

ProMatura Study Summary

In 2016, an unprecedented study was conducted by ProMatura, a leading global marketing and research firm, to find the optimal method for converting senior living prospects. To conduct this study, the group utilized Sherpa, a senior living CRM and sales conversion system, where they analyzed over 300,000 encounters between sales counselors and families.

The findings of this study are clear: spending more time on each prospect, rather than contacting as many leads as possible, is the most successful way to convert senior living prospects. This dispels the customary belief that amassing more leads, making more call outs, and conducting more tours result in higher conversions.

"It's all about investing time in getting to know the customer," says Dr. Margaret Wylde, founder and CEO of ProMatura. She continues, "Traditional programs show how many calls [a counselor] makes and tours they give, which reinforces the perception that contacting as many leads as possible increases sales. Sherpa guides salespeople through a definable process of gathering and using prospect information. It records sales time invested in getting to know each person, as well as the frequency and content of interactions."

This study data breaks new ground for the senior living industry, and Sherpa is leading the charge.

More Time. Fewer Leads. More Sales.

"[Depth] trumps breadth -- top sellers focused on building deeper relationships with fewer customers rather than casting a wider net of shallower engagement. For example, in one large B2B technology company, top performers spent 18% more time with customers per week. Yet they interacted with 40% fewer accounts over the course of a quarter allowing them to spend more time with each of those accounts relative to lower performers."

Ryan Fuller

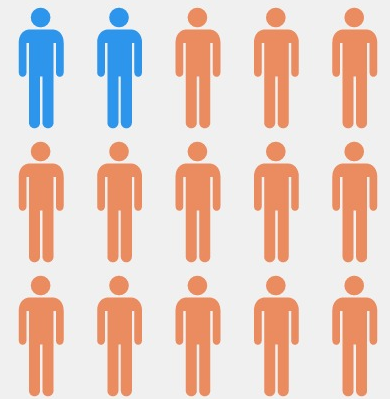
"What Makes Great Salespeople" | Harvard Business Review
July 2015

What is The Selling Zone?

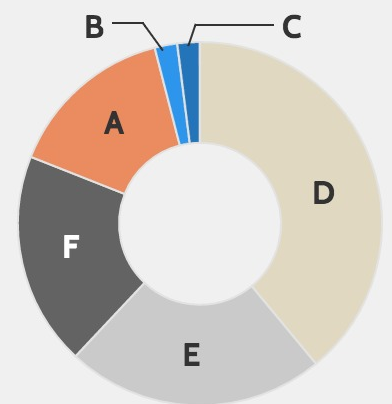
The Marketing Zone	The Selling Zone	The Operations Zone
Advertisement Placement	Creative Follow-Up	Move In/Move Outs
Event Planning	Face to Face	Operations Meetings
Mailing Campaigns	Prospect Planning	Paper Work
Professional Referrals	Voice to Voice	Resident Satisfaction
Social Media		Unit Readiness

Scope of Study

- 302,159 Sales Interactions
- 502 Sales People
- 23,480 Leads
- 106 Communities
- 25 Companies across 25 States



Top Performers generated 7.5x the number of call ins from existing prospects for every call out they made



Impact of Activities on Conversion Ratios by Top Sherpa Performers

- A. Call In (15%)
- B. Call Out (2%)
- C. Email/Mail (2%)
- D. Face to Face (39%)
- E. Creative Follow-Up (23%)
- F. Planning (19%)

PROMATURA *on* SHERPA

ProMatura Study Highlights



Percentage of IL Executive Directors involved in sales among Top Sherpa Performers



Average time (in minutes) spent on Creative Follow-Ups per IL prospect among Top Sherpa Performers



Average time (in minutes) spent on tours per AL prospect among Top Sherpa Performers

Average Time in The Selling Zone per Prospect that Moved In

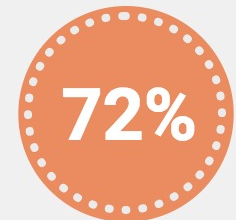


Independent Living

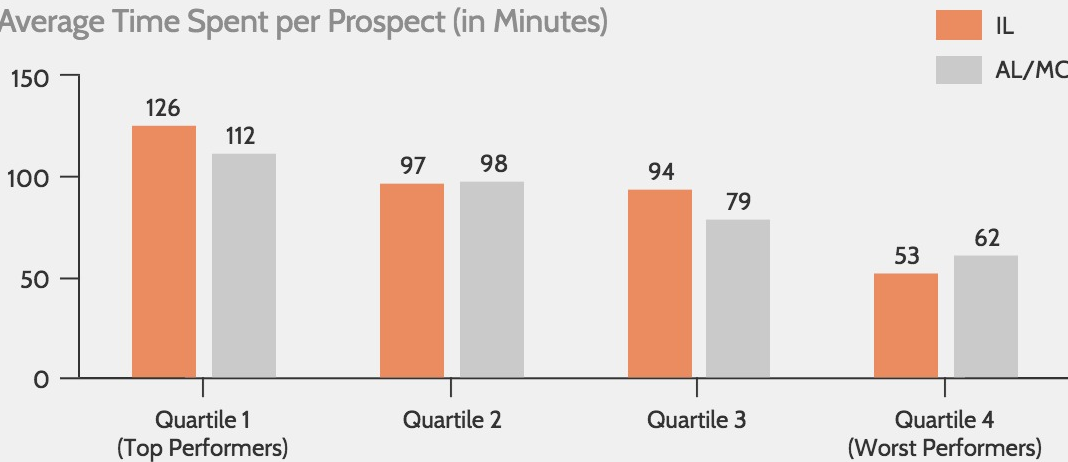


Assisted Living/Memory Care

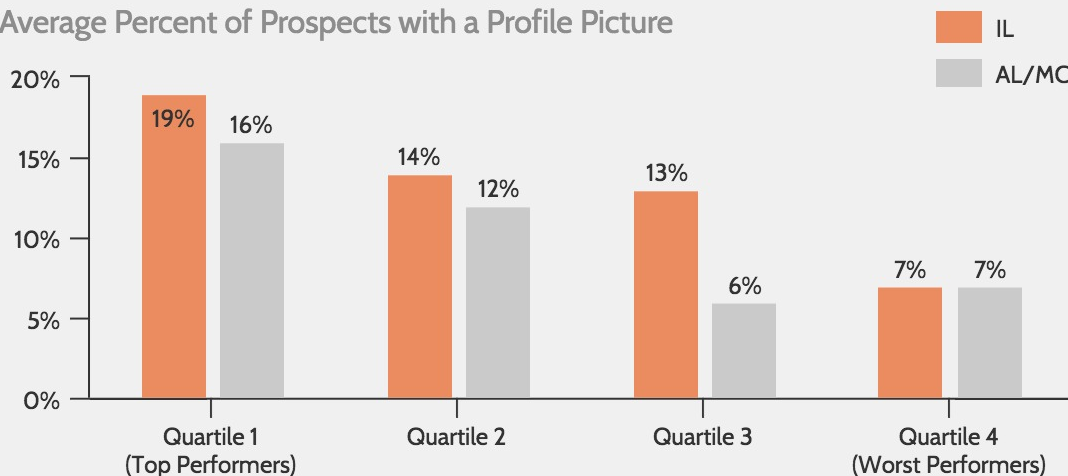
Percent of Communities with 85%+ Occupancy with Two or More Counselors



Average Time Spent per Prospect (in Minutes)



Average Percent of Prospects with a Profile Picture



Conclusions

- More time spent planning on individual prospects results in more sales.
- More time spent by an Executive Director on sales results in more sales overall.
- More time spent on prospect photos and CFUs results in more sales.