



# BUILDING BACK **BIGGER:**

## FOUR CENSUS SUCCESS STORIES

Whether we're working to help rebuild the census of an existing community or filling a new one, we've developed a reputation for fueling growth in some very challenging situations. Read about four communities we've helped, then let's talk about how we can help yours.

ALWAYS THINKING



**LOVE**  
& COMPANY

# THE BALDWIN | LONDONDERRY, NH

## Presales in 15 months during COVID

Blue sky community The Baldwin had only 14 presale deposits and no priority depositor program when they called Love & Company in Q1 of 2020. We took immediate action, resetting the marketing strategy and outreach, implementing a priority depositor program and deploying a paid digital lead-generation campaign. By Q3 of 2021, the community achieved presales goals, celebrated their groundbreaking event, and began the construction phase of the project.



<b>Services:</b>	Integrated Marketing, Sales Training and Coaching
<b>Size:</b>	190 residences
<b>Residence Type:</b>	Apartments

# THE KNOLLS | VALHALLA, NY

## Increasing post-bankruptcy census from 61% to 94%

In 2016, Westchester Meadows had a census of 61% and was in the midst of a highly publicized bankruptcy. Bethel Communities acquired it and came to Love & Company to help revive the flatlining community. Together, we renamed it “The Knolls” and developed a comprehensive sales and marketing program to help the community meet aggressive revenue goals. The census hit 94% in 2020 and has remained high through COVID.



<b>Services:</b>	Marketing Planning, Rebranding, Integrated Marketing, Sales Training & Coaching
<b>Size:</b>	119 residences
<b>Residence Type:</b>	Apartments

## COVENANT WOODS | MECHANICSVILLE, VA

### Pre-COVID census restored in 6 months

As a result of COVID impacts, census at Covenant Woods had dropped to a low of 90% at the end of 2020. The community engaged Love & Company to do a detailed assessment of all its marketing and sales processes. Following the guidance laid out in our recommendations, coupled with ongoing training and coaching of the sales team, a new Director of Marketing and Sales restored census back to pre-pandemic levels within six months.



<b>Services:</b>	Marketing and Sales Assessment, Sales Training and Coaching
<b>Size:</b>	230 residences
<b>Residence Type:</b>	Apartments and Cottages

## THE WOODLANDS | HUNTINGTON, WV

### Increasing census from 85% to 95%

The Woodlands was an aging Life Plan Community in a small market that had experienced attrition for several years when it came to Love & Company for a comprehensive sales and marketing assessment in early 2018. In addition, we provided strategic, marketing and sales support as well as creative strategy and direction. Implementing our recommendations helped them restore their census to budgeted levels within a year and to 95% by the end of 2019.



<b>Services:</b>	Marketing and Sales Assessment; Strategic, Marketing and Sales Support; Creative Strategy and Direction
<b>Size:</b>	184 residences
<b>Residence Type:</b>	Apartments and Cottages

# TOGETHER, LET'S BUILD SOMETHING **BIG.**

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Are you facing census challenges?  
Let's talk. Love & Company has the  
perspective, the expertise and the  
team to set you up for success.

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Learn more about how our strategic and tactical know-how  
can help you do big things—reach out to Tim Bracken today  
at **410-207-0013**, or **[tbracken@loveandcompany.com](mailto:tbracken@loveandcompany.com)**.

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