

A multi-generational family of six people is smiling and posing outdoors in a grassy area with trees in the background. The family includes a young girl, a woman, an older man, an older woman, a man, and a young boy. A semi-transparent green banner is overlaid across the middle of the image, containing the title and organization name.

# 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

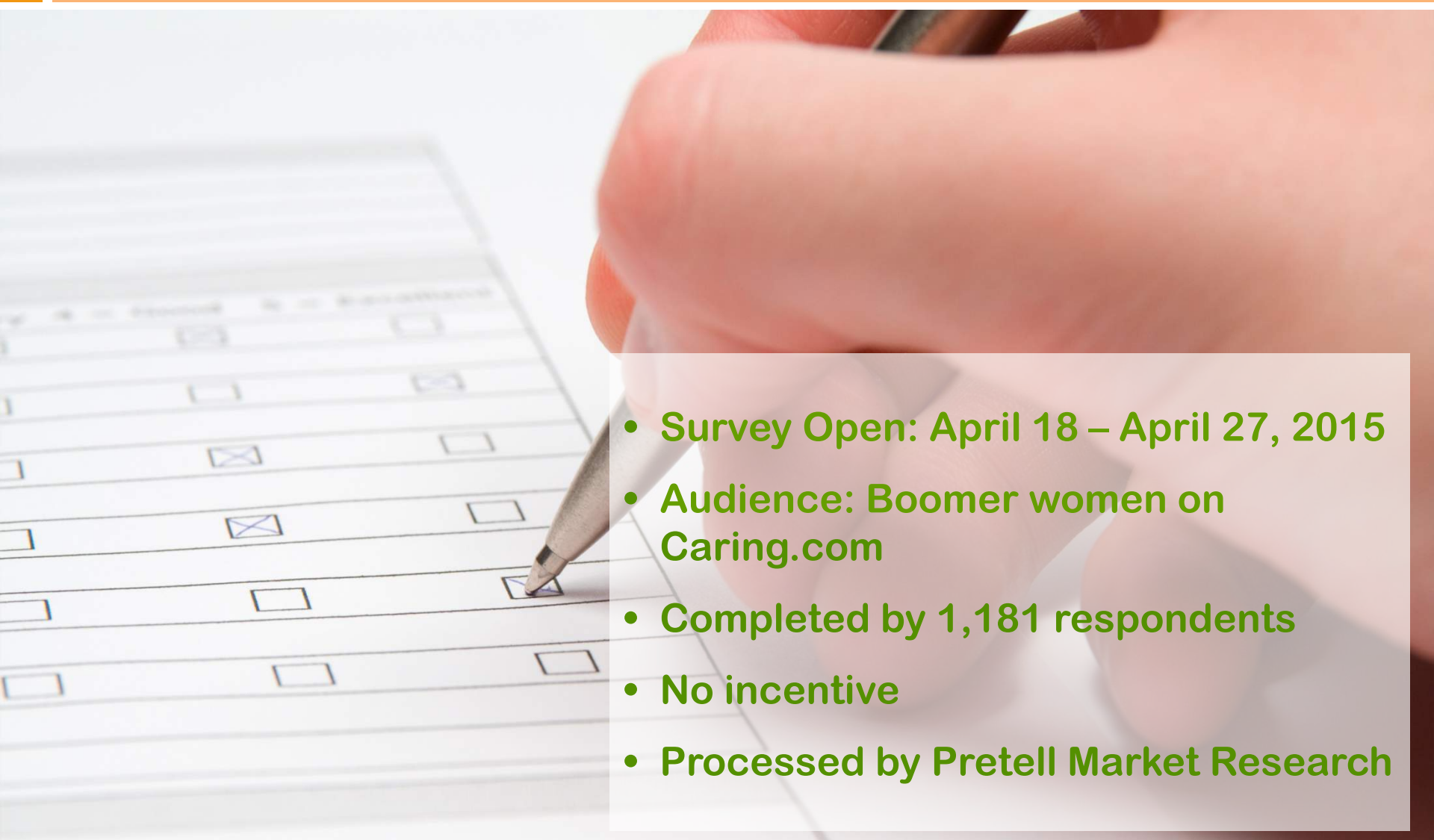
3,000+ original articles

Support groups

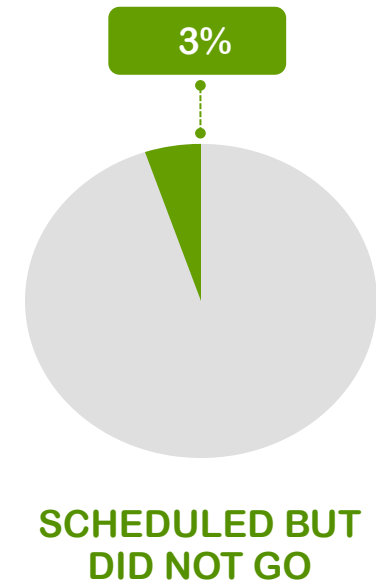
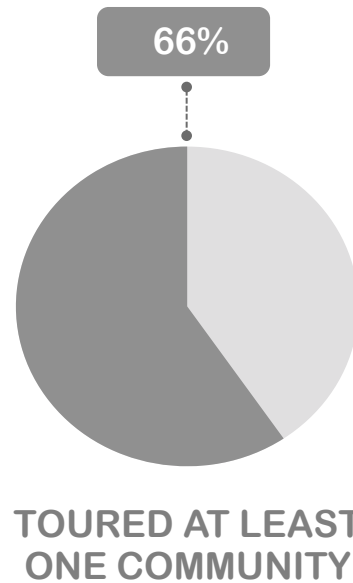
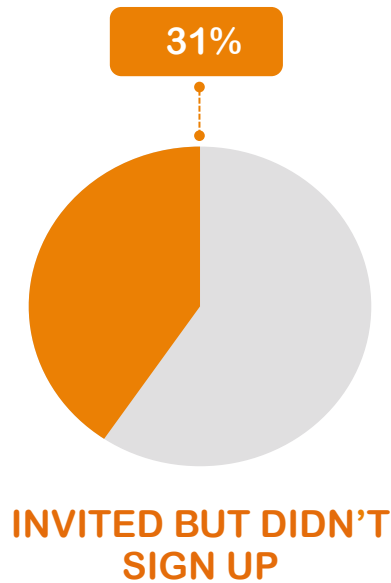
The screenshot shows the Caring.com website interface. At the top, the logo "Caring.com" is displayed next to the phone number "(866) 824-8174". Navigation tabs include "Senior Care", "In-Home Care", "Health Conditions", "Money", "Caregiver Wellness", and "Support Groups". A search bar is located in 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

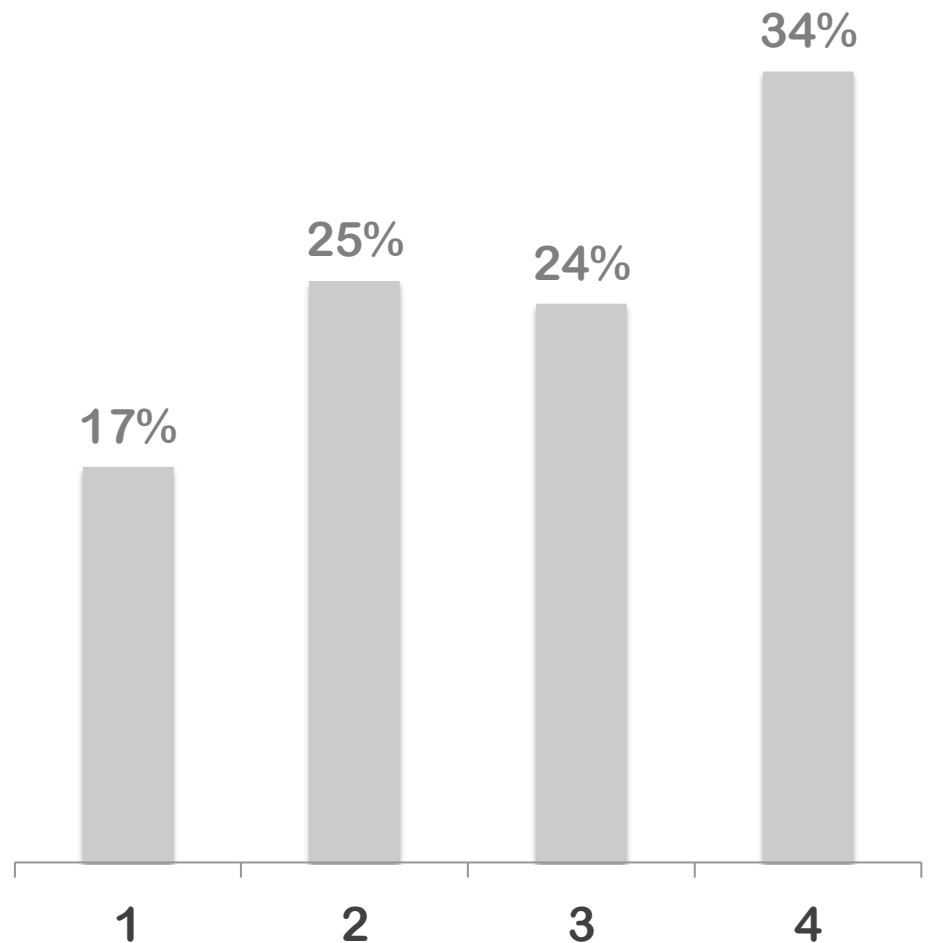


# Number of Communities Toured

The majority of those who tour communities visit several

34% visit 4 or more communities

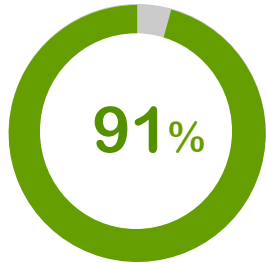
Only 17% visit just one



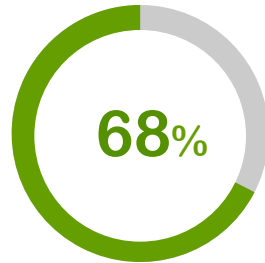
# Key Findings From Tour-Takers



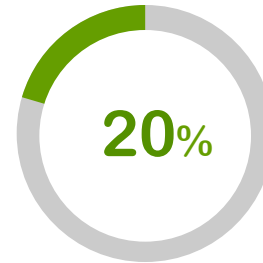
**95% of People Felt Welcomed When They Arrived**



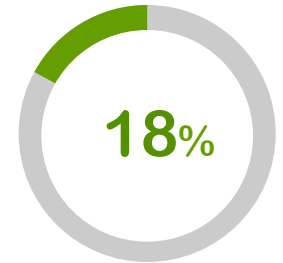
**91% Were Impressed with the Staff**



**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

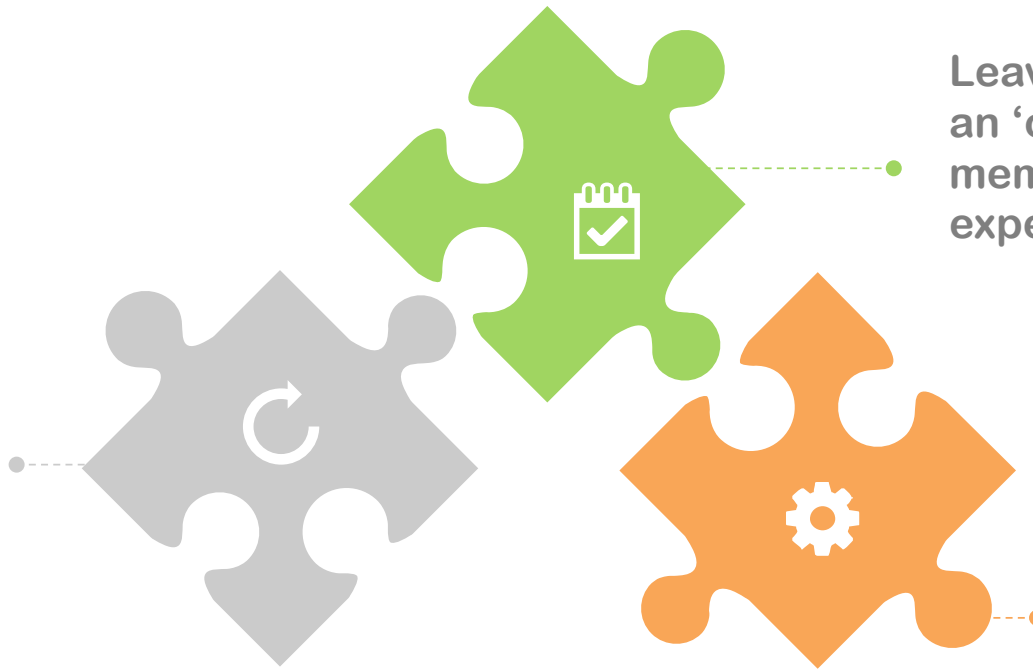


Maximizing the opportunity with each prospect!

# 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!

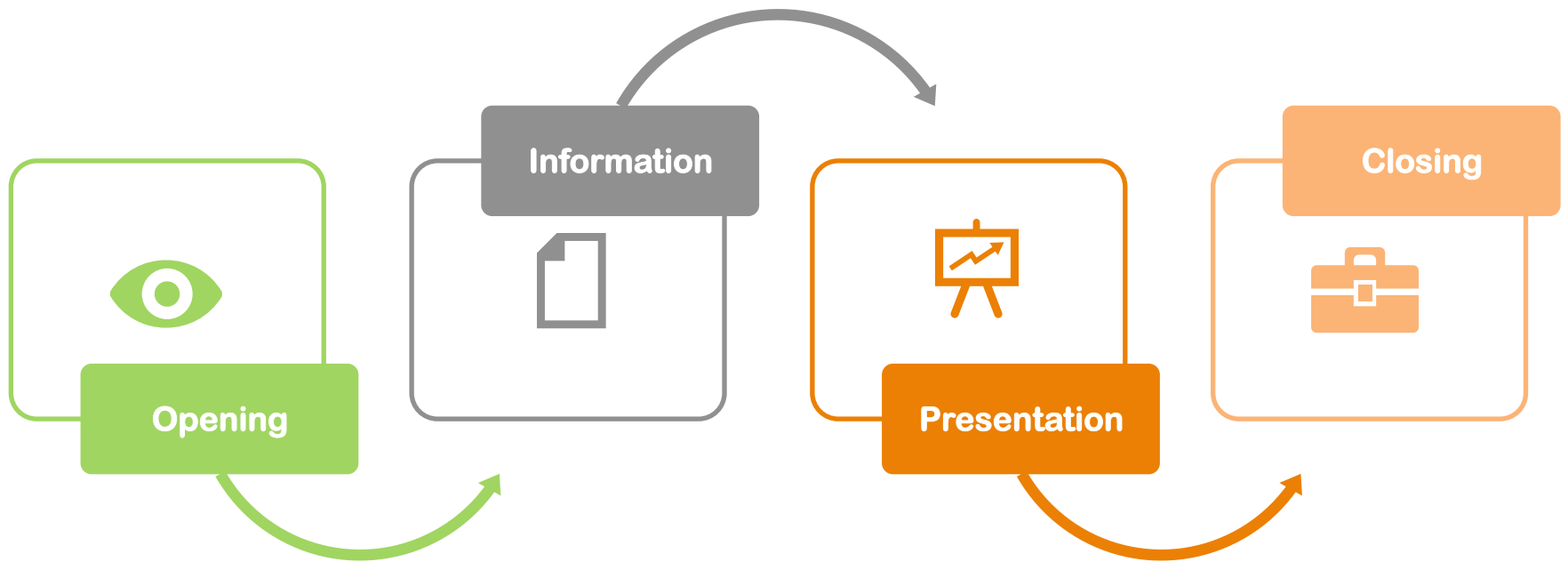
Avoid: “It’s all about our community!”



**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 =

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

# DISCUSSION & QUESTIONS





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## 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:

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