



RentCafe®



## SENIOR CRM

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# Maximize occupancy with senior living sales and marketing tools

Gain complete visibility into the prospect to resident journey. With a fresh interface and next-level communication capabilities, Senior CRM provides seamless experiences for both your sales counselors and prospective residents. All prospect information flows instantly between sales, finance and care staff, ensuring move-in proposals accurately reflect care costs.

### **STRENGTHEN LEAD MANAGEMENT**

Guide sales counselors with intuitive, automated workflows.

### **ENHANCE COMMUNICATIONS**

Communicate with prospective residents from one central platform.

### **IMPROVE RESIDENT RETENTION**

Capture details to assist the sales process that caregivers can also see in Yardi EHR.

# FEATURES

## SENIOR CRM



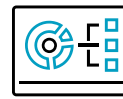
### COMMUNICATION HUB

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.



### LEAD STAGES

Automate tasks at every stage in the prospect journey, from lead all the way to move-in. Further optimize lead management with a centralized prospect overview page.



### INTUITIVE DASHBOARDS

Drive efficiency and empower your sales counselors with comprehensive dashboards for managing digital documents, occupancy, waitlists and more.



### EFFECTIVE CAMPAIGNS

Boost productivity by sending email and text blasts, then easily track successes. You can utilize premade templates or create campaigns on your own.



### ELECTRONIC LEASING

Pull in the latest rates, available concessions (with approvals) and unit availability to generate ready-to-sign online leases for prospects.

## EVERYTHING YOU NEED TO GROW

Senior CRM is part of the RentCafe Senior Living Suite for senior living marketing. Enhance the resident journey with additional solutions for community websites, search marketing, online portals and more.



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