



Solstice Senior Living WEEKLY SALES & MARKETING MEETING

DATE: _____

Census Budget: _____ **Census Goal:** _____

Census Today: _____ **ADC Reviewed & Reconciled?** _____
(ED, BOD & DSM have reviewed and approved)

Census Opportunity: _____
(Unit or Service Type to focus on
- Studio/1BR/2BR)

Hot Leads & How Did They Hear About Us & Their Hot Buttons? (Looking for IL/AL/GEN?):

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Tours this past week: (Hot, Warm, Cold, Closed & Next Step)

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Upcoming Events (Next 60 Days) & Is Event Planning Form Being Used?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Outreach for the Week & What is the Message (Scheduled or Unscheduled):

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Budget & Expense Review:

Obstacles for Reaching Budget:

Advertising Review:

Website & Social Media Review:

Additional Resources Needed?:

Notes: