

10 STEPS TO REBUILD REVENUE IN 2020

We know you started the year projecting more revenue than expenses—no margin, no mission. Because of all that has happened, your expenses have increased and your revenue has decreased. We're trying to help as many organizations as we can get revenue moving in the right direction before the books are closed on 2020.

To successfully rebuild census and revenue, communities need to quickly and aggressively implement the following 10 steps.

1. Develop a metrics-based action plan

Use solid benchmarks in planning, such as cost per lead and sales conversion rates, to ensure you are allocating appropriate resources to achieve your revenue targets.

2. Develop campaigns that inspire people to act

Be inspirational! Focus on what is truly important to them—what they can do in your community and what they can become—that they cannot do in their current home.

3. Implement a strong digital marketing program

Your digital footprint is now a prospect's first impression of your community. Inspire prospects to learn more!

4. Ensure a consistent digital nurturing campaign is in place

Salespeople cannot meaningfully connect with a significant portion of your lead base. Nurturing prospects digitally will lead them to connect with your sales team.

5. Supercharge your marketing with video

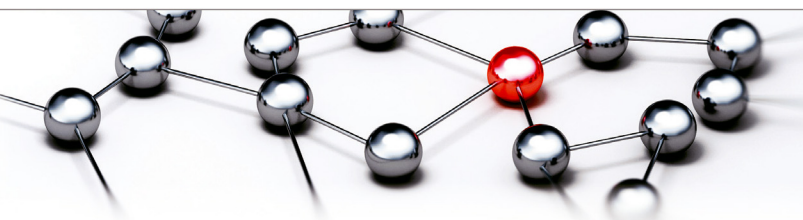
There is no more powerful marketing tool than video. Residents and staff sharing genuine, heartfelt experiences can motivate prospects to act more than almost any other tactic.

6. Bring community and residential spaces to life virtually

There are world-class, inexpensive providers who are on the forefront of bringing community spaces alive. Tap into them to develop tools that bring your community to life.

7. Attract prospects to virtual events

Virtual events are proving highly successful at communities. Ensure your team has the right technology and approach to make them effective.



8. Train the sales team on high-impact, COVID-specific techniques

Personal relationships—always the hallmark of senior living sales—are now more critical than ever. Ensure your team knows how to engage prospects in the most effective ways.

9. Effectively use new relationship-building tools

With limited in-person tours and visits, your sales team members need to integrate new tools into their day-to-day communications, from personalized videos to web-based conversations. Ensure they are set up for success.

10. Implement a safe move program

Making the move to your community safe as well as easy is the last important step in generating revenue. Specialized home sale and moving services can take the worry out of the move.

We're here to help you meet your goals.

Please call or email Tim Bracken (410-207-0013; tbracken@loveandcompany.com) to schedule a one-hour consultation with a highly seasoned Love & Company marketing and sales professional. We will review your revenue situation, ask some questions, then offer recommendations based on your unique situation.