



PURPLEDOORFINDERS.COM

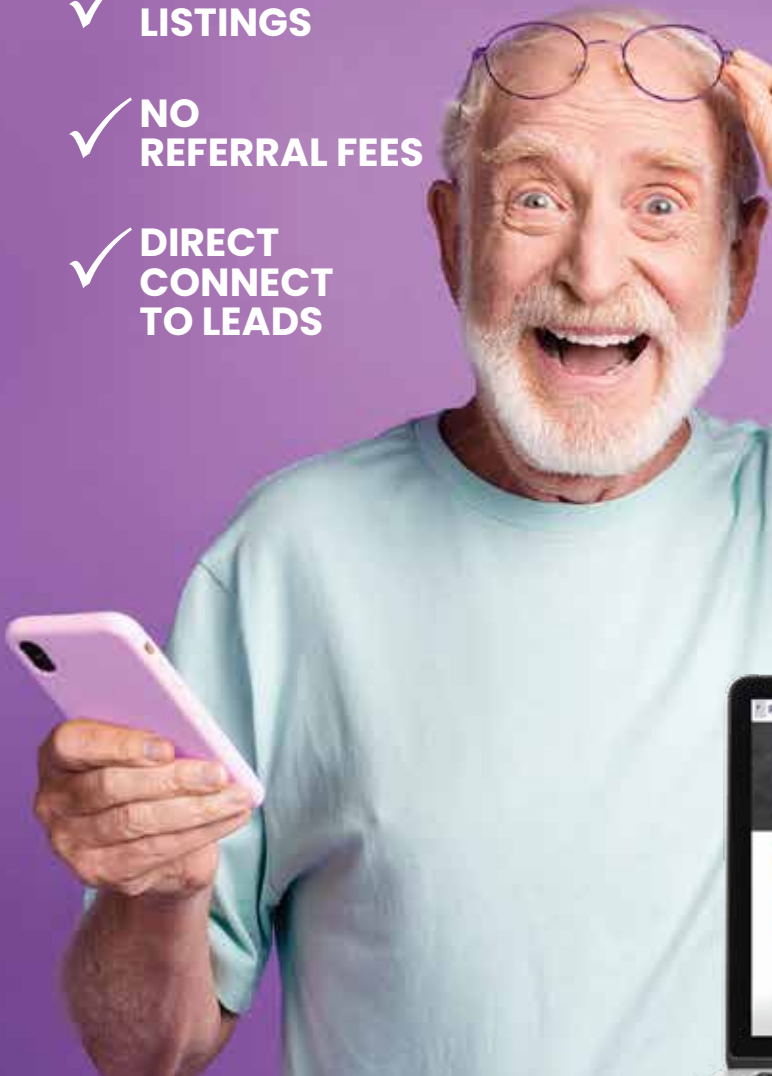
# MARKETING FOR SENIOR LIVING

✓ REAL ESTATE-STYLE PLATFORM

✓ FREE LISTINGS

✓ NO REFERRAL FEES

✓ DIRECT CONNECT TO LEADS



## WHAT WE OFFER SENIOR AND ASSISTED LIVING COMMUNITIES

Purple Door Finders is a platform built for all senior and assisted living communities as well as seniors and their advocates.

That is why we made sure that our platform was accessible to everyone.

No agents, sales people, or advisors between you and your resident lead.

No commissions or finder fees.

Resident leads can book tours and inquire about your community directly from our platform.

Resident leads connect directly to communities.

Our basic community listings are FREE.

You have full control to update your live listing at anytime.

Our onboarding specialists can help set up your community listing.



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# UNIQUE NEEDS OF SENIOR AND ASSISTED LIVING COMMUNITIES

Purple Door Finders knows that senior and assisted living communities have a unique set of challenges in finding residents for their communities.

## BUDGETS ARE TIGHT

The financial resources of communities often do not support advertising and expensive marketing initiatives to compete with larger corporations or online referral agencies. And referral fees only make marketing budgets tighter.

## PERFORMANCE PRESSURE

Community directors are responsible for managing a CRM, meeting occupancy quotas, conducting outreach, and overseeing a departmental budget and staff. Purple Door Finders is an easy-to-use platform that fits all marketing budgets and gives community directors support to meet their goals.

## TIME IS VALUABLE

Many community directors are responsible for answering inquiries, giving tours, and interviewing families and residents in addition to daily operations. Marketing often becomes a secondary focus.

**NO REFERRAL AGENTS, SALESPEOPLE, OR HEFTY COMMISSIONS BETWEEN YOU AND YOUR NEXT RESIDENT!**



## COMPREHENSIVE LISTINGS

In order for seniors and their advocates to make the best decisions for their senior and assisted living needs, they need to know all of their options and as much information about each community as possible.

That's why Purple Door Finders listings show resident leads and their advocates the following information about our community:

Unit Availability and Rates

Floorplans

Type of Community and Care

Community Details

Photos, images, and logo uploads

Additional documents such as brochures, newsletters, move-in documents, and more.

Resident leads can search, filter and save their favorites to help them



[PURPLEDOORFINDERS.COM](https://www.purpledoorfinders.com)

## NEED HELP GETTING STARTED?

612-PURPLE3 or  
[community@purpledoorfinders.com](mailto:community@purpledoorfinders.com)

SCAN ME

