



Two great partners.  
One unique approach for the senior living industry.

# 2015 Success Stories

At Solutions Advisors, 2015 saw many small victories along with big successes. We deepened our bench of talented sales consultants, added some great new clients and closed out the year with some pretty amazing statistics. Here's just a short list of some of our successes:

**The Clare** - The Windy City is heating up! The Clare saw 44 apartments snatched up in 2015 compared to 26 move-ins in 2014 - an impressive turnaround for this upscale Life Care Community located in the heart of Chicagoland. With a finely-tuned event plan including sought-after cultural happenings, along with an investment in upgraded furnishings and fixtures, this 53-floor high rise has finally taken its rightful place among the country's most successful urban senior communities.

Life Care Community in Chicago



THE CLARE

Move-Ins

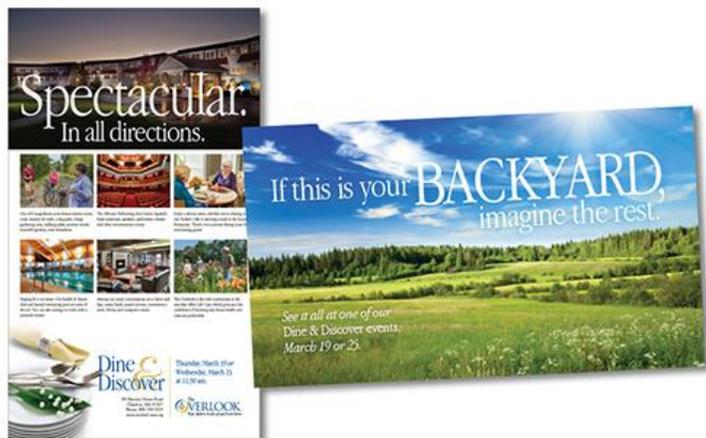
26  
2014

to

44  
2015

IN JUST ONE YEAR! .....

**Princeton Windrows** - Having been associated with marketing and management of Princeton Windrows for nearly six years, we celebrated the sale of the very last condominium at this ownership community just outside of Princeton, New Jersey. The residents thanked Solutions Advisors with a luncheon and award in recognition of our service and success. We continue to assist with quarterly marketing planning and creative for resales.



**The Overlook** - At this Masonic-sponsored community in Charlton, Massachusetts, we managed to increase inquiries by 100% from 2014 and saw an 86% increase in move-ins, from 14 in 2014 to 26 in 2015. Nearly half of all new leads were generated through a targeted direct mail campaign. A newly-designed website filled with stunning photos of this 450-acre community and compelling calls to action increased website leads by over 255%!

**Applewood** - This New Jersey CCRC exceeded its budgeted goal of 30 move-ins by 7 for 37 total move-ins, 12 of which occurred in December, an increase from 22 sales in 2014. The secret sauce? Strategic events, a motivated sales team and a sales-savvy CEO who gives the team the tools they need to succeed!

**Immanuel Lutheran** - Solutions Advisors was retained in August to help this Montana-based CCRC obtain pre-sales for a 36-unit expansion. We received priority deposits for over 70% of the new residences in just three months, achieved through a targeted direct mail campaign designed to appeal to just the right customer with just the right message, in addition to coaching a sales team that was new to the entrance fee concept.

CCRC in Montana

THE Villas  
— AT BUFFALO HILL —

70% PRIORITY  
DEPOSIT  
RESERVATIONS

IN JUST 3  
MONTHS!

ON THE PRESALES OF THE NEW EXPANSION

**Fountainview at Gonda Westside** - Scheduled to open in November, this stunningly gorgeous contemporary 175-apartment community in Los Angeles is 100% pre-sold with a long waiting list. A well-respected sponsor, great location and seriously fun sales team keep things humming!

**100% PRE-SOLD**  
with a long waiting list  
**OPENING IN NOVEMBER** .....

**Fox Hill** - This high-end condominium senior community just outside of Washington, DC, is now experiencing demand for both new and re-sale condominiums. In 2015 we nearly doubled the number of sales, from 17 to 33 combined sales and re-sales, using a strategic event plan supported by creative follow up techniques.

**Homestead at Hamilton** - In tandem with our new management firm, Solvere Senior Living, we announced ground breaking for our first jointly owned and operated senior living community, Homestead at Hamilton in Hamilton, New Jersey. The community will include 195 total units of independent living, assisted living and memory care on a 21-acre site in central New Jersey. The \$59.1 million project is being co-developed with Pike Construction LLC, who will also serve as general contractor, and is expected to open in late 2017.



## How do we follow up a great year with an even better year?



We're starting 2016 off on the right foot with new sales and marketing consulting clients including **Tuscan Isle at Solvita Marketplace** in Kissimmee, Florida, opening later this year; **Casa Sant'Angelo**, a non-profit CCRC planned for Miramar, Florida; not to mention several new and pending management contracts under our newly-formed management company, [Solve Senior Living](#).

## Ask the Experts Video Blog

Check out our new company video and learn about the philosophy behind our successful marketing, management and sales strategies.



The Philosophy Behind the Success

## Mark your calendars!

Solutions Advisors Sales Training Workshop - March 29-30, 2016 in Princeton, NJ - For information and registration call 888-312-0889 or email [CLaforge@solutions-advisors.com](mailto:CLaforge@solutions-advisors.com)

Call on [Solutions Advisors](#) for targeted solutions for marketing, sales and management services. Visit us online or call 888-312-0889.

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