

# Senior Living Revealed



## Supplement

After over a decade as the Sales and Marketing for various senior living facilities representing three different corporations it was shocking to me that not once in all those years in my position did a prospect come for a visit prepared with any type of background information and any knowledge of what questions to ask. They were faced with an incredibly difficult decision involving large sums of money in addition to the care of a loved one in the face of diminished independent functioning and not one had done any kind of due diligence or efficacious research. These families were faced with a difficult decision for which they were grossly unprepared for and with the added component and pressure of a time deadline as many had a

loved one being discharged from a hospital or rehabilitation center and needed an assisted living or memory care placement right away. This is one of the worst ways to shop for senior living. Most consumers wouldn't even buy a car with this little thought or investigation and here they were in effect signing over the health and well being of a family member to complete strangers working for huge corporations that have written policies that may conflict with the daily routines of that family member.

What did occur is that an industry that recognized an opportunity to exploit a situation where families were highly susceptible and in an emotional state that compromised their decision making processes developed and fine tuned sales systems and processes that took advantage of those families. To this day there is very little research or preparation that families make prior to visiting a senior living facility. They are strategically manipulated to choose a facility based on what's best for the facility and not necessarily the family or loved one needing the service. They pay too much and within weeks are complaining about the food, the service and finding that many of their calls are not returned and their complaints fall on deaf ears. Many of these families will not get satisfaction from management of these facilities and will face the decision of moving their family member from that facility into

another and in many cases making the same mistakes that were made in the first place. The purpose of Senior Living Revealed is to prevent this travesty from happening over and over again with families across the country. It will prepare you not only for your visit to a facility but goes much further by providing you with information that prepares you for a senior living facility long before you would ever need it and giving insight into what you need to look for when you visit a facility and what you need to ask so you know whether a facility is a good fit for your loved one or not. It contains material designed to be used far in advance of needing this level of service so you won't be a statistic that has to find a facility in the midst of an emotionally charged situation that requires a difficult decision in a small amount of time. You will have plenty of time to evaluate the merits of the various facilities in your area and more importantly you'll be given the tools you need to be able to judge them appropriately.

As a result of the inadequate preparation and lack of knowledge regarding what they need to know about a facility before selecting it I have seen repeatedly family after family either picking a facility to move into for the wrong reason or they were manipulated into the decision by a well oiled corporate sales system. It was inevitable that these same families soon became disenchanted and disgruntled with

these facilities and either started a regular campaign of complaining or decided to move their loved one out. All this could have been avoided with the application of some simple principles that are laid out in a step by step program in Senior Living Revealed.

Some of the information you will find in Senior Living Revealed includes:

1. Learn the best strategy to compile a list of potential facilities in a targeted geographical location.
2. Learn the best source online to get valuable information about the facilities you've identified in the first step that will help you reduce the number of potential facilities to consider.
3. Learn a simple test you can perform from the comfort of your home that will enable you to reduce the number of facilities on your list a little further.
4. Learn the best time to begin scheduling visits to the facilities on your list.
5. Learn one of the best ways to get reliable information on your visits to the facilities that remain on your list.
6. Learn what you should expect to see and what you should expect to be asked when you visit a facility.

7. Learn the 9 vital questions that you need to ask at each of the facilities that remain on your list of potential facilities.
8. Never pay the asking price at a Senior Living Community. Learn how to properly negotiate your deal at the facilities that you visit and would consider moving into.
9. Learn how to negotiate multiple facilities at the same time for maximum benefit.
10. Learn what you should watch for after signing an agreement with a facility and how it can impact your deal after moving in.

For all the information you'll ever need to become an expert in the Senior Living Industry order your copy of **Senior Living Revealed** today

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