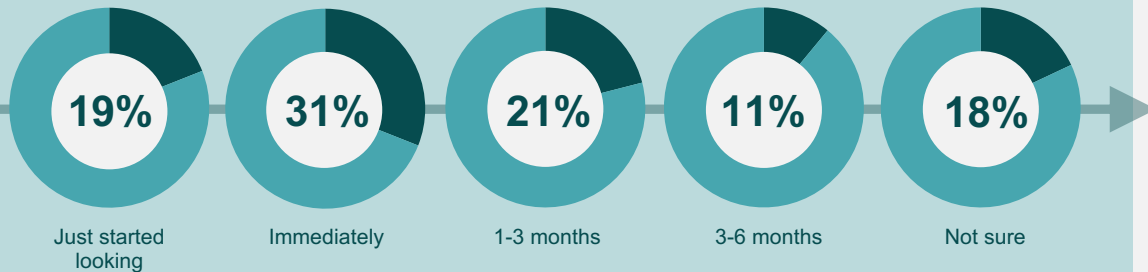


# Does your senior living prospect data look like this?

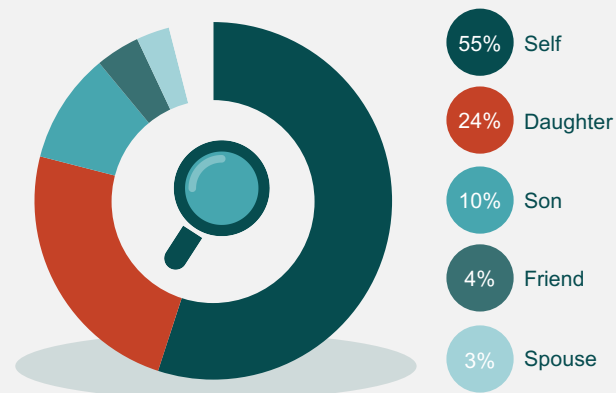
Average Age of Prospect

77

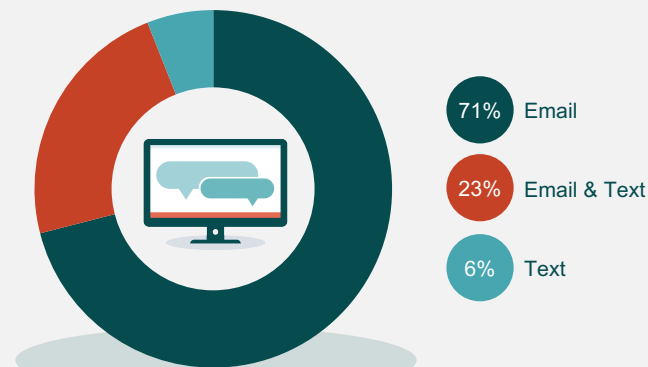
## Decision Timeline



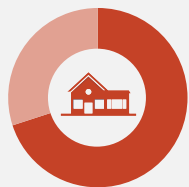
## Who is searching?



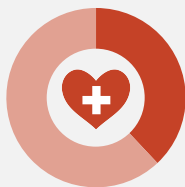
## Preferred Contact Method



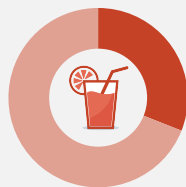
## Why are they searching?



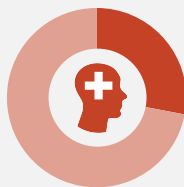
Housing Options  
**70%**



Personal Care  
**38%**

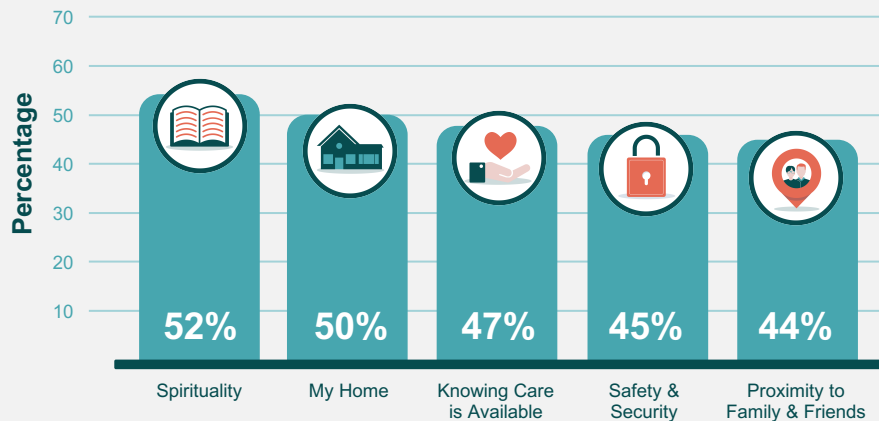


Carefree Lifestyle  
**31%**

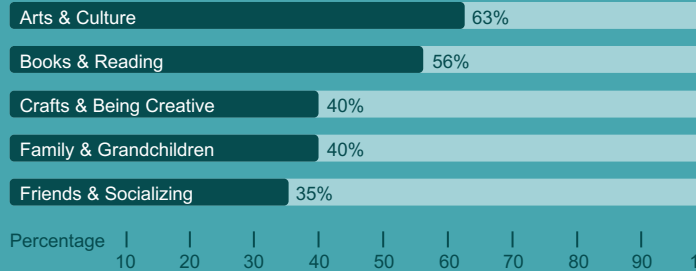


Memory Care  
**28%**

## What is important to them?



## What makes them smile?



## What are the next steps?

