

your senior living crm



WelcomeHome

Lead Management Series: Radiant Senior Living

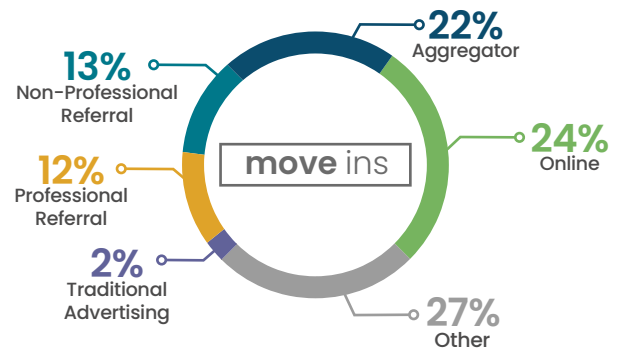
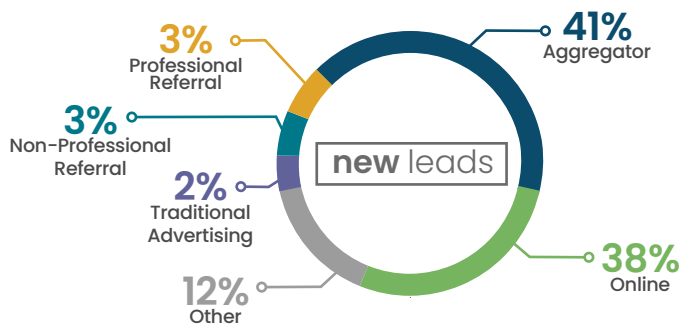
Learn how Radiant Senior Living increased move in conversion and occupancy by reshaping their lead management strategy.



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industry background

In 2022, more than 75% of new leads came from aggregators and online sources. Aggregator leads took 9x more work to convert to a move in and accounted for 22% of move ins, but they only converted at 4% on average in 2022. Operators are grappling with this new reality and what it means for their sales and marketing strategy.



Radiant Senior Living is a family of 10 residential communities dedicated to exceptional senior care. They provide a continuum of senior care services to accommodate the lifestyle and health needs of older adults at various stages of life.

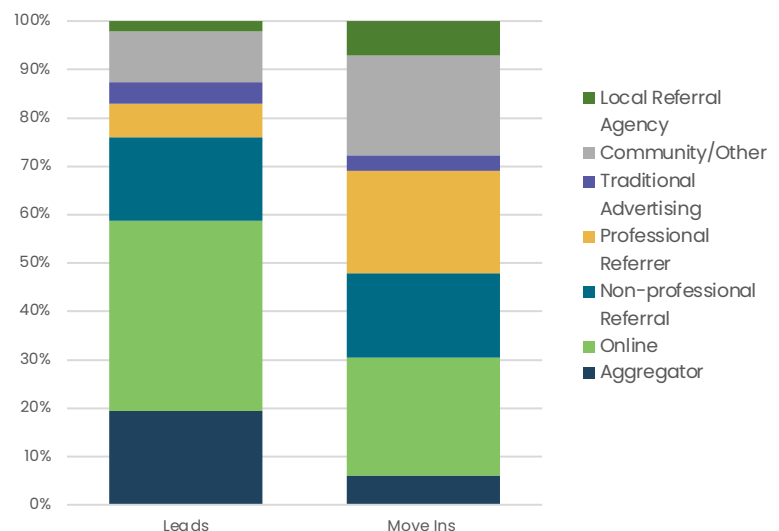
the challenge

In 2021, Radiant Senior Living was experiencing low lead to move in conversion and declining occupancy.

To diagnose the issue, they dug into their sales process and data. They found that their teams were **spending too much time with low converting aggregator leads**.

Radiant suspected that **ceasing aggregator leads and equipping their team** with more efficient tools i.e. the WelcomeHome CRM would provide an increase of time and activity to focus on higher converting lead sources.

new leads > move ins



In 2021, Radiant's aggregator lead volume was relatively low, representing only 20% of inbound leads, but despite spending so much time with them, the aggregator leads were only converting at 1.9%.

updating strategy

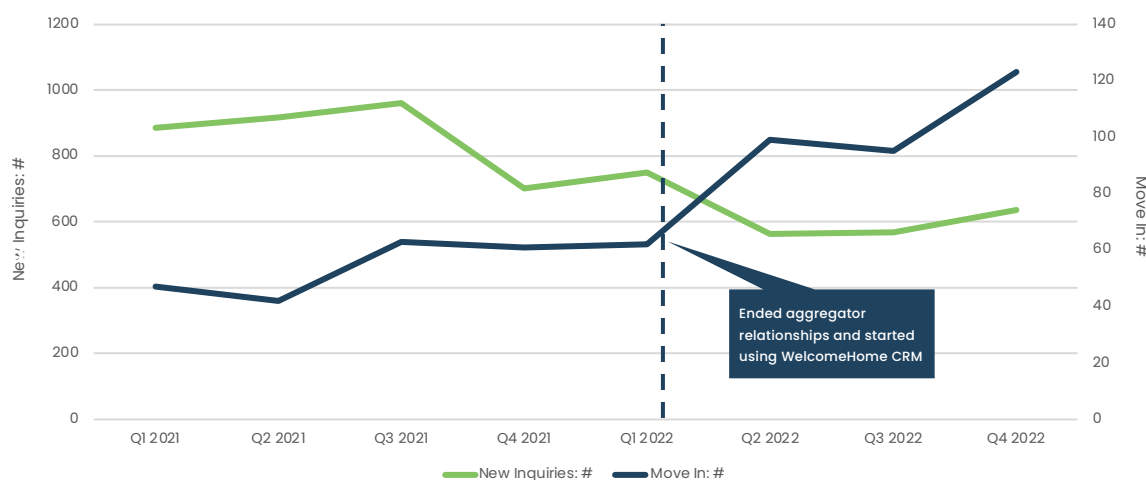
Leadership **shifted focus to increasing conversions on core lead sources**, like referrals and online. They prepped the sales team by setting clear expectations **for outreach appointments and time planning** moving forward. Leadership then held monthly trainings and closely monitored the outreach appointments.

	2021			2022		
	Leads	Move Ins	Conversion	Leads	Move Ins	Conversion
Professional Referrer	243	45	18.5%	301	64	21.3%
Non-professional Referral	595	37	6.2%	249	52	20.9%
Aggregator	675	13	1.9%	9	5	55.6%
Online	1,363	52	3.8%	1,141	106	9.3%

Cutting out paid aggregator leads meant there needed to be a new priority for lead nurturing. Radiant focused on online sources as well as referral outreach efforts. Here you can see an increase in professional referrer leads. While online lead volume decreased, that conversion ratio tripled.

moving forward

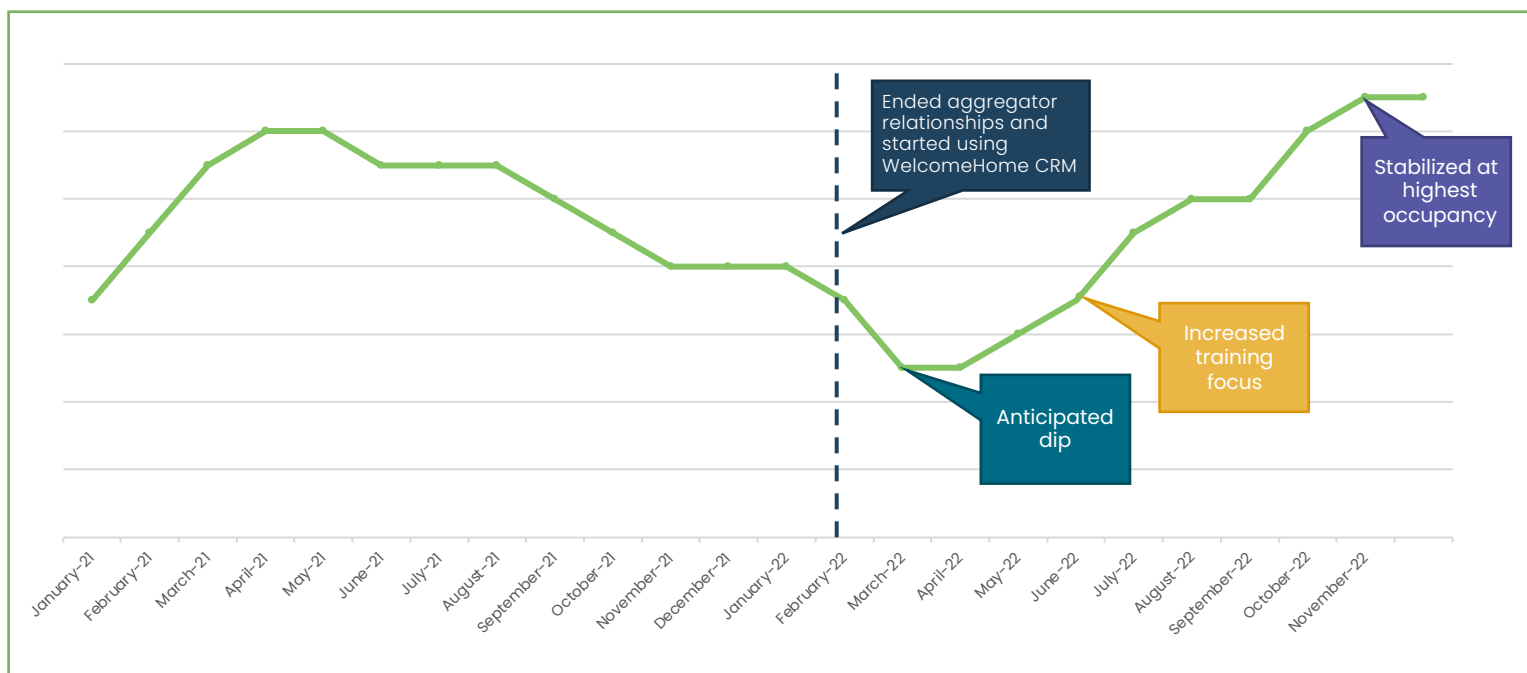
Despite a 30% drop in overall lead volume, **move in volume increased 78% bolstered by higher conversions from core sources.**



the wins

By removing paid aggregators and leveraging WelcomeHome, the sales team gained a valuable increase in effective time which resulted in more move ins. While occupancy experienced an anticipated initial dip, the occupancy steadily increased throughout the year as the sales team grew more efficient. With the tools and data from WelcomeHome, Radiant was **confident in their decision to make strategic change** to increase occupancy.

occupancy over time



Shifts like this take time, patience, and strong communication. Radiant had to get the investors, C-suite, and sales team on board. They knew the data, anticipated results, and understood the risks.

"We used WelcomeHome to set goals and monitor success as we set new expectations for how to work with referral and online leads."

—Jenni Bost
Vice President of Marketing
Radiant Senior Living

Next Steps For You

Do the work to understand your historical lead source performance and how your teams are spending time to drive move ins.

What lead sources work for you? Which ones don't?

How much nurturing and time do different lead sources require?

Use your WelcomeHome data to make a plan for how you can focus in on the leads that are highest yield for your communities.

What lead volume and conversions are required to drive positive occupancy?

What training, tracking, and goal setting mechanisms are required to support your team?

Pro Tips

Communicate with your teams early and often.

Prepare for how change will feel and have mechanisms in place to support.

Be able to make the case for how focusing on specific leads will ultimately drive.

Be patient. Good results take time.

Create your lead management strategy, and stay the course. It takes time to see ROI impact.

Watch for referral fees.

Referral agencies usually have a clause where they still have the rights to a move in referral fee up to two years after the lead was accepted.

Questions?

Schedule time with our team.