



CARING.COM

Top Family Advisor

SHARON AAGAARD
Team Susann Crawford

Congratulations to Sharon Aagaard for being named our Caring.com Family Advisor of the Month for March! Sharon began her career as a Family Advisor at the end of June of 2016. She recently had 31 Move Ins credited to her over the past 90 days as well. She is very goal oriented and her strong and positive mindset reaps her consistently improving results month over month. With our highest Conversion Rate of the month and double digit Move Ins, Sharon is showing how focus and application creates great results. Congratulations Sharon!



How long have you been with Caring?

9 months. My first "real" day on the phones was 4th of July!

What do you like most about working at Caring?

Those conversations that start with a person being totally unsure and overwhelmed about how to help their parent, and less than a half hour later that person has clarity and a plan. I feel like I handed them a present that they opened and were thrilled about.

What's the best way to engage a family member on the line?

Of course we need a clear picture of a person's care needs, but that is not necessarily fun to talk about for family member/friend. After I get through that I lighten the conversation with asking about the hobbies, social outlets, opinion of moving, etc. People generally enjoy talking about people and things they love, so it's important to tap into that to humanize the conversation. That gets them warmed up to us resulting in trust then taking your advise on taking action and going on tours.

What's the best approach to build rapport with the communities?

Call them with a specific reason the lead you just sent over is a good match for that

community so they have a reason to call the consumer and have a springboard to the sale.

What's your secret to getting a tour?

I say that touring is step one and you have to see a few communities before you realize what your preferences are. It is the most effective way to understand how to approach this move and it's imperative to your loved one's quality of life that you find a place that didn't just look good on a website.

Do you have tips on getting new qualifieds?

I keep the mindset that I'm not always asking the person to move in somewhere today. The goal is making sure they have the basic qualifiers to agree to calls from the communities. Sometimes that's all a person is ready for, and baby steps can lead to tours and move ins.

How do you celebrate when you have a move-in?

I don't. I have a commission goal per month, and if I hit that I'll go to a nice dinner and maybe buy myself something I've had my eye on.

How do you stay connected with other FA's when working remotely?

The group chat is great for questions that everyone can benefit from hearing, and I like sending a congratulations email out to people who won a spiff or did something remarkable. Positivity really amps people up, especially coming from someone with the same job. It's also nice to private

message with someone just a few times per day because that minimizes the feeling of being alone at work.

How long did it take for you to get 10+ move ins/month and how do you keep doing that?

6 months. Doing well boosts confidence and keeping the momentum is easier than finding it. I also don't stress about completed calls and instead keep aiming for qualifieds; it will take completed calls to get qualifieds.

What do you do to relax?

I have 3 dogs and love going on evening walks with them (separately) right after work. I'll put ear buds in and listen to Led Zeppelin or other classic rock and just watch the sunset. Baking is also very relaxing for me. I'm always trying new recipes and rarely make the same things twice.

What is your favorite TV show?

This Is Us! But we're between seasons now so I'm catching up on Homeland.

What are you reading now?

Love Does by Bob Goff and I trade off with Nancy Grace's The Eleventh Victim

