

Seniority Connection



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SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Refreshing the Brand

Earlier this year our leadership team created a statement about the Seniority brand. We call it "Our Promise to Our Clients," and it includes the following commitment: "We share all of our knowledge with our clients to help them become self-sufficient and achieve the standards of excellence we set for ourselves."

To be honest, that's a challenging commitment. Oftentimes in the world of consulting we get so busy sharing our knowledge with clients that we don't focus enough on "the standards of excellence we set for ourselves." In other words, we have to be intentional to practice what we preach.

We've been doing just that over the past few months. Our team has given the Seniority brand a thorough checkup. We asked ourselves the same questions we put to clients: What are we saying about ourselves? What messages do our customers hear? Where is there resonance, and where is there dissonance? What energizes us about our brand? Why do we believe this particular identity is important to the marketplace?

We engaged in the same kind of process we commend to our clients: to periodically examine the brand to determine if it appropriately represents our passion and our unique proposition amid the opportunities and challenges of a competitive environment. We concluded that our brand required some refreshing.

So we went to work. We created a [new Web site](#) that leads with this key message: "It's not about finding an answer. It's about finding the right answer." We designed new collateral, a new trade show exhibit, a new PowerPoint template, and a new look for this e-newsletter, all reinforcing our systems-based approach to solving problems for our clients.

We believe our marketing now more effectively communicates our brand, but I'd like to hear what you think. [Please drop me a line.](#)

And give some thought to your own brand. You may be due for a checkup as well. We'd be glad to help. From brand audits to identity development, our team can help you make sure your brand is communicating the right message.

Above all, you can count on our expertise because we practice what we preach.

Sloan Bentley

President

PLANNING FOR REDEVELOPMENT

Managing the Relationship With Current Residents Is Essential



Mature senior living communities face three realities: First, they must redevelop to attract a new generation of seniors. Second, limited space requires planners to identify the optimum future use of existing property. And third, redevelopment imposes stress on the current resident population. How to address the first two realities while managing the third?

Community leaders may phase out existing structures occupied by long-standing residents when the accommodations are plagued with declining profit margins and salability. Outdated structures may be replaced with updated homes gradually as residents move through the continuum, move out of the community, or pass away. In some cases, redevelopment occurs more quickly. Either way, redevelopment creates inconveniences and, in some cases, displacement for current residents.

The big question for community planners is how to manage the redevelopment process without alienating the people they serve. The key is to create a transition plan for current residents – and to do this well ahead of any construction.

Working with current residents in redevelopment is a delicate process that involves regular communication, some negotiation, and lots of sensitivity. A redevelopment project is truly successful when current residents are just as satisfied with the outcome as newcomers.

But success requires planning and expertise. Here's where Seniority can help. Our consultants will partner with you to develop a plan to meet the present needs of residents while the community redevelops for the future. [Contact us today to learn more.](#)

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