



High and Dry

Our client-partner is a mid-market Life Plan Community with a 35-year reputation as a provider of quality lifestyles and care. Having recently completed a major renovation and expansion project, our client-partner was facing the end of their special expansion marketing budget with a surplus of unsold one-bedroom apartments and townhomes.

Understanding that they needed an expert in full-service strategic growth, our client-partner engaged SageAge to develop an affordable, effective plan to improve their overall census. SageAge was chosen because of our unmatched reputation for identifying, targeting and correcting census challenges.

Solution

SageAge recommended a three-pronged strategy:

- 1** Focus on renovated one-bedroom apartments. SageAge targeted ZIP Codes with direct mail pieces focused on recent renovations, retirement planning events and the benefits of rightsizing to one-bedroom apartment living.
- 2** Persona data revealed that people living in certain ZIP Codes in the local suburbs were not interested in crossing a state line for retirement living, with one exception: communities offering large townhome-style homes. SageAge targeted age- and income-qualified households on both sides of the border to make the most of this advantage.

Messaging focused on overall community renovations, upgrades to our client-partner's original townhomes and a one-day-only savings event featuring deep discounts on its remaining new townhomes.
- 3** SageAge created targeted direct mailers and invitations to special educational events that promoted the affordability of senior living at our client-partner's community. Information was targeted to mid-market seniors in both states.



We chose SageAge because of its unmatched reputation for identifying, targeting and correcting census challenges. The team did not disappoint. SageAge's careful targeting, effective messaging, omnichannel approach and concentrated focus on inventory not only helped us achieve a much lower CPI/CPS, we sold out of our townhomes and achieved our 2019 sales goals within the first six months. And, they did it all at much lower rates than traditional agencies typically charge. Choosing SageAge was one of our best decisions!

- Marketing Director



Results

Through careful targeting, effective messaging, a concentrated focus on inventory and campaign costs offered at a lower rate than traditional agencies typically charge, SageAge helped our client-partner achieve a much lower CPI/CPS.

These efforts resulted in the team selling out all of the new townhomes and achieving their 2019 sales goals in just over half of 2019.

Itching to learn more?

Someone from our team will be following up with you soon, but if you're just too excited to learn more about this project or how we can work together to develop your success story - you can email Melinda Schmitz, our President, [here](#).

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IN
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**LEAD GENERATION
IS UP**

15%



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