

3-month Sales Coaching engagement:

	October	November	December	Coached Months			April
				January	February	March	
Total Move-Ins:	1	0	0	7	6	5	0
EOM Occupancy:	92%	91%	88%	93%	95%	95%	93%

During sales coaching:

- 13 total move-ins
- 10 net move-ins
- Monthly tours increased from 6 to 17
- Prospect to Tour conversion: 16% → 29%

90 days, 2 hrs/day Remote Sales Specialist engagement:

- 7 tours scheduled
- 2 deposits received
- **19 times ROI on RSS investment***
- Sales activities completed:
 - 536 call outs (6.5 per hour average)
 - 17.2 sales activities per hour average
 - 149 CRM past-due tasks / no next step completed

**Based on community fee and \$7,300 average rent over a 12 month stay. Care and ancillary fees not included.*

“(Grow Your Occupancy’s) coaching helped us with sales systems development and assessment. We’re pleased to see our asset grow beyond 92% occupancy.”

– Senior Living Provider Co-Founder & Partner