

FOR IMMEDIATE RELEASE

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Solutions Advisors Executes Successful Pre-Sales Campaign for New Southern California Senior Living Community

Princeton NJ – The combination of a strong sponsor, stunning architecture, exceptional location and creative marketing has resulted in a successful pre-sales campaign for Fountainview at Gonda Westside, one of California’s newest senior living communities. According to Solutions Advisors, marketing and sales consultants for the 175-unit community located on Los Angeles’ west side in the innovative master-planned community of Playa Vista, 70% pre-sales were achieved within 11 months of the sales center opening.

Fountainview at Gonda Westside, affiliated with the Los Angeles Jewish Home, features dramatic design elements such as a rooftop pool, wellness pavilion and garden to create a rooftop oasis for socializing, wellness and outdoor living. Apartment homes range from 840 square feet to over 2300 square feet and include a host of technological and electronic conveniences. Gensler, an architectural firm with locations in North America and worldwide, designed the 6-story to maximize daylight and showcase spectacular views of the surrounding vistas.

Solutions Advisors, headquartered in Princeton, NJ, and its award-winning creative partner Retiring by Design, based in Richmond, VA, handled all marketing and sales for the community including sales coaching, website development, collateral material and direct mail development as well as event planning.

“With entrance fees exceeding \$2 million for the largest penthouses, we knew we had to reach a very discriminating clientele,” said Kristin Kutac Ward, President and CEO for Solutions Advisors. “We were very strategic about the type of messaging, advertising and corresponding events we planned to appeal to this audience.”

Events focused on the community’s exceptional design elements and the extraordinary shopping, dining and cultural opportunities all located within walking distance of the new community. Solutions Advisors continued a successful direct mail campaign with events aimed

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at lead generation plus smaller, more intimate events designed to convert reservationists to entrance fee deposits. The community is now 90% presold and groundbreaking for the project occurred in early September.

About Solutions Advisors

Solutions Advisors is a consulting firm specializing in sales, marketing and management of senior living communities nationwide. Retiring by Design provides creative design services to the senior living industry. For more information, visit www.solutions-advisors.com or call 888-312-0889.

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