



Holly Creek
Continuing Care Retirement Community
Centennial, Colorado

What to do when pre-sales falter: Call in Seniority

Sales were stalled at Holly Creek during the critical period before finance and construction of the project. The client, Christian Living Campus, engaged Seniority to manage the sales office and re-energize the sales plan and achieve pre-sales goals required by the underwriter. The sales office suffered from a number of organizational problems that were impeding results: Lack of a targeted marketing and advertising campaign; lack of consistent sales office systems and training; inadequate sales office leadership; undesirable office location; and inadequate controls of budgets.

Sales office systems were implemented immediately by Seniority, Inc. including:

- Assignment of a regional supervisor to provide on site sales and marketing leadership and training;
- Development of revised collateral material, newspaper advertising and direct mail;
- Written Sales and Marketing Plan which defines specific goals and included competitive analysis;
- Implementation of a computerized lead tracking system, weekly call and appointment goals;
- Relocation of the sales office from a worn trailer into a model apartment setting;
- Monthly budget reporting and monitoring;
- Leadership and ongoing support in hiring and training new sales and marketing staff;
- And, consulting input into the design of the community.

Results: During the first 17 months of the project, November 2001 through March 2003, sales averaged only 1.8 per month, far below the national average of 6 per month. Through March, deposits totaled 31 or 26% of the 114 apartments in Phase I of Holly Creek. Eighty [80] deposits are required to achieve the 70% required to trigger financing and construction.

Since April, a period of six months, Holly Creek has taken 32 new deposits. The project now has a total of 63 deposits or 55% of the 114 apartments.

Sales and marketing results *are* measurable. Call Seniority today if your pre-sales effort needs a boost.



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