



Sales Center Embodies Future Community Lifestyle to Drive Presales



Case Study:

Experiential Marketing,
Sales Center

Phoebe Ministries

Website:

Phoebe.org

Industry:

Senior Living

The Situation

Phoebe Ministries partnered with Creating Results to develop the brand for Chestnut Ridge at Rodale, a new community to be built in Emmaus, Pennsylvania. As the community prepared to begin presales, the Creating Results team began developing the experience prospects would enjoy during their visit to the sales space, which would be repurposed from a rustic bookstore (formerly an auto body garage!) space adjacent to the community site. In addition, the sales center needed to be flexibly designed: The team desired to host events within the space and, once the community is open, a more permanent sales space will be established near its main entrance.



BEFORE



AFTER

TESTIMONIAL:

Working with Creating Results for the sales center was a seamless process. They worked with both our architect and Phoebe's marketing office to create the vision we had in mind. The sales center has become the hotspot on the Chestnut Ridge campus!

BRYNN BUSKIRK
Vice President, Marketing and
External Relations, Phoebe Ministries

Strategy

When we create a sales center, our first goal is to understand the flow of the sales team's typical appointment in order to help visually guide the prospect through the space and align what they are seeing and touching with what they are reading and hearing from the sales counselor. Because the senior living sale is not one focused on real estate, we aim to highlight the community's unique lifestyle first and foremost, later supported by materials like floor and building plans.

The repurposed bookstore provided an expansive blank slate from which to accomplish this for Chestnut Ridge at Rodale. In creating a strategic flow through the space, the Creating Results team suggested painting the community's logo on the building as well as adding a wall and discovery space near the entryway. The painted logo provides a cost-effective, yet prominent way for prospects to identify the space from the road, while the wall and discovery space provide a starting point from which prospects can begin their journey through the sales center and where sales counselors can begin to build rapport with them and understand their goals.



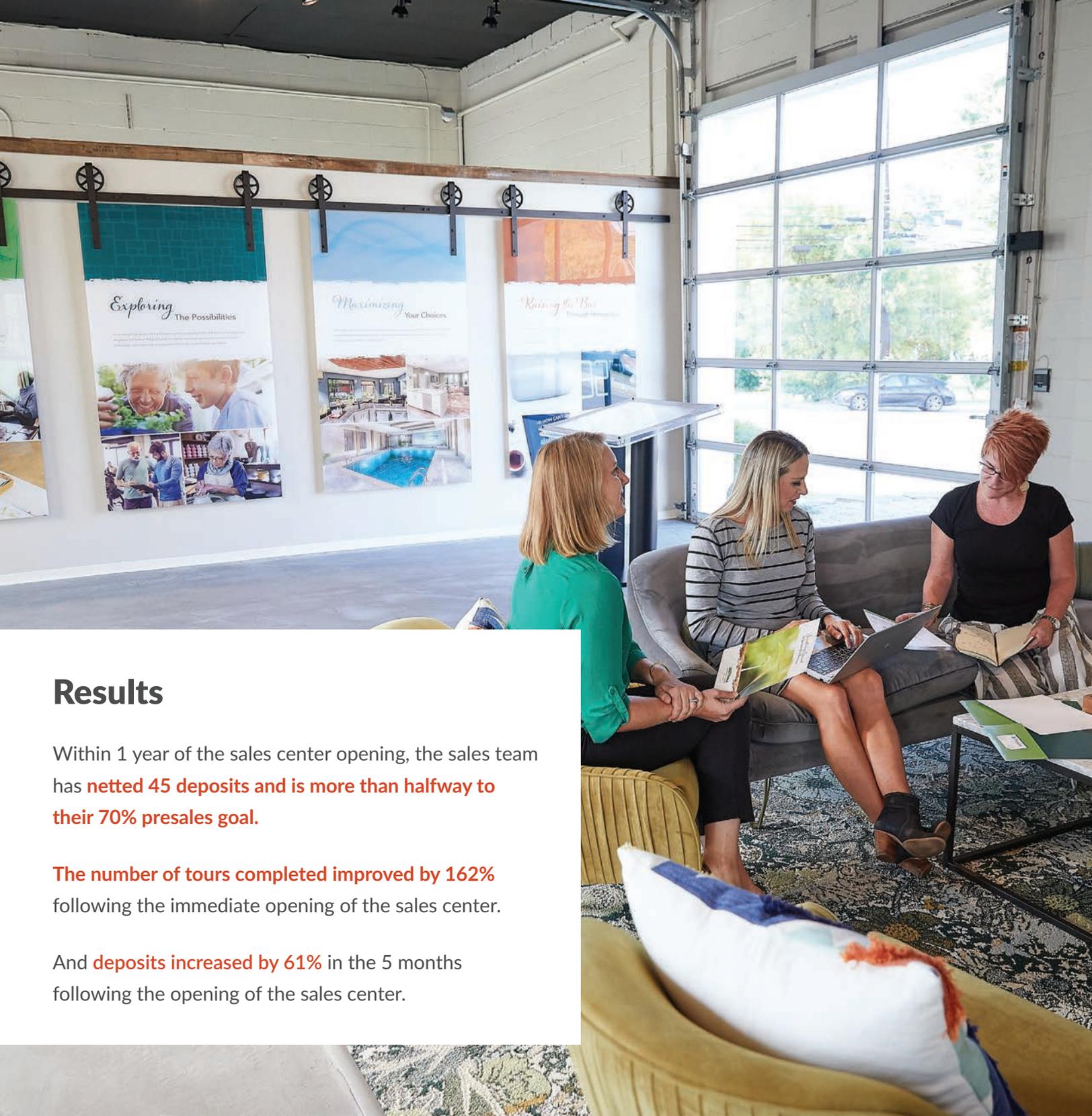
SOLUTIONS

With a strategy in place, displays were installed into the space to showcase the wellness-focused lifestyle Chestnut Ridge at Rodale will offer, as well as highlight many of the in-home features, customization options and amenities throughout the space. Creating Results used a variety of materials, including wood, metal and plexiglass to accentuate the space's natural light and create a tactile experience for prospects. Next to the large window overlooking the site, a new sitemap table displayed the future community for prospects to envision how the new community will be situated.

Next, Creating Results partnered with Engrain, a real estate visualization company, to create a digital touchscreen experience. Using the immersive TouchTour software, sales counselors can highlight the services, amenities, renderings and nearby attractions that are of interest to that individual

or couple. With real-time availability, floor plans and pricing, the sales counselor can customize the experience while also creating a record of the accommodations and features the prospect expresses interest in. Floor plans, pricing and availability were also integrated on the community's website through Engrain's SightMap product for a seamless experience when the prospect returns home to explore independently.

The space also included a comfortable seating area and kitchen area with finishes indicative of those to be used in the future apartments that could also accommodate prospect and depositor events. Lastly, a sales office was created at the back of the space for private conversation and completed with a hold/sold board indicating apartment availability, and the large glass garage doors were kept to allow the space to open to the outside for outdoor events.



Results

Within 1 year of the sales center opening, the sales team has **netted 45 deposits** and is **more than halfway to their 70% presales goal**.

The number of tours completed improved by 162% following the immediate opening of the sales center.

And **deposits increased by 61%** in the 5 months following the opening of the sales center.



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Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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