

MEDFORD LEAS

MARKETING DEPARTMENT

MLRA

April 2014

MEDFORD LEAS Marketing Team



Annie



Kate



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THANK *You*
IN APPRECIATION OF YOU, AND ALL THAT YOU DO.

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Know your Client
(Prospective Residents)

Know your Product
(Medford Leas)



Bring the Two Together

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Marketing focuses on wants and needs of clients



- ✓ Increase Sales/Contracts
- ✓ Remain at Top of Competition
- ✓ Improve Medford Leas Product Base

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Four Different Neighborhoods

Bridlington Homes
Rushmore Patio/Rancher Homes
Courtyard Garden Apartments
Lumberton Homes

Three Different Contracts

Residence and Care (Life Care)
Residence Agreement (Only at Lumberton)
Flex (Only at Medford campus) **SOLD OUT**



Bridlington

Wait List

Six months to turn unit over



Rushmore Patio Homes

Wait List

Four months to turn over



Courtyard Garden Apartments



New finishes



Two to three months
to turn units over

Lumberton Leas

Four to twelve weeks to
turn over homes



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2013-2014 Transition Year

- ✓ Sales and Database Training for Team
- ✓ Sales Events
- ✓ Customer Service and Follow up
- ✓ UPS Schedule
- ✓ Whiteboard
- ✓ Metrics
- ✓ Productivity Reporting



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Events

Lead Generating ~ Focus on mailing list

Hybrid ~ Combination of the two

Conversion ~ Focus on database



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Objections we try to overcome (daily):

- * **NR**Y (Not Ready Yet)
- * I don't want to leave my house and friends.
- * I'll wait until I need help and have to move.
- * I don't want to give up my independence.
- * What will I do with all my 'stuff'
- * I don't think I have enough money.

**Most often people who
move to a retirement
community say they
wish they had done
it five years sooner!**



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Three Images of Medford Leas We Hear
That still exist.....

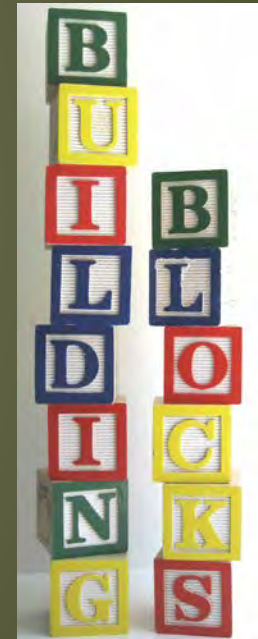
- 1) We are a Nursing Home
- 2) We are expensive
- 3) We have a 10 year Waiting List



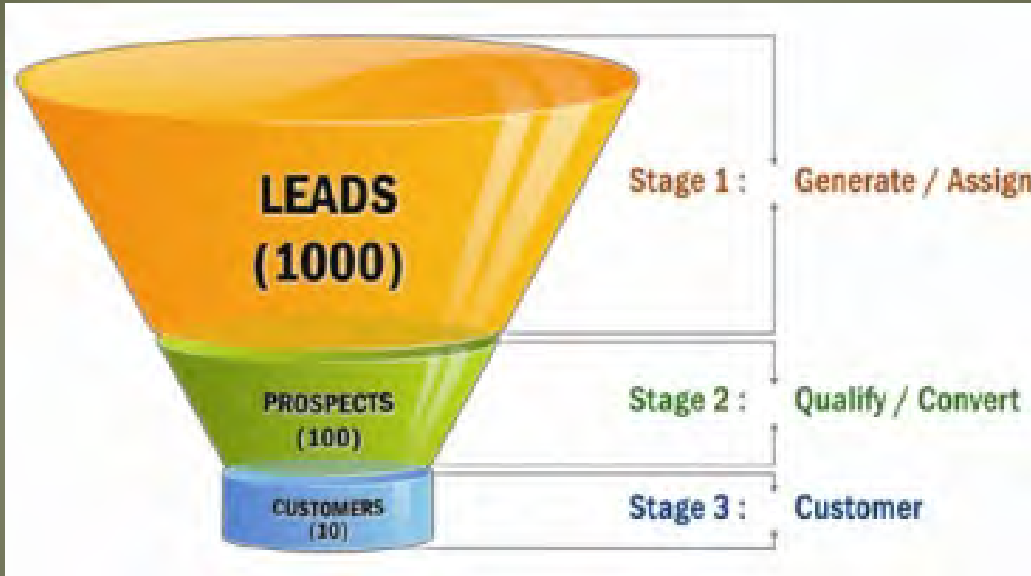
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Building Blocks of Marketing

- ✓ Contact Capture
- ✓ Conversion
- ✓ Direct Mail
- ✓ Events
- ✓ Existing Leads
- ✓ SEO (Search Engine Optimization)
- ✓ Thoughtful and Creative Follow-Up
- ✓ Website



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REPS

Tracks Leads

Tracks Calls

Tracks Appointments

Tracks Deposits

And so much more

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“The List”

Priority Wait List (PWL)

April 2013 209 on the PWL

April 2014 129 on the PWL

Mainly Bridlington and Rushmore





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Our Pipeline



Calls = Appointments

Appointments = PWL (availability) or
Appointments = Repeat Appointments or
Appointments = Deposits

Deposits = Closings

Closings = New Neighbors





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Conversion Ratios

Inquiry to Tours ~ 54%

Appointments to Move In's ~ 13%

Inquiry to Move In's ~ 9%

Marketing

- Fiscal Year 2013-2014
 - Budgeted Goal 36
 - Actual Move-in's 43
- Census 4.2013 81% 332 Units
- Census 3.31.2014 **90%** 369 Units
- Projected Sales 2014-2015
 - Budgeted Goal 40



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2013-2014

47 Commitments in 11 mos.

43 Sales Closed



2012-2013

25 Sales

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We wear many different hats in Marketing

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