



Holly Creek

Continuing Care Retirement Community Centennial, Colorado

Resting on your laurels? Get into gear with the sales systems of Seniority.

After achieving pre-sales goals then reaching 100 percent occupancy for the first phase of a new continuing care retirement community, it would have been easy to coast for a while. But not at Seniority – especially not when the second phase had to be sold at Holly Creek in Centennial, Colo. The disciplines of a systematic sales process were needed now more than ever.

Holly Creek called upon Seniority first in 2002 when pre-sales were stalled during the critical period before finance and construction of the project. Following a remarkable sales process, Holly Creek owner Christian Living Campuses extended Seniority's contract for sales of the second phase plus it sought Seniority's management consulting services for pre-opening training and support. While delighted with the success of the first phase, Holly Creek had a double challenge heading into the second phase: the sales team had to establish and maintain stable occupancy in Phase I while marketing Phase II.

As senior living professionals know, occupancy can change quickly, sometimes literally overnight. Resident attrition is to be expected. That fact, plus the reality that it takes months to convert a lead into a prospect then into a sale, means that the sales team had to be diligent about its marketing practices, day in and day out.

What did Seniority's systematic approach include?

- A comprehensive communications plan to generate 1,000 qualified leads
- Public relations activities to build brand awareness and to generate leads
- Direct mail campaign to adult children in surrounding zip codes to increase adult children leads
- Special events to showcase the community and recruit new prospects
- Intense visitor follow-up, with special communications and bi-annual gift
- Distribution of monthly activity calendar to keep Phase II depositors engaged

Holly Creek kicked off its Phase II sales efforts in January 2006. The team achieved the 70 percent pre-sales goal by October – in just 10 months! And the team hit 80 percent pre-sales one year earlier than the bond covenant requirement.

continued



SENIORITY, INC.

Management and Sales Systems for Senior Living

With Seniority leading the sales effort for both phases, from September 2002 through February 2007, gross apartment sales averaged six sales per month – a 200 percent increase over the average sales prior to Seniority coming on board.

The numbers speak volumes. They represent a new systematic approach to senior living sales that's rooted in old-fashioned work ethic. If you need a sales and marketing partner who won't let up, count on Seniority.

Reference Contact:

Russ DenBraber
Chief Executive Officer
Christian Living Campus
5000 E. Arapahoe Rd.
Centennial, CO 80122
303-779-5000
rdenbraber@christianlivingcampus.org



Seniority Contact:

Sloan Bentley
President
Seniority, Inc.
6120 Stoneridge Mall Road
Third Floor
Pleasanton, CA 94588
925-924-7158
sbentley@seniorityinc.com