

# Boost residency with Marchex

**Learn how to convert more call opportunities into revenue, while also protecting your brand**

Calls are the lifeblood of the senior living industry. Marketers often deploy ads that ask a customer to call. Communities interact with these callers with the goal of getting them to schedule a tour. Yet sometimes, callers who have every intention of coming in for a visit, hang up without taking action.

The good news is, with Marchex, you can learn what media drives the best calls, and how employees are interacting with your prospects. Better yet, when a caller that should have scheduled a tour hangs up, you can know in time to act and save the opportunity. Marchex provides you with actionable alerts that drive more tours, increase occupancy, and ultimately, grow your revenue.

## Find more residents with your existing budget

Marketers spend significant dollars to drive interest in their communities and to make the phone ring. Marchex helps solve the most pressing problems for marketers and helps them drive the most high quality leads for their advertising budgets.

With Marchex, you can also find more residents by doing a better job with the leads you are already driving.



Leading edge marketers and sales leaders in the senior living industry rely on Marchex to drive better phone outcomes and find new residents.



**ELMCROFT**<sup>™</sup>  
SENIOR LIVING

**BRIDGE**  
**SENIOR**  
**LIVING**

20<sup>th</sup> **Allegro**



**MERIDIAN**  
SENIOR LIVING

**LEGEND**<sup>™</sup>  
SENIOR LIVING

## Improve call outcomes from your call leads

How your company handles callers on the phone can be the difference between signing new residents, or driving them to the senior living business down the street. With Marchex Conversational Analytics, call handling can be measured according to criteria you set across every call your organization receives. Learn where opportunities are being missed and take steps to correct them.

## Get a second chance with a caller you've lost

Sometimes a prospective resident does not have a good experience on the phone. Until recently, this was the end of the opportunity. But, not anymore. With Marchex Sales Edge Rescue, you can be alerted when a high-value prospect ends a call without taking next steps. This gives your team a second chance to save the transaction and prevent that caller from connecting with another community. You'll also prevent that caller from having a negative impression of your community and brand.

With Marchex, senior living companies are gaining a clear view into their inbound calls and are taking steps to optimize every touchpoint to drive more opportunities. Learn why the most forward-thinking brands, agencies, and marketing services companies in the senior living space trust Marchex.



To learn how Marchex can help your senior living business gain new residents, call 800.840.1012 or visit [Marchex.com](https://www.marchex.com)