tools, support and leadership that allowed me to do my job to the fullest. Julie is an expert in senior housing sales. She is passionate about ensuring customers are treated right and staff is engaged and excited to do their jobs. I have the utmost respect for Julie and know that whatever she does, she will do it at 110%!"

- Peggy Scoggins
Regional Director, Sales Expert, Senior Living Consultant

"Julie has a passion for helping others succeed. She helped me to think in ways I never did before and changed my techniques while staying true to my own style."

- Lindsay Steele
Director Of Admissions And Marketing
Country Meadows Retirement Communities And Past President And Current SVP Of The Joint Not For Profit 501c3 Venture With The Pennsylvania Housing And Finance Association Known As The Ecumenical Retirement Communities

"It is a true honor to have known Julie for several years. I have worked with Julie in several capacities and it is apparent that she is the best! I would consider Julie an absolute expert in the senior-living industry. She's an extraordinary leader and motivator. Julie has a way of coaching you to exceed your goals not only by believing you can, but also by inspiring you to reach beyond your comfort zone in a positive way.

Julie makes you want to do better than your best. Working with her and having her support, knowledge and motivation means so much when facing all of the different nuances that come into play in senior living and sales. From getting more leads, to lead nurturing, tour planning, closing, and customer service, whatever your need is, Julie can help. I highly recommend her. She is remarkable."

- Pamela Cupp
Experienced Senior Living Sales Leader

"Julie was my VP of Sales of my company and I quickly learned the massive amount of knowledge she had. She was amazing to work with for so many reasons. Not only was she extremely knowledgeable and intelligent, she was also extremely uplifting. She had a way of noticing your strengths and even pointing them out to you just in case you weren't aware of them. She had a way of bringing the best out in you, so you could continue to push through when maybe it was a slow time of year. I truly admire and continue to build my relationship with her because you don't always run across people that are genuine and true in helping you meet and exceed all your expectations."

- Tiffany R.
Senior Sales Specialist



Testimonials

It's more than a name, it's what we do.

"Julie has an amazing gift that enables her to work with all types of marketing and sales personalities to help them discover their strengths and unique methods to improve their sales results. Julie has had a 100 percent success rate with helping to move multiple sales and marketing directors forward by helping them stay focused, set goals, and achieve a positive direct impact on their individual performance, while increasing community occupancy."

Julie is the real deal when it comes to connecting associates to better serve and help residents and families make a major lifestyle change. I'm most grateful to Julie and all her solutions-based ideas that she so willingly and ably shares."

- Tom Baker
Former SVP, Senior Living Sales and Marketing

"I would recommend Grow Your Occupancy to anyone and everyone! The team at GROW cares about our prospects and our sales team. They understand their responsibility not only to us, their client, but to our industry. Integrity, honesty, respectfulness and great follow up—that's how I describe the team at Grow!"

- Paula Rathgaber-Gomez
Vice President of Sales
Sequoia Living

"Working with Julie and her team at Grow your occupancy has taken us to the next level. We are reaching budget and sales goals and have learned how to hold our employees accountable and to our benchmarks. It has been a great experience!"

- Emily Quinn
Vice President of Sales and Operations
The Arbors and Ivy Senior Living

"Julie is a wealth of knowledge for our industry. My two takeaways (from her training) are the importance of the discovery process and offering more options as next steps. Not everyone is ready to deposit now. I'm learning more everyday the importance of personalized follow up."

- Joseph Rosasco
Sales Counselor

"We are seeing amazing improvement on the digital side of things, increases in calls and downloads from our website popup. We are very pleased with all of your efforts!"

- Tori Covington
Director of People Operations
Presbyterian Homes and Services of Kentucky

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Let's Connect

It's more than a name, it's what we do.



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References available upon request.

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