

Active Adult community in Texas

90-day, 10 days on / 4 days off Onsite Sales Specialist engagement

	Onsite Sales Specialist Coverage					
	November	December	January	February	March	April
Total Tours:	14	4	16	14	26	33
Total Deposits:	0	1	0	1	3	5
Total Move-Ins:	3	2	0	0	3	2

- Sales specialist helped to end a 97-day more-in drought.
- 73 total tours
- 9 total deposits
- 5 total move-ins with 4 pending
- Connection to Tour conversion: 18%
- Average monthly Tour to Deposit conversion: 3% → 12%
- **5 times ROI on OSS investment***
- Sales activities completed:
 - 835 call outs / 413 connected calls (49% Attempt to Connect conversion)
 - 654 emails and texts sent

**Based on entry fee and average rent over a 12 month stay.*



“The results reflect focus on sustainable improvement, disciplined execution, and a strong focus on long-term impact. This work demonstrates what sustainable improvement looks like—strong execution during the project and measurable results that held steady after completion.”

– Deb Collar
Sales Specialist
Grow Your Occupancy