

Seniority Connection



November 2009



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Getting Real About Hospitality

Hospitality is all the rage in senior living today. No doubt you've noticed the trend. Across the country, retirement communities are turning receptionists into concierges, treating residents to spa services, and offering multiple dining venues, including cafes where residents sip their favorite Starbucks drink. "Yesterday's senior living communities often resembled hospitals," a journalist notes. "Tomorrow's will take their cues from hotels."

Seniority is definitely interested in this trend. Indeed, we're more than interested – we're busy creating a hospitality program called Seniority Spirit. But this is not about being trendy. Rather, we want to offer a substantive way to reshape the cultures of senior living communities.

Culture formation is the big piece that's missing in most attempts to emulate hotels. Without a shift in culture – which is the common vision, corporate personality, and shared habits of a community – hospitality measures will be merely cosmetic or episodic.

Seniority's hope for our industry is reflected in the title of our latest white paper: "From Style to Substance: Offering Authentic Hospitality in Senior Living." We believe our industry can realize the full potential of hospitality in a way that is unique to our profession. That's what we're doing with Seniority Spirit. We initially partnered with Ritz-Carlton to learn details regarding hospitality systems, but then we designed our program specifically for our residents and industry.

In the white paper, we trace the move toward hospitality, which has been underway since the 1980s. When hoteliers Marriott and Hyatt introduced their senior living brands, the stakes were raised for retirement communities. Customer service had to improve – and fast.

Since then, the fact that large numbers of communities have put in place hospitality measures underscores our industry's growing sophistication and market-orientation. However, these attempts to mimic hotels can feel like "flavor-of-the-month" tactics absent some serious reflection. Our white paper details three challenges that leaders must address: first and foremost, the culture challenge; second, the customer challenge; and third, the leadership challenge.

For communities contemplating a hospitality approach, the white paper poses some important questions for reflection. For those already heading down this path, the paper will prompt a helpful reality check. Download the white paper [here](#).

We are eager to share the lessons of our own journey toward hospitality. Seniority offers educational presentations on hospitality and culture formation for senior leadership wishing to explore this service issue. Contact us [today](#) to learn more.

Sloan Bentley

President

MARKETING TIPS

Staying Up in a Down Economy

While the economy is showing some positive signs of turning around, wise sales leaders know that things have dramatically changed – perhaps for some time to come – and are making use of the best sales tools to get through a bad situation.



The right sales tools can help you overcome objections related to the economy. Here are two tools to consider:

Deferred Entry Fee Plans: While their homes sit on the market, prospects feel stuck. Get them moving by offering to defer partial payment of the entry fee until the home sale closes. Deferral options vary. Most require full payment of the entry fee within one year from move-in.

Realtor Referral Program: Team up with prominent realtors in your community's primary market area. Offer a referral bonus for prospects who move in. But first ask your legal department to review referral fees to ensure all compliance issues are met.

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



AAHSA ANNUAL MEETING

Big Ideas Plus Nano Giveaway

Looking for leading-edge ideas at the upcoming AAHSA Annual Meeting & Exposition in Chicago? Then stop by the Seniority booth Nov. 8-11. There's a chance you'll win a new iPod nano and a guarantee you'll come away with something innovative.

Visit the Seniority team at Booth 1241. We've got loads of practical advice to share plus several inspirational initiatives we want to tell you all about. And we'll hold hourly drawings for the new iPod nano that shoots video.

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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