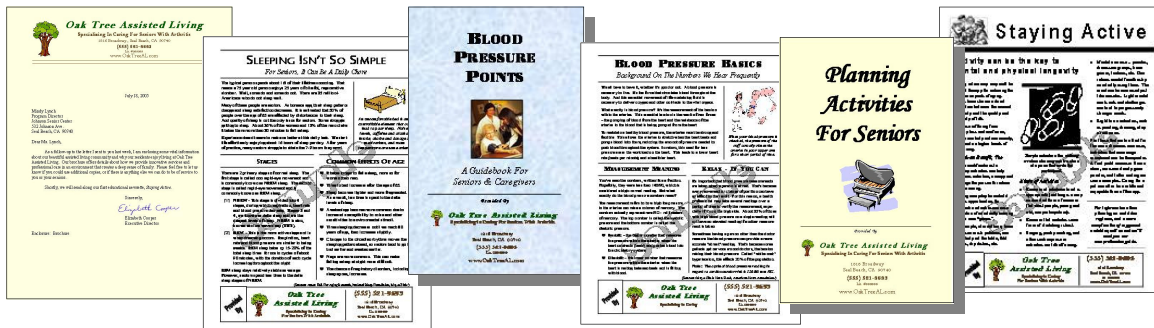


Keep in touch with key your referral sources...for less than the cost of an ad!



The Community Contact Service Outreach For Assisted Living & Residential Care Facilities

It's common knowledge that you have to keep in touch with the key referral sources in your community in order to build and maintain your referral pipeline. Of course, it would be great if you had the time to drop in on all of them, they were actually there and they had the time (and desire) to see you. *That's a marketers dream, certainly not reality.*

How can you make more efficient use of your valuable time and position referral sources to call you and ask you to drop by? Use our "Strategically Care" marketing program that serves your key referral sources through letters, newsletters, booklets and phone conversations. No we don't replace you. We support you by doing the groundwork and creating opportunities for you and your staff to start and build solid relationships. With the Community Contact Service, we:



- Constantly position your facility as caring, service-oriented and professional.
- Give you the opportunity to shine by creating reasons for you to contact referral sources.
- Create reasons for referral sources to request that you drop by. Why not be a welcomed visitor instead of an unwanted intrusion.
- Continually provide new materials to incorporate into your other marketing programs.
- Keep you informed of the key changes in personnel at your referral sources.

Fees: Start-up: \$285 (one-time fee)
 Monthly : See schedule ➡
 Postage: \$.44-\$.61 letter
 Research: \$3 per referral source
 (Research is optional)
 * Client provides letterhead, envelopes, brochures and business cards.

# of Referral Sources	Pay on Time Fee per Month
50	\$295
75	\$395
100	\$485
125	\$570