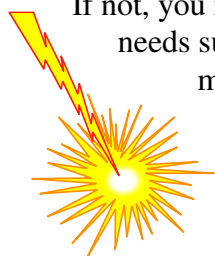


Marketing Recharge

An Infusion of Energy & Expertise

Is Your Census At A Level That Makes You Smile?

If not, you may need a complete overhaul. More likely though, your marketing program needs subtle refinements, an additional spark, an outside professional viewpoint, a missing piece...**a recharge.**



The Marketing Recharge is a progress-oriented program. It builds on the foundation your company provides, the systems that are already in place and your past experience. We refine and augment, magnifying your current results and take them to a higher level.

Here are the marketing elements we will recharge:

- Advertising
- Automation As An Effective Tool
- Building Relationships
- Communication with Staff
- Community Events
- Conducting Tours
- Coordination of Efforts
- Follow-up Systems
- Marketing/Business Culture
- Motivating Staff
- Planning
- Positioning
- Public Relations
- Selling Process
- Spending Effectively/Budgeting
- Strategy
- Targeting
- Unique Selling Points

You Would Rather Not Have Our Help

Of course, we know it's tough to have someone come in and review your current efforts. You're working hard and don't want to be criticized or embarrassed. However, if you're not happy with your current census, you have to assess why. Fortunately, our purpose is not to blame and make everyone defensive. We focus on what is working, commitment to improvement, personal motivation and change that your staff will support. Most importantly, when we are done, we want you and your staff to be the one's responsible for the census improvements.

A Real Boost For Your Marketing Team

The Marketing Recharge builds on your strengths (starting from scratch costs too much money and time). The program begins with a review of your current efforts, which costs \$300. From there, we will propose a course of action (if it's decided we will work well together). Our fee is \$2,400 plus expenses. We're guaranteed to earn our keep. We'll add energy, focus, strategy and systems. And we'll inject all your marketing efforts with "strategic care". With a combination of fundamentals and innovations, we'll help you earn more residents and increase your revenues.