

A multi-generational family of six people is smiling and posing outdoors in a grassy field. From left to right: a young girl, a woman with long brown hair, an older man with white hair, an older woman with white hair, a man with dark hair, and a young boy. They are all looking towards the camera with happy expressions. The background is a soft-focus green field with trees.

What Families Really Think About Senior Housing Tours

Caring.com Digital Marketing Academy

**Slides from this webinar will be sent
to you within 3 business days**

Welcome

This is a one-way webinar however you may ask questions by typing and submitting them using the tool at the right side of your screen.



Presenters



KATIE ROPER

VP of Sales & Marketing,
Caring.com



JEANINE ASPEN

President
DEI Central

Agenda

- **Caring.com: Survey of Tour-Takers**
- **DEI: Tips for Great Tours**
- **Q&A**

Caring.com: The #1 Senior Care Resource

#1 for Senior Care Reviews

3 million monthly visitors

90,000 consumer reviews

70,000 local listings

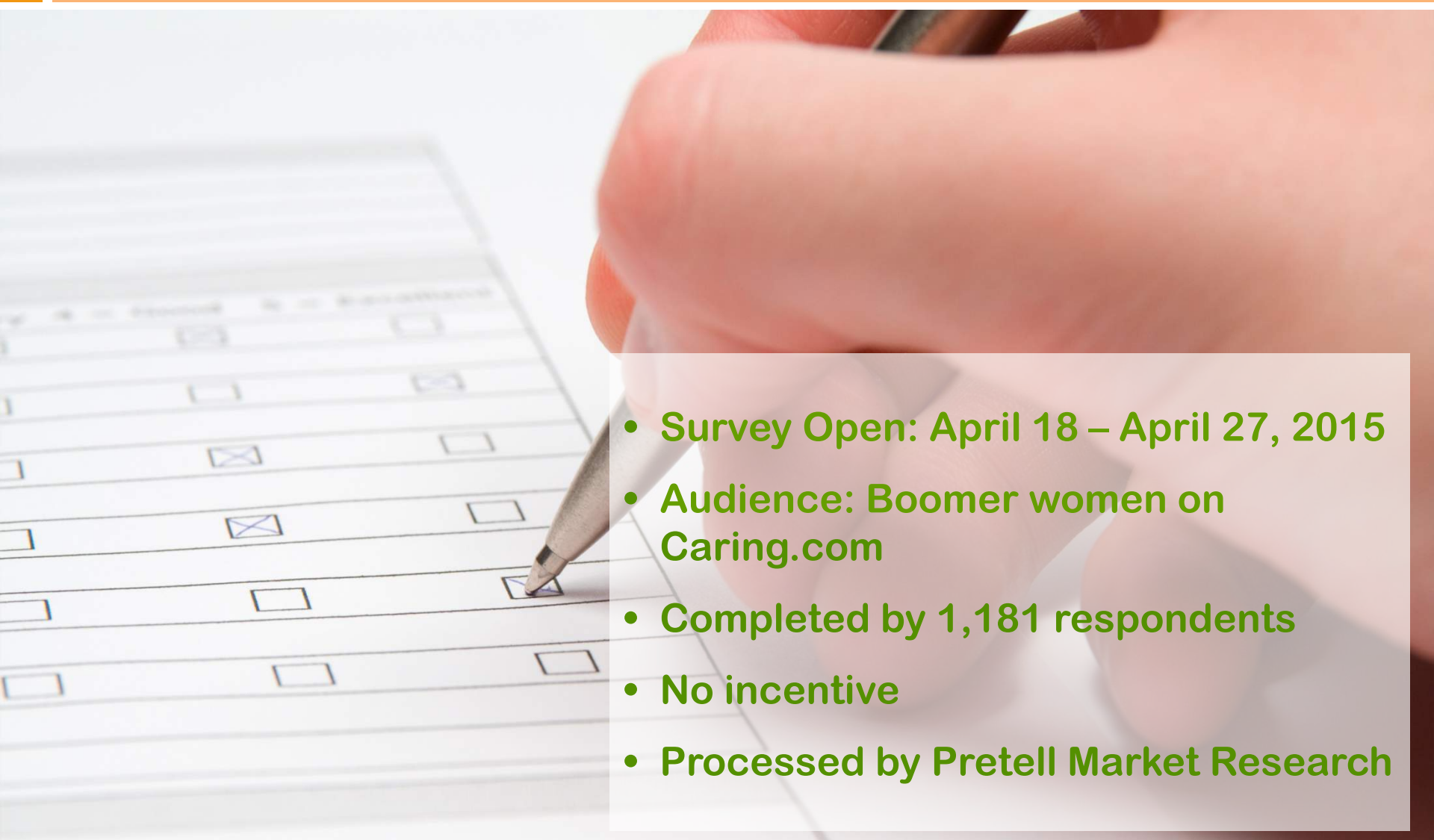
3,000+ original articles

Support groups

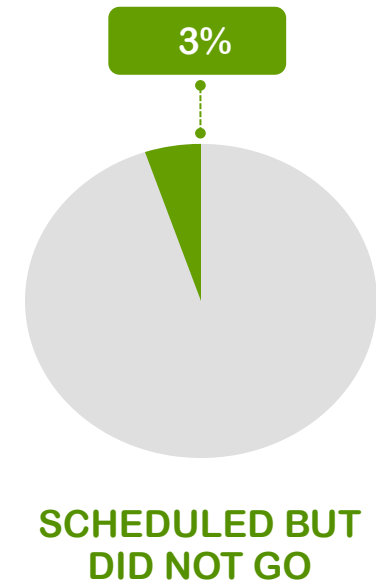
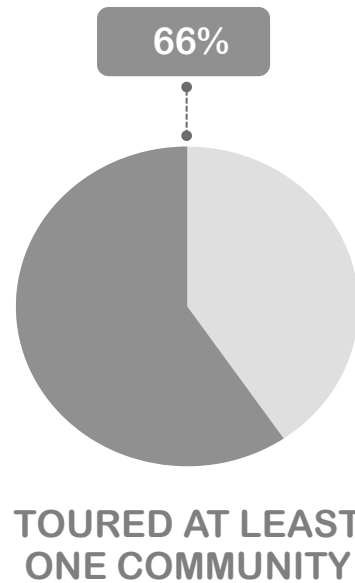
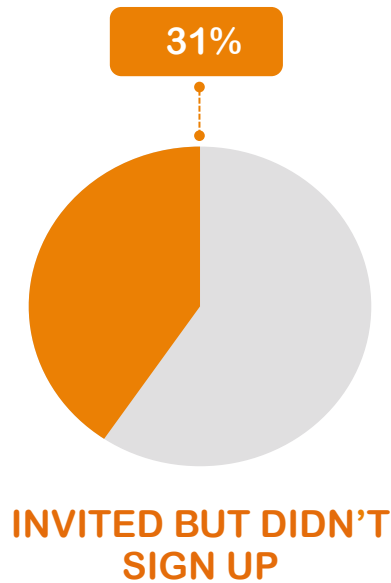
The screenshot shows the Caring.com website interface. At the top, the logo "Caring.com" is displayed next to the phone number "(866) 824-8174". Navigation tabs include "Senior Care", "In-Home Care", "Health Conditions", "Money", "Caregiver Wellness", and "Support Groups". A search bar is located in the top right corner. The main content area features a large image of a hand holding several medals, with the headline "8 Smart Ways to Pay for Assisted Living". Below this, there are four smaller article thumbnails: "Call Us For Help", "Pay for Assisted Living", "Multiple Sclerosis Symptoms", and "Caring Champions of 2013". A blue banner across the middle contains the text "Find Senior Care" and "Where are you looking?" followed by a search input field for "City & State or Zip" and a "Get Help Now" button. Below the banner, the section "Senior Care Reviews & Resources" is divided into three columns: "Assisted Living", "Memory Care", and "In-Home Care". Each column includes a small image, a brief description, and a link to "Read [category] reviews".

Part of Bankrate's powerful network of web sites (14 million monthly visitors)

Caring.com Tour Survey: April 2015

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- A close-up photograph of a hand holding a silver pen, filling out a survey form. The form has several rows of checkboxes, some of which are already marked with an 'X'. The background is a soft, out-of-focus white.
- Survey Open: April 18 – April 27, 2015
 - Audience: Boomer women on Caring.com
 - Completed by 1,181 respondents
 - No incentive
 - Processed by Pretell Market Research

76% of Searchers Invited to Tour



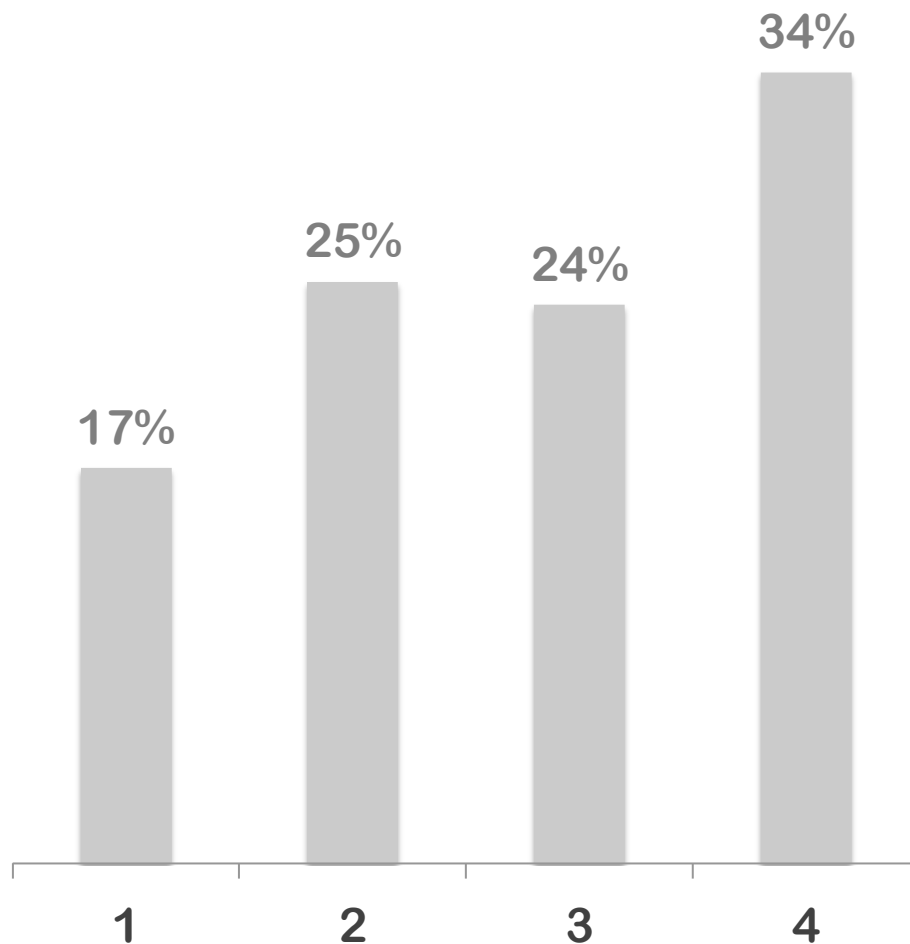
Of those not invited, 75% may still be open to touring

Number of Communities Toured

The majority of those who tour communities visit several

34% visit 4 or more communities

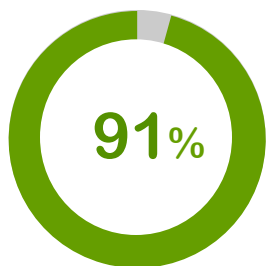
Only 17% visit just one



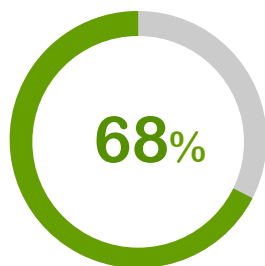
Key Findings From Tour-Takers



95% of People Felt Welcomed When They Arrived



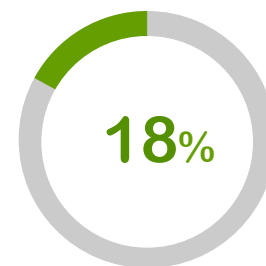
91% Were Impressed with the Staff



68% of People Were "Surprised How Nice it Was"



20% Felt the Tour Was Too Much of a Sales Pitch



18% Were Not Contacted Post-Tour

Why Tours Are So Important



Of 66% who toured a community in the last six months

40% had moved in already

8% more were scheduled to move in



Data from Caring's Call Center show

People who allow us to schedule a tour move in 3.5X more frequently

People who allow us to schedule a tour move in 25% more quickly

What About Those Who Decline to Tour?

Reasons	Percent
Just starting to search, not ready to visit	46%
The communities were too expensive	24%
Not sure loved one is ready	21%
Too far to visit	11%
Didn't have a way to get there	9%
Didn't have time to visit	8%
Already decided which community we wanted	6%
Didn't find a community I was interested in	5%
Other (please specify)	27%

DEI : Driving Revenue for Senior Living Providers

Using a three part process to drive revenue for providers:

- 1 Sales management training
- 2 Targeted selling skills training
- 3 Management coaching

DEI Census Profile
Driving census to maximum profitability
"Smoothing" effect



P: 402.991.6735

DEI Sales

DEI has applied the DEI methodology to Senior Housing and Senior Care markets since 2006

Worked with over 10,000 companies

Trained over 600,000 sales people

The Community Tour

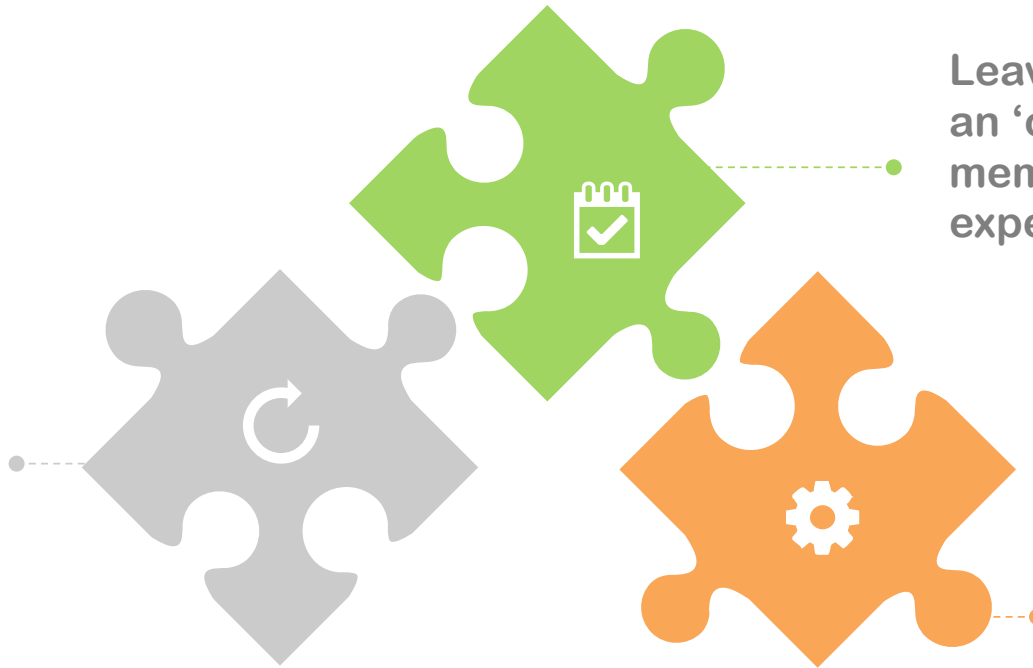


Maximizing the opportunity with each prospect!

Objective of a tour: earn that 'next step'

Best practices:

Conduct the tour in such way as to improve discovery and foster a relationship with the new prospect.



Leave the prospect with an 'over the top' memorable touring experience.

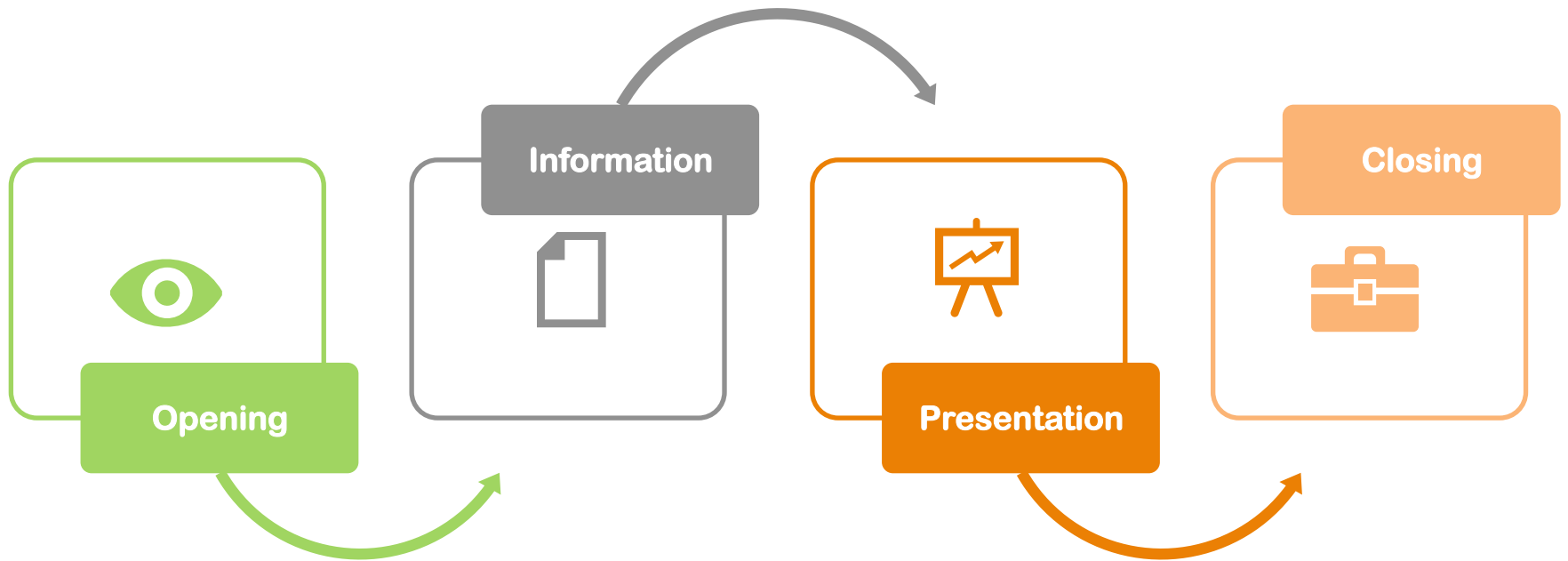
Enhance the tour as an experience of 'living' in community by making staff the primary focus of the tour!

Avoid: “It’s all about our community!”



Avoid

Encourage: “Making the tour primarily about them!”



The flow of the tour



The reverse tour

Manage to re-connect with as many staff members as possible

Goal:
To have the staff bid the prospect(s) farewell so they hear their name(s) from each staff member again.

Making it an “over the top” memorable experience

Imagine:

They were not just introduced to, but bid farewell (by name) by several staff (up to 5 or 6 if possible).

They already know 5 or 6 people, because 5 or 6 people know them.

They can already ‘see’ their routines and how they fit it. (reassuring)

They can begin to see themselves living their new life in a warm and welcoming home.

How do we know if we are successful?

Success ≠

An excessively long tour – during which you did most of the talking.

A tour in which you understand little more about the prospect and their situation than before you conducted the tour.

A tour that ends without you understanding what next step makes sense for them.

No scheduled next step.

Success =

Smiles, when you re-connect with the staff



Success =

A next step with a date and time commitment
to continue the conversation about working
together.

DISCUSSION & QUESTIONS



Mark Your Calendars! Next Webinars

“Establish Trust, Reputation, and Online Presence via Content Marketing” June 25

“Secrets of Search Engine Optimization”
July , 11 AM Pacific

Get In Touch With Our Team

For more information about this survey:

Contact Katie Roper, VP of Marketing & Sales



E-mail: katie@caring.com



Phone: (650) 312-7114

For information on receiving Internet referrals for your business:

Contact Vishal Shroff, Director of Sales



E-mail: vishal@caring.com



Phone: (650) 312-8008