

COMPETITIVE ANALYSIS IN SENIOR LIVING

Compare communities in your market using RentCafe Senior CRM

It's crucial to keep the pulse on your competitors in the senior living space. You need to understand why one community may be attracting new prospects more successfully — or even enticing your current residents to make a switch. Unfortunately, assessing the competition is challenging when your data isn't organized, easy to retrieve and error-free.

That's where our **competitive analysis** feature comes in. You simply input the data you've collected on your competitors — things like community amenities, care-level incentives and reputation — then [RentCafe Senior CRM](#) takes care of the rest. The dynamic solution presents competitor data in an attractive, easy-to-analyze format and thanks to seamless integration with [Yardi Voyager Senior Housing](#), your own community's data is populated automatically — making it easy to draw comparisons.



What is it?

Competitive analysis — also known as competitor analysis — is the evaluation of your organization's products or services (and how well they're performing) compared to other organizations in your market.¹



How it works

Our competitive analysis functionality helps you centralize competitor data, streamline reporting and compare communities quickly and efficiently. You enter competitor information directly into RentCafe Senior CRM then unlock organized, intuitively presented insights that live in one secure place.

You're set to:

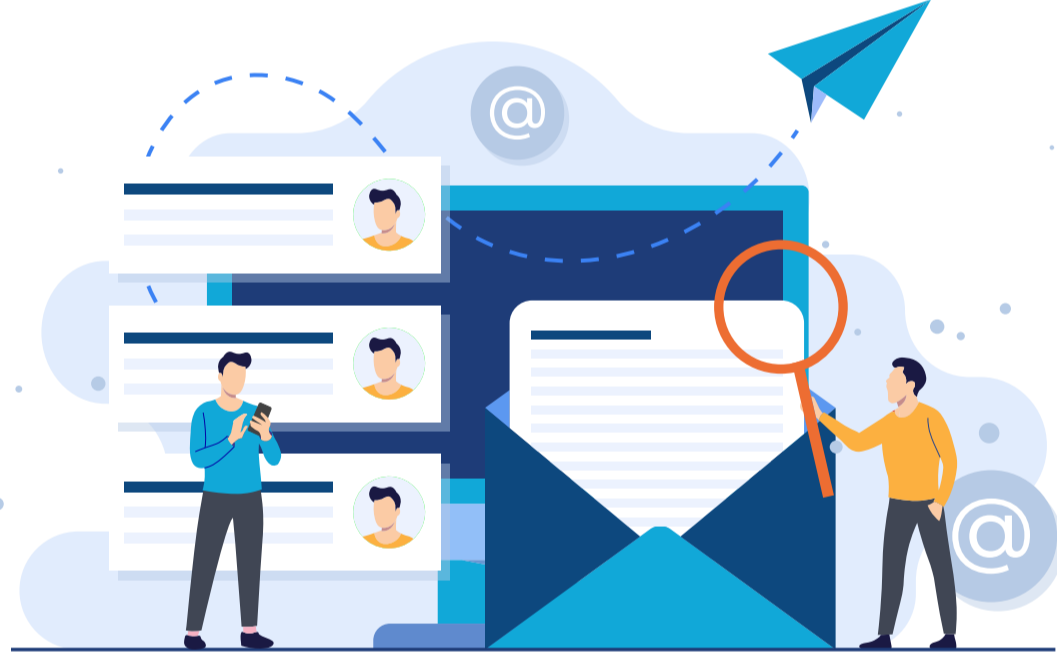
- ✓ Highlight the major differences between you and your competitors
- ✓ Customize fields based on which categories you prefer to grade competitors on
- ✓ View and edit competitor data with ease once it's been inputted
- ✓ Track specific competitors in your lost lead analysis

Why you need it

With organized competitor details and data-driven insights at your fingertips, you're equipped to make faster, informed decisions for your community's benefit — decisions to help your community stand out from the crowd.



Data-driven companies outperform their competitors by up to 20%.²



Curious to see how your own communities stack up against each other? RentCafe Senior CRM offers self-competitor functionality! With real-time data flowing in from Voyager Senior Housing, you can conveniently compare your communities with precision. No more pulling information from multiple sources — wasting time and risking errors.



More on RentCafe Senior CRM

RentCafe Senior CRM is a mobile-friendly sales and marketing solution designed for senior living operators. Fully integrated with key solutions in the [Yardi Senior Living Suite](#), RentCafe Senior CRM eliminates redundancies by allowing real-time data to flow between sales staff, community managers, caregivers and finance teams.



74% of organizations surveyed improved their customer relationships by using CRM software.³

65% increased their sales quota.⁴

50% boosted their productivity.⁵



Ready to see competitive analysis in action?

Reach out for a personalized demo of RentCafe Senior CRM.

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Sources

1. [Business News Daily](#) 2. [LinkedIn](#) 3. [Finances Online](#) 4. [Finances Online](#) 5. [Finances Online](#)