

Using Video to Win the Sales Game

Spectrum Retirement Communities

Case Study



About Spectrum Retirement Communities

Spectrum Retirement Communities, LLC headquartered in Denver, Colorado, is a leading developer, owner and operator of retirement, assisted living and memory care communities across the U.S. Spectrum Retirement is more than a developer of senior living communities. They are a proud group of seasoned professionals with a mission for seniors to live their best lives — growing, learning, and experiencing new things every day.

HeartLegacy customer since

2017

Partners with HeartLegacy for

Marketing Videos, SalesMail®, Life Story Program™, Family App

Did you know that 75% of prospects select the first community they speak to? ¹

With today's rapidly aging population, senior living reigns as one of today's most competitive industries. Reaching your prospects quickly and effectively can make all the difference between a waitlist and sagging occupancy.

Forward-thinking senior living sales and marketing leaders are taking creative approaches to reach and connect with prospects, and video has proven to be an effective tool in this area.

For the sales teams at Spectrum Retirement Communities, personalized, one-to-one video has been particularly effective for securing deposits. Using HeartLegacy's SalesMail® app, sales leaders at Spectrum's communities are contacting prospects, making a face-to-face connection, and establishing rapport right off the bat.

Spectrum's SalesMail strategy unfolds in three phases:

1. A personalized introduction to the community in the form of a 30-second welcome message after a prospect has requested information
2. A subsequent video message showcasing the community's amenities and unique features
3. An apartment tour conducted via video, allowing the prospect to quickly see their potential new residence.

The timing between these three phases varies depending on the prospect. This strategy has been so effective it's secured deposits before the resident and family visit the property.

Watch Spectrum Retirement Sales Director Molly Davis-Nedley discuss her approach [here](#).



"Seal the deal, just by using SalesMail. It's worked for me!"

- Molly Davis-Nedley

¹ The Occupancy Equation: What It Really Takes to Build Stability (slide 28)

