CRM SOFTWARE: YOUR COMPETITIVE ADVANTAGE IN SENIOR LIVING
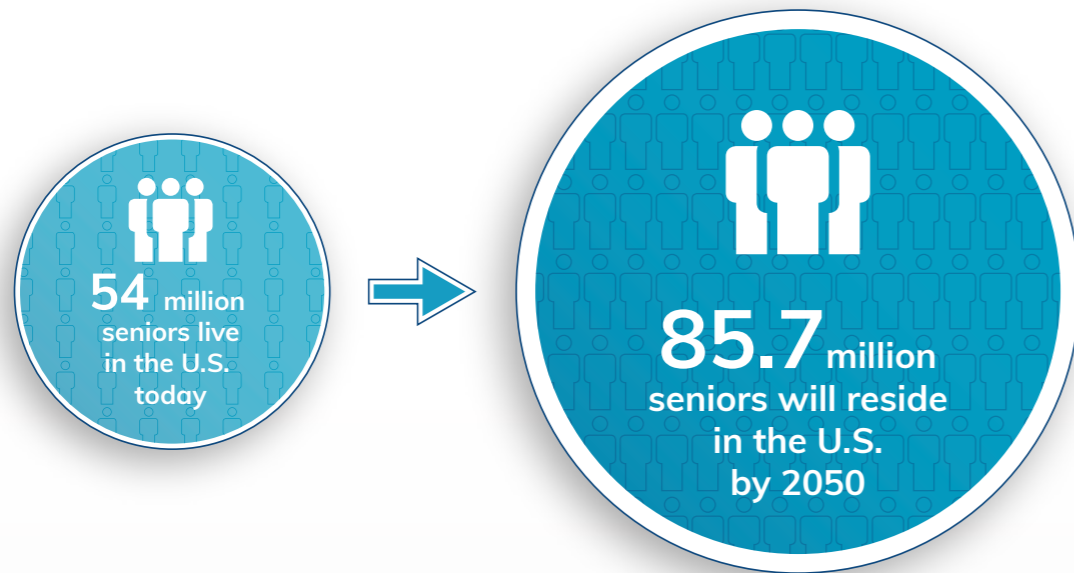
Discover top advantages of a thoughtful CRM program

✓ Streamline communication

✓ Nurture leads effectively

✓ Centralize digital documents

✓ Simplify your leasing

✓ Develop customizable campaigns

✓ Conduct competitive analysis

YARDI

RentCafe® Senior CRM IQ

Looking ahead

54 million seniors live in the U.S. today

85.7 million seniors will reside in the U.S. by 2050

*Did you know more than **54 million** adults ages 65 and older live in the United States — roughly **16.5%** of the total U.S. population? And by 2050, that number is projected to rise to an estimated **85.7 million** — roughly **20%** of the U.S. population?*[1]

As America's aging population continues to grow, more will be searching for adequate housing opportunities to fit their needs — from active adult to independent to assisted living, all the way to memory care.

What does this mean for owners and operators? Plain and simple, you'll require effective methods to attract prospects, nurture leads and retain residents as demand grows and competition heightens. You need a systematic approach to your sales and marketing, one that sets your communities apart from the rest.

Level up with CRM technology

Customer relationship management (CRM) software is the answer of today and tomorrow. By capturing and centralizing the data you need, an integrated CRM system accelerates sales and ensures a seamless prospect-to-resident journey.

Keep reading to learn six advantages of CRM software in senior living, and see how a leading solution offers bonus benefits to help you succeed.

Nearly nine in ten (89%) sales organizations have CRM technology.[2]

89% *of sales organizations*

01

Streamline communication

Providing excellent service throughout the prospect-to-resident journey is crucial. Unfortunately, offering great service gets difficult when sales counselors don't have a centralized, easy-to-navigate place for sending and tracking communications.

CRM software brings the benefit of a communication hub, meaning your staff can stay on top of every conversation. No leads slip through the cracks and prospective residents get the prompt service they deserve.

The Yardi difference

RentCafe Senior CRM IQ equips staff to send and manage all communications with prospective residents in one place. Activities are tracked automatically and you have visibility into every text, email and call.

✓ 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

02 Nurture leads effectively

Tired of lost prospects and missed opportunities? Tracking leads manually is a recipe for just that. Without a configurable, intuitive platform for managing leads from the get-go, sales counselors aren't set up for success.

With CRM technology, you unlock a lead staging workflow that keeps the sales cycle on track. From activity monitoring to lead scoring, a dynamic solution offers features that enable more organized, responsive actions from your sales team.

The Yardi difference

With RentCafe Senior CRM IQ offering lead stages functionality, the days of mishandled leads are in the past. All lead-related data is stored and automatically updated on a single platform, helping sales counselors target goals — and build positive relationships — with ease.

- ✓ 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

50%
more sales

33%
lower cost

Companies that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost.[3]

03 Centralize digital documents

To effectively manage all of your sales documents, it's important to have a secure, reliable technology platform. Without dashboards and functionality built to house everything you need, it can be difficult to retrieve information — and the risk of errors increases.

An advanced CRM system offers an intuitive place to access every digital document, from standard to miscellanous forms, helping you save time, empower staff and mitigate risk.

The Yardi difference

RentCafe Senior CRM IQ helps you manage your digital forms in one place, thanks to a comprehensive dashboard that shows every document and its various stages.
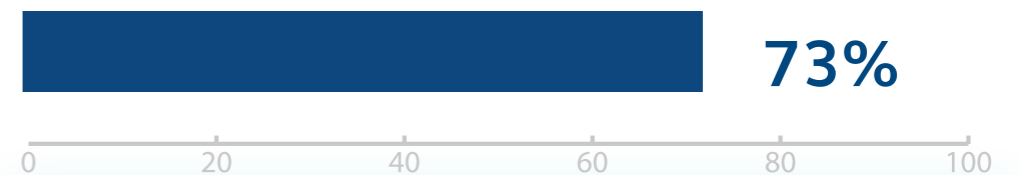
✓ Oversee all your digital documents in one dashboard

✓ Filter your action items, for example, an unsigned lease, 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

boosting productivity

50%

increasing efficiency

73%

0   20   40   60   80   100

When using mobile CRM, companies reported boosting productivity by 50% and increasing efficiency by 73%.[4]

04 Simplify your leasing

It's no secret that paper leases are error-prone and time consuming to create. You run the risk of recording incorrect data, losing documents and creating confusion through the move-in process and beyond.

Integrated CRM software eliminates those risks. With everything digitized in one place, generating leases and initiating move-ins becomes seamless. Sales counselors can craft custom documents at the click of a button, storing every detail in a secure format and closing the window for errors.

The Yardi difference

RentCafe Senior CRM IQ is a mobile-friendly sales and marketing solution. Integrated with multiple elements of the Yardi Senior Living Suite, RentCafe Senior CRM IQ makes lease generation, signature collection and document management a breeze.

✓ Create custom electronic leases packed with deposits, care level, concessions, quote sheets and more

✓ Allow residents and families to sign leases electronically in RentCafe Senior Living Portal

✓ Access unit rates, billing information and documents connected through Voyager Senior Housing

✓ Pull in available concessions (with approvals) automatically

05 Develop customizable campaigns

Without the right technology solution, it can be challenging to build effective campaigns. Sending email and text blasts — and tracking successes — is particularly arduous.

By operating with leading CRM technology, you're equipped to develop customizable campaigns at the click of a button, boosting productivity across teams.

The Yardi difference

RentCafe Senior CRM IQ offers intuitive workflows for campaigns, allowing you to send email and text blasts, then easily track successes.

- ✓ 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

06 Conduct competitive analysis

It's crucial to keep the pulse on your competitors in senior living. Unfortuntately, assessing the competition is challenging when your data isn't organized, easy to retrieve and error-free.

CRM technology can lend a hand with competitive analysis functionality, which takes information you've collected on your competitors and presents it in an attractive, easy-to-analyze format.

The Yardi difference

RentCafe Senior CRM IQ offers a competitive analysis feature to help you centralize competitor data, streamline reporting and compare communities. You simply input the data you've collected, then Senior CRM IQ takes care of the rest. Seamless integration with Yardi Voyager Senior Housing ensures your own community's data is populated automatically.

✓ Highlight differences between you and your competitors

✓ Customize fields and categories with ease

✓ Assess and edit competitor data anytime

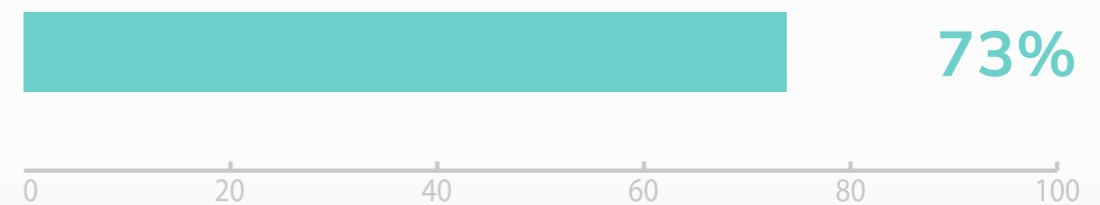✓ Track specific competitors in your lost lead analysis

More on RentCafe Senior CRM IQ

WHAT MAKES THIS SOLUTION UNIQUE?

- ✓ SINGLE STACK
- ✓ MOBILE-FRIENDLY
- ✓ HIPAA AND SOX COMPLIANT
- ✓ CONTINUOUSLY EVOLVING
- ✓ GUIDED BY CLIENT FEEDBACK
- ✓ FORBES CLOUD 100 COMPANY

DID YOU KNOW?

Unlike other CRM systems, RentCafe Senior CRM IQ doesn't require you to pay per user. You can add as many users as you'd like — from sales staff to caregivers — for one fixed cost. Same goes for RentCafe Senior Living Portal.

73%

| 0 | 20 | 40 | 60 | 80 | 100 |

In a 2022 survey, **73%** of respondents listed platform capabilities as the most important factor when selecting a CRM solution.[5]

THANKS FOR READING!

As you work to stay competitive in the senior housing space, having a solution that advances your sales and marketing is key. We hope this served as inspiration to explore your options and start building success with CRM technology.

Ready to continue learning about **RentCafe Senior CRM IQ** and the Yardi Senior Living Suite as a whole? Our team would love to be your guide! Get in touch with us below.

BOOK A PERSONALIZED DEMO

Sources

1. America's Health Rankings

2. Gartner

3. Invesp

4. Finances Online

5. Gartner