

3-month Remote Sales Specialist engagement providing sales coverage and continuity during a sales team member’s planned family leave. Assisted Living & Memory Care community in New Jersey.

	Remote Sales Specialist Coverage					
	November	December	January	February	March	April
EOM AL Occupancy:	66%	73%	77%	76%	78%	84%
EOM MC Occupancy:	75%	75%	80%	83%	88%	75%
EOM Occupancy:	69%	73%	78%	78%	81%	82%

### Project highlights:

- 15 hours per week coverage maintained sales activity levels
- All past-due activities were completed
- 13 tours scheduled
- 13 deposits received
- **93 times ROI on RSS investment\***
- Sales activities completed:
  - 1,231 call outs (6.3 per hour average)
  - 334 emails and texts sent (1.7 per hour average)
  - 108 CRM past-due tasks / no next step completed

*\*Based on average AL and MC rents over a 12 month stay. Care and ancillary fees not included.*

*“The Remote Sales Specialist played a key role in completing essential, time-intensive outreach and follow-up activities, allowing the onsite team to focus on engaging incoming prospects while ensuring no opportunities were overlooked or lost.”*

*“We are so grateful for everything that you have done for (this community). It was wonderful having you to turn to when the employee went on leave.”*

– Chief Strategy Officer