

SB&A

INTEGRATED MARKETING



*Maintaining Occupancy
Takes More These Days*

K n o w l e d g e M e e t s I m a g i n a t i o n



The marketplace has changed and so has the consumer. We all recognize that we have to do more to convert prospects to sales, gather leads and sustain occupancy. So are you doing everything you can to reach and maintain your numbers? Full occupancy begins with a powerful, efficient sales and marketing strategy.

For the past 28 years, SB&A has utilized systems-based marketing, extensive knowledge of the 55+ consumer and creative innovation to help communities exceed their goals and benchmarks. We have successfully worked with hundreds of retirement communities across the country and take pride in the results we have produced for our clients, no matter the economic environment.

A Systems-Based Approach

- Turnkey sales management
- Strategic planning
- Brand development
- Marketing plan development
- Market feasibility analysis
- Marketing audits
- Competitive analysis
- Contract & marketing document review
- Pricing studies & analysis
- Product review for market appeal
- Architectural review
- Full-service advertising
- Film & video production
- Direct response
- Outreach marketing
- Media strategy & planning
- Public relations
- Sales training
- Sales center development
- REPS customization & training
- Lead base management
- Web page design and analytics
- Interactive and direct e-mail
- Search engine optimization
- Virtual reality



207 West Franklin St. • Richmond, VA 23220

www.SBandA.com • Toll Free: 800.649.5782 • Local: 804.649.3704