

Independent Living, Assisted Living, and Memory Care community in Brentwood, Tennessee.

4-month Onsite Sales Specialist engagement:

- Purpose: to build occupancy for community sale
- 83 tours scheduled
- Lead response rate increased from 40% to 100%
- Speed to Lead increased from 24 hours plus to 6 minutes
- **22 times ROI on RSS investment***

Occupancy:

	Prior 90 Days	End of 120-day Project
Total Deposits:	15	20
Total Move-Ins:	11	24
EOM Occupancy:	82.3%	86.9%

Sales activities:

- 3,241 call outs (6.1 per hour average)
- 2,595 emails and texts sent (4.9 per hour average)
- 49 leads warmed
- 300+ past-due tasks completed

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



"Overall, a tremendous amount of progress, movement, and relationship-building was accomplished during this assignment. It is truly a wonderful community with great potential, and I'm grateful for the opportunity to contribute to its continued growth and success."

– Jen I.
Sales Specialist
Grow Your Occupancy