

Case Study:

**Large CCRC community on the West Coast of Florida,
multi-building campus, 3 month engagement**

Susan E., Grow Your Occupancy Onsite Sales Specialist

Note: Susan's onsite engagement was extended 90 days. She has currently secured 10 entry fee move-ins which significantly impacts ROI.

Results in the initial 90 days:

- ◊ 6 entry fee move-ins with a deposit for a 7th move-in
- ◊ **14.8 times ROI***
- ◊ Sales activities completed:
 - ◊ 70 tours
 - ◊ 938 call outs
 - ◊ 290 connected calls
 - ◊ 481 messages left
 - ◊ 1,616 emails, texts, and videos sent
 - ◊ 801 CRM past-due tasks / no next step completed

**Based on entry fee and monthly fees a 12 month stay.*



"Consistent follow up and engagement with prospects and depositors resulted in improvement in key metrics. Efforts to clean up the CRM are ongoing. After supporting move-ins during the first 2 months, I have discovered some gaps in welcoming new residents and I'm working with the leadership team to improve the new resident experience."

– Susan E.
Grow Your Occupancy Onsite Sales Specialist

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