

ADVANCE YOUR SALES & MARKETING WITH CRM SOFTWARE

Meet Senior CRM, a mobile-friendly single connected solution



EVERYTHING YOU NEED ON A SINGLE PLATFORM

What can you achieve with Senior CRM?



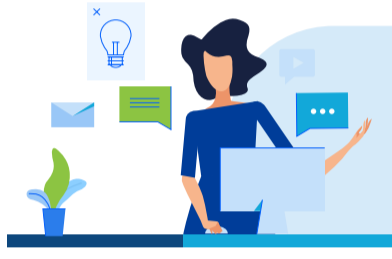
Configure and automate the sales process to guide your unique selling approach.

View real-time census data, occupancy status, unit rates and amenity offerings.



Eliminate duplicate data entry with a united leasing and move-in workflow.

Lead with confidence using a platform integrated with multiple elements of the Yardi Senior Living Suite.



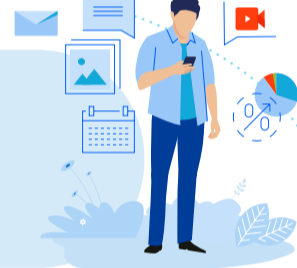
Generate, complete and upload documents to RentCafe Senior Living Portal, where residents and family members can sign electronically.

Reduce risks with a solution that is HIPAA and SOX compliant.



Access visual reporting with configurable, group-based dashboards and a wide selection of KPIs.

Drive efficiency with a convenient mobile app built for iOS and Android devices.



Enjoy the convenience of Yardi as your single support avenue.

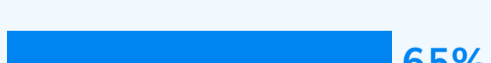
EVOLVING FUNCTIONALITY DESIGNED FOR SENIOR LIVING

What makes Senior CRM a differentiator?

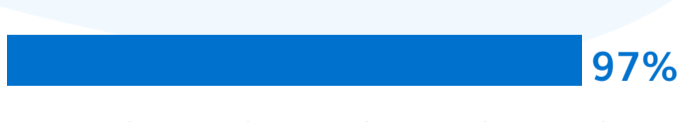
- ✓ Inbound and outbound calling, texting & emailing
- ✓ Duration & engagement tracking
- ✓ Triggered activity follow up
- ✓ Predictive analytics
- ✓ Automated prospect & referral correspondence
- ✓ Event management
- ✓ Third party API integrations
- ✓ Lead scoring



65% of sales professionals use CRM



and **97%** consider sales technology important or very important.¹



Out of companies using mobile CRM, **65%** achieved sales quota



compared to **22%** of those without mobile CRM.²



Generate, complete and upload documents to

[BOOK A PERSONALIZED DEMO >](#)

