

Seniority Connection



November 2009



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

In Gratitude, We Give Back

Is there a more fulfilling profession than senior living? I can't think of one, especially now at Thanksgiving. My colleagues and I count our blessings for the privilege of serving older adults and their families.

Every day, senior living professionals are reminded why we do this work: We see first-hand the difference we make in the lives of others.

We see the peace of mind that comes to an adult child when she finds the right place for her mom. We feel the joy of a couple delighting in freedom as they let go of the burdens of home maintenance and embrace the expansive lifestyle of a community. We know the joy ourselves when a resident smiles in gratitude for that extra attention and care. We're grateful, too – for the opportunity to serve.

It's out of gratitude that Seniority started a new grantmaking program to give back to our managed communities. Our goal is to improve the quality of resident life, as three recent grants illustrate.

A \$2,000 grant to Cottonwood Court to outfit a new art studio for the Fresno, Calif., community. Residents enjoy classes led by professionals or drop in to work on projects.

Courtside Cottages in Vacaville, Calif., used a \$2,000 grant to build three mobile activity stations to engage residents in favorite pastimes, such as woodworking and gardening. The mobile stations enable staff to easily transport the activities from cottage to cottage.

Residents of Nikkei Senior Gardens in Arleta, Calif., stay in shape in their new fitness lounge, thanks to a \$2,000 grant. The room includes a recumbent exercise bike, multifunction exercise station, plus free weights and a wall-mounted television.

These grants are just one way for us to say thanks – to our clients, to the residents we serve, to the families who trust us. We are grateful for this work. Indeed, we are blessed.

Sloan Bentley

President

MARKETING TIPS

Staying Up in a Down Economy

While the economy inches back to health, prospective residents are still slow in their decision-making. So some encouragement – in the form of financial incentives – may be in order.



Incentives tied to the timing of a decision can help speed up the move-in process when the financial benefit is viewed as greater than the savings from waiting. Incentives can include a percentage entry fee discount based on how soon a prospect agrees to take occupancy. For instance, if a prospect closes within 30 days, you might offer a 20 percent discount off the entry fee or a 5 percent increase on the rebate portion of the entry fee.

Here's another idea: Consider offering move-in allowances, such as covering moving costs or paying for apartment upgrades, if the prospect moves in sooner.

Need more tips on marketing in turbulent times? Contact us [today](#).



WHITE PAPER

New Thinking About Hospitality

Seniority's latest white paper is sparking conversation about the intersection of senior living and hospitality. "From Style to Substance" calls senior living leaders to an authentic hospitality approach that is unique to this profession.

Take advantage of Seniority's leading-edge thinking. Download a copy of the [white paper](#) today.

Seniority, Inc.
6120 Stoneridge Mall Road
Third Floor
Pleasanton, CA 94588

p 925-924-7187
f 925-924-7201
info@seniorityinc.com
www.seniorityinc.com

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