

Seniority Connection



October 2006



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living

VICE PRESIDENT

Starr Named Vice President for Seniority, Inc.

Pleasanton, Calif., October 18, 2006 – An accomplished senior living sales professional, Lynn Starr has been named vice president of sales and marketing for Pleasanton-based Seniority, Inc., a management, sales and marketing consulting firm.

Starr brings 11 years of senior living sales, marketing and management experience to the Seniority team. Previously, she was corporate sales and marketing specialist for CRSA (Cooperative Retirement Services of America), a leading senior living provider headquartered in Memphis, Tenn.

Starr has worked with retirement communities across the nation, in all stages of development. She is a respected sales trainer and is well versed in advertising and communications issues for senior living providers.

“Lynn understands the necessity of a thoroughly trained sales force in today’s highly competitive retirement industry,” says Seniority President Sloan Bentley. “We are excited about the skill she adds to our team. Lynn’s focus on pre-sales will be a value to our clients.”

Seniority’s systems-based approach to sales and marketing has been key in the development of start-up communities and the turnaround of troubled campuses. Seniority systems include market feasibility studies, marketing planning, computerized lead tracking, prospect financial screening, sales office set-up, and sales staff recruitment, training and compensation.

“Without a doubt, Seniority provides the most robust sales program for the senior living industry,” Starr says. “I’m proud to be associated with a company that has really set the bar for the industry over the past decade.”

Starr earned her bachelor’s degree in business management from Washington State University in 1983. She lives in Spring, Texas, with her husband, Jim.

Established in 1997, Seniority is a wholly owned subsidiary of the nonprofit American Baptist Homes of the West (ABHOW), the largest provider of continuing care in the Western U.S. Seniority’s 85 employees serve clients in nine states.

To learn more about Seniority, go to www.seniorityinc.com.

To sign up for Seniority Connection newsletter click [here](#).

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Seniority adheres to and manages communities within the spirit of  and .

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