

Senior Living Side-by-Side Comparison Guide

What are your community's strengths?

This comparison tool is designed for providers/operators to determine how they stand up against the competition. Use this side-by-side framework to assess features, amenities, and experiences so that you better understand how you can win over the competition. This guide helps with accurately crafting marketing messages and sales talking tracks.

Criteria	Your Community	Competitor A	Competitor B	Competitor C
Exterior entrance				
Lobby/reception				
Customer service (warm greeting, attentiveness, language)				
Common areas (design, comfort, cleanliness)				
Dining room atmosphere				
Food “vibe” and menu options. ¹				

Activities calendar and lifestyle programs ²				
Resident satisfaction (engagement, smiles)				
Staff satisfaction and perceived turnover				
Room size and amenities				
Executive Director visibility/leadership presence				

Note: During the competitor visits, the intent is not to find things that can be implemented at your community. The goal is to be able to clearly explain the differences between your community and theirs.

¹Ask the chef what words they use to describe your community's cuisine and evaluate if that is true through the eyes of each generation – Boomer, X, Y, Z.

²Do the competitors have signature programs? Is the Life Enrichment Director (LED) a highlight of the building? What happens if the LED no longer worked there?