



The CIRCA 46 Six-Point Framework for Marketing Senior Housing

Affecting consumer behavior is a big task – especially when it relates to senior housing. 86% of adults 65+ plan to stay in their homes for the remainder of their lives. So, how do you efficiently reach that other *14% of seniors* who are open to considering senior housing?

1. Your best prospects aren't far away.
 - 77.5% of residents relocate from *within 15 miles* of the senior living community they ultimately choose.
 - 79.6% of 70-plus households have homes convenient to their families, so most are *not* moving across country to live closer to their children.
 - 50%+ of people moving to rental senior housing will look at only *1-2 communities in only one neighborhood*.

That means your competition is really only those communities within 15-20 miles of your property, and most of your ad spending outside that 15-mile radius is wasted.

2. More times than not, the daughter or son of a potential resident is driving the decision to move.
 - Boomers are influencing 78% of their parents' purchase decisions, including living arrangements.
 - 56% are daughters
 - 44% are sons
3. The decision to consider senior housing is usually *event-driven*. Something happens that motivates prospects to begin looking for suitable housing options. When that event occurs, your community *must be findable*. While traditional advertising can build general awareness of your community, a solid online presence is essential when the selection process begins.
 - 87% of people who contact a senior community will check it out online, *before* contacting in person or by phone.
 - 79% of senior housing prospects *begin their search* on the Internet.

4. It is essential for a senior living community to make a *strong first impression*.
 - The single most important task for your website should be to establish your senior living center in your prospect's *consideration set*.
 - You must demonstrate how your community is clearly *different* and *better* than your competition.
 - Your community's uniqueness must be demonstrated *quickly*, as more than 50% of your prospects will decide whether to include you in their consideration set *before leaving your website's home page*.

5. Consistent outbound communication creates a net to deliver prospective residents to your website and to your community.
 - Newspaper (where ads can be geographically focused)
 - Targeted Direct Mail
 - Traffic-generating Events

6. Stay visible throughout the decision process, as prospects make their selections *quickly*.
 - 81% of senior housing prospects will make a decision within 6 months.
 - Less than 45 days for Assisted Living
 - Less than 75 days for Rental Senior Housing
 - 65% of senior housing business managers cite "follow-up" as the primary failure to close sales.
 - As many as 40-45 "touches" may be required to close a sale.
 - At least *5 attempts* to contact inquirer by phone should be made during the first week.
 - One midweek; one evening; and one weekend attempt
 - Quick follow-up is key – communities reporting same-day response to Internet inquiries enjoy 20%+ higher move-in rates.

Who We Are

CIRCA 46 delivers the senior market, specializing in leading-edge digital and traditional advertising methodology that is not only effective, but efficient – so it keeps marketing costs down. We know what moves seniors, and the late-Boomers who are increasingly tasked with making or influencing decisions on behalf of seniors. And we know how to reach them in this increasingly fragmented world.

CIRCA 46 is a Slingshot Company. Slingshot, one of the Southwest's largest independent advertising agencies, boasts a legacy of advertising innovation firsts: The first HTML web banner ad. The first updatable web banner ad. The first online-only product endorsement. And many more.

This legacy of innovation complements CIRCA 46's seniors market specialization and expertise, which is demonstrated by our approach to marketing senior housing. The combination of our knowledge of the seniors category and our mastery of advertising technology has resulted in a proven marketing framework that is very targeted, effective and affordable.