



15 Possible Differentiators for Senior Communities

- A signature approach that offers a unique benefit to customers and prospects
- Results, performance efficacies gained
- Endorsements, statements of approval or support from respected persons or groups
- Awards, recognition conferred
- Staff with a specific characteristic or credential; e.g., all caregivers are certified nursing assistants (cnas) or, department managers have been with the company for a minimum of 3 years
- Use of truly unique technology
- Specialize in residents who share a common characteristic; aspiring artists, aging hippies, gays and lesbians, seniors with diabetes or dementia
- Contacts or relationships not easily accessible such as a medical director who is also a gerontologist or other consultants who are known experts in their fields
- A unique business model; flat monthly fee for all-inclusive services
- Information not available elsewhere, such as benchmarking valuable to potential clients
- A widely held reputation for distinctive, superior service
- A relationship with a value-added parent firm or partner
- Focus on a notable accomplishment, such as low-turnover
- Heritage or narrative of why and how your company came to exist
- Offers that are too hard to ignore; i.e., free trial for a month, lower prices
- A significantly different look and feel, especially when combined with other differentiators