

ACCELERATE YOUR SUCCESS WITH SENIOR CRM

Take your sales and marketing to the next level with a CRM solution built for senior living

Ready to empower your teams, nurture leads effectively, streamline move-ins and improve resident retention like never before? You need Senior CRM — our integrated, mobile-friendly customer relationship management system. Enhanced from RentCafe Senior CRM, this single connected solution is designed with intuitive dashboards and next-level communication capabilities.

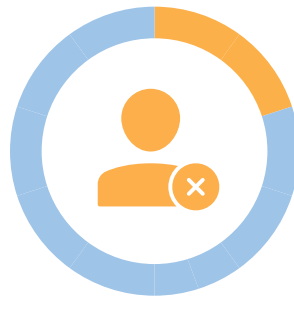


SEE WHAT MAKES SENIOR CRM INCOMPARABLE

- ✓ Designed for the unique needs of senior living
- ✓ Attractive, user-friendly interface with fluid navigation
- ✓ Expansive capabilities for communicating with prospects
- ✓ Offers dashboards for managing waitlists, occupancy and more
- ✓ SOX-compliant workflows that keep your data safe
- ✓ Seamlessly integrates with solutions across the Yardi Senior Living Suite
- ✓ Centralizes everything you need on a single platform
- ✓ Backed by a Forbes Cloud 100 company with 40+ years of industry experience



UNLOCK UNPARALLELED FUNCTIONALITY



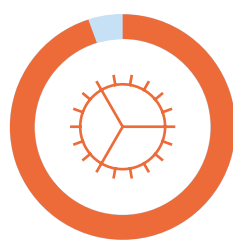
Of businesses using CRM software, **20%** report a lack of functionality with their current system. **20%** also claim their current system isn't user-friendly.¹

COMMUNICATION HUB

- ✓ Manage all communications with prospective residents
- ✓ Check for duplicate contacts and easily remove as needed
- ✓ Make calls, send texts and deliver emails from one place
- ✓ Boost efficiency with activities that are tracked automatically

LEAD STAGES

- ✓ Monitor prospective residents from lead to move-in
- ✓ Automate tasks at every stage in the sales cycle
- ✓ Increase productivity with sales guides and action items
- ✓ Review key data with a centralized prospect overview page



98% of decision makers deem sales automation features — including automated lead, contact and pipeline management — a high priority when vetting CRM software.²

DIGITAL DOCUMENTS

- ✓ Oversee all your digital documents in one dashboard
- ✓ Filter your action items for quick and easy review
- ✓ Eliminate manual data entry with a system that automatically populates both standard and miscellaneous documents
- ✓ View completion stages and signature needs, plus enable residents and families to fill out and sign move-in documents in RentCafe Senior Living Portal

CUSTOMIZABLE CAMPAIGNS

- ✓ Send email and text blasts from one location
- ✓ Analyze the success of your campaigns
- ✓ Optimize both click and open rates
- ✓ Use premade templates or create your own



ELECTRONIC LEASING

- ✓ Generate ready-to-sign online leases for prospects
- ✓ Save time on tedious paper workflows
- ✓ View real-time rates and unit availability
- ✓ Pull in available concessions (with approvals) automatically

COMPETITIVE ANALYSIS

- ✓ Highlight differences between you and your competitors
- ✓ Customize fields and categories with ease
- ✓ Assess and edit competitor data anytime
- ✓ Track specific competitors in your lost lead analysis



45% of businesses still use general-purpose software to manage customer interactions, send marketing emails and maintain contact information, which is more time intensive and error-prone than using CRM technology.³

EXPERIENCE THE POWER OF INTEGRATION

Thanks to secure integration with elements of the Yardi Senior Living Suite, Senior CRM allows all prospect information to flow instantly between sales, finance and care staff. That means move-in proposals accurately reflect care costs — and caregivers have the information needed to best serve residents.

Why wait to provide frictionless experiences for your sales counselors and prospective residents? Get started with Senior CRM today.

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