

Case Study / Maple Estates



“The change was just amazing... Smart Moves took away our customers’ hesitations about the process of moving. Because of them, our prospect conversion rate has skyrocketed.”



George Persing
Sales Manager, Maple Estates Retirement Community

Moving Seniors by Removing Fears: Smart Moves Helps Seniors Overcome Obstacles to Joining Retirement Community

George Persing just couldn’t figure it out. Why were retirees who seemed so interested in joining the retirement community he managed just not signing up for it?

As sales manager at Maple Estates Retirement community, Mr. Persing was seeing on average of 30 prospective new clients every month. He met with retired individuals and couples – warmly going through all the benefits of living in Maple Estates, giving them tours, introducing them to current residents, and more.

“The prospects seemed so interested, so excited! And yet; sales were extremely low,” said Mr. Persing. **I needed to figure out What was going on.”**

So he did. After meeting with prospective clients, he began asking them to fill out a simple form. The form had open ended questions – What do you see as the greatest challenge to moving in to Maple Estates? What might prevent you from joining us? What’s holding you back?

Why Prospects Weren’t Signing up

The answers surprised him. They weren’t about Maple Estates. They were about Getting to Maple Estates!

- It’s so hard to move all by ourselves. It’s too daunting a task.
- The process of selling our home is so tough... can’t handle it
- Our children live in another state. Who can help us pack our things, who can help us move?

Problem:

Retirees show interest in moving to retirement community but in the end they don’t Why? The process of moving is too complicated and difficult.

Solution:

Smart Moves Senior Relocation Service

Results:

- Dramatic rise in prospect commitment (from 16% to 75%)
- Annual sales levels rise 400%
- Complete customer satisfaction leads to word of mouth effect, keeping sales rising steadily

“I finally understood,” said Persing. “Clients wanted to come to our retirement community. They just needed help managing the process – selling their home, packing their belongings, making the move.”

Finding the Solution

Armed with new insight, George searched for a solution. Was there a company who did just that? Helped seniors with the A to Z of moving? From selling their home, to packing it up, to bringing over their belongings, to moving in? Was there a company that helped them, with grace and understanding, to say goodbye to cherished memories and hello to new beginnings?

George did a great deal of looking. Yes, there were real estate agents. Yes, there were movers. But he needed a complete solution. He had trouble finding one. Nothing seemed to fit the bill.

He was looking for an unconventional solution, so he went the unconventional route. He asked some professional friend in social services.

He found out that what senior citizens need is more than someone to actually help them move. **“Seniors need someone who understands that it’s more than physically moving. It’s an emotional process. They need someone who does the physical job really well, but also is warm, reassuring, sympathetic and helpful along the way.”**

Then Persing found out about a company called Smart Moves.

Smart Moves – Handling All the Details

Smart Moves is a leader in the field of senior relocation services. They handle all the details seniors might need in relocating to a retirement community or elsewhere. They start with an intake appointment, in which they have a fellow senior citizen assess the client’s needs. This starts with a reassuring feeling – someone understands how they feel. Smart Moves then provides a complete range of related services; from helping sell a home, to packing, even down to handling address changes with the post office. Further, all the staff goes through rigorous training to sensitize them to their customer’s unique needs – the loss they may be feeling, the difficulty of dependence on help, the difficulty of change...

Persing was impressed, and started offering Smart Moves services at every meeting with prospects. He could see the spark of relief in prospects’ eyes. Not only would they be able to come to a lovely retirement location, full of great services and companionship, but the process of getting there would be so much easier.

The spark of relief was there... but would this turn into action?

And how. Persing's efforts showed results.

Astounding Results – Smart Moves Made the Difference

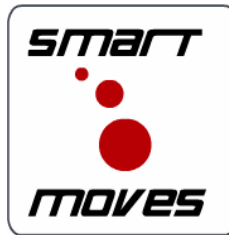
Within one month, he saw prospect-to-customer conversion rise dramatically. He went from five out of 30 prospects signing up for the retirement community before Smart Moves to 20 out of 30 prospects signing on the dotted line.

The nearly 60% raise in monthly sign-up rates continued. After a year, Persing reported a nearly 400% annual prospect to customer conversion rate.

“The change was just amazing,” Persing said. **“Smart Moves took away our customers’ hesitations at moving in. They did and continue to do a beautiful job – customer satisfaction is nearly unanimous.”**

Persing says his clients could not be happier. And from the looks of it, the same can be said for him. He grins broadly – “Recommending Smart Moves was the smartest move we ever made.”

About Smart Moves:



Smart Moves is a leader in the field of Senior Relocation Services. Their representatives are rigorously trained in the unique needs of the senior community. For ten years, they've been handling the A to Z of senior relocation with professionalism, courtesy and extremely high rates of customer satisfaction.

For Additional Information:

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