



# A Case Study from Vitality Living

## Powering Up Its Sales/Marketing Process with the Eversound Systems

### Community Highlights

- Located in 10 states from Texas/Oklahoma across the Southeast and up into Virginia
- 28 communities across all levels of care including active adult, retirement living, assisted living, and memory care
- Under several brands: Traditions Senior Living, Landmark Lifestyles, Maristone, Pine Valley, The Gardens of Germantown, and Vitality Living
- Serving over 2,500 older adults

### Overview

Vitality Living is a senior living provider whose mission is to create vibrant communities where residents, families, and team members can be themselves, live purposefully, and experience a profound sense of belonging. Their goal is to create communities that empower individual choices, create environments where all residents thrive, and eliminate stereotypes with aging.

While together at a conference, Julie Podewitz, Vitality Living's Chief Sales Officer and CEO of Grow Your Occupancy, and Eversound's Co-Founder, Matt Reiners discussed the fact that over 80% of prospective residents are challenged with hearing impairment. Julie recognized the opportunity for competitive differentiation by having Vitality Living's Sales/Marketing teams emphasize how they use Eversound and to use the Eversound system during tours and home visits. Together they pulled together a study to test the hypothesis that communities with Eversound's wireless headphone system could improve key sales conversion metrics like, Lead to Tour and Tour to Move-in Ratios.



My mother is 89 years old and has a number of disabilities, the most isolating of which is her difficulty with hearing loss. She is often left out of group conversations, with nearly equal challenges with one-on-one interaction...The Eversound system is one of the benefits that appealed to me and contributed to my decision in choosing this community for my mother's home."

— **Becky Cummings,**  
Adult Child

([read the full letter from Ms. Cummings here](#))



## Study Design

Eversound sent its 2-Headphone Sales & Marketing Package to a test group of seven (7) Vitality Living communities for use during resident tours. Eversound proceeded to train key staff on usage and provided talk tracks for sales/marketing directors to introduce Eversound to prospects and families. The test group was encouraged to use Eversound during all tours as well as home visits, if needed. The study was conducted over a period of three months..

During this period, the Life Enrichment teams at these 7 communities were also provided their own Eversound Activity Package (10-headphone system) to be used as a tool to help improve resident's quality of life through programming and communication.

At the conclusion of the three-month test, data was collected from Vitality Living's customer relationship management (CRM) system to compare key sales metrics from the seven community test group against the other 21 Vitality Living communities that did not have Eversound during the same period.

## Results

At the conclusion of the study, the data collected from Vitality Living's CRM system provided the following insights:

Group	New Leads	Prospects	Tours	Sales	Move-ins
Eversound pilot per community	134	119.5	60.5	17.1	14.9
Control group per community	116	112.8	57.5	12.2	9.9
Company (all) per community	121	112.5	57.6	13.1	10.8


Group	Lead to Prospect	Prospect to Tour	Tour to Sale	Tour to Move-in
Eversound pilot	89%	51%	28%	25%
Company (all)	93%	51%	23%	19%
Control group	97%	51%	21%	17%

## Data Summary


The data provided by Vitality Living demonstrated that having Eversound's wireless headphone systems within the community does improve move-in rates.

### Observations to Highlight:


#### Move-Ins

 **33.56%** more compared to the control group

#### Tour-To-Sale Ratio

 **25%** increase compared to the control group

#### Tour-To-Move-In Ratio

 **32%** increase compared to the control group

## Conclusions

This three-month study demonstrated that utilizing the Eversound wireless headphone system during the sales process resulted in more move-ins than the control group. When looking at Vitality's sales data from the study period, Eversound helped drive 4-5 new move-ins over the course of three months in 7 communities. Based on these numbers, it can be extrapolated that Eversound can help drive approximately 2 additional move-ins per community per year.

At an average cost of \$260/mo for the basic Eversound package, the return on investment (ROI) speaks for itself. Leveraging Eversound further differentiates Vitality's communities in providing opportunities for residents living with hearing impairment to feel part of their Vitality community!

## What staff are saying

"As soon as I put the Eversound on my tour - her eyes got big and bright! Made the tour easier and she and her husband moved in!"  
- Vitality Living Hudson

"I have a new move-in who is thrilled about the Eversound system. I lent them one of my sets and they wish they could buy their own."  
- Vitality Living Milton

"A tour heard the Engaged Life Director using the system with residents - absolutely loved it!"  
- Vitality Living St. Mathews



In an ever-growing competitive landscape, we must look at ways to continue differentiating ourselves in the market. By giving our prospects (and residents) the option to use Eversound to enhance their experiences, Vitality Living is not only offering differentiation, but also living out its mission of empowering individual choice and creating environments where all residents thrive and can be themselves."

— **Julie Podewitz**  
Chief Sales Officer, Vitality Living