RentCafe Senior CRM

Maximize revenue with senior living sales and marketing tools

Gain total visibility into your sales and marketing with a powerful customer relationship management solution designed for senior living providers. All prospect information flows instantly between sales, finance and care staff, ensuring move-in proposals accurately reflect care costs.

GROW YOUR OCCUPANCY

Accelerate sales and ensure a seamless process from prospect to resident.

BOOST SALES PRODUCTIVITY

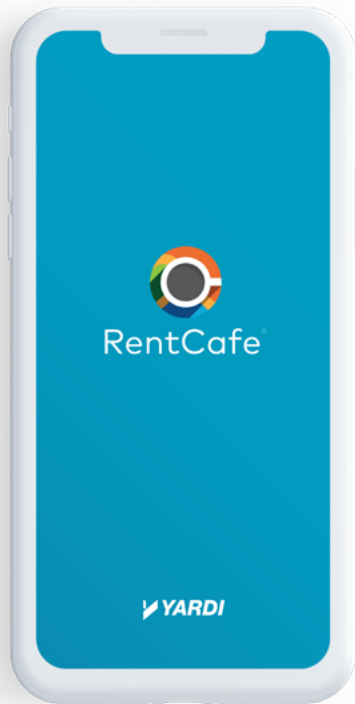Nurture leads effectively with guided activity workflows and follow-ups.

BUILD BETTER RELATIONSHIPS

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

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LEAD MANAGEMENT

Organize and oversee all correspondence, appointments, events, campaigns and documents in one place.

MULTI-SOURCE ATTRIBUTION

Track each marketing touchpoint that contributed to a lease, not just the first source that generated the lead.

AUTOMATED WORKFLOWS

Designate next steps to keep sales on task from initial contact through property tours to resident move-in.

ELECTRONIC LEASING

Pull in the latest rates and unit availability from finance to generate ready-to-sign online leases for prospects.

EVERYTHING YOU NEED TO GROW

RentCafe 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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