



**WelcomeHome**  
YOUR SENIOR LIVING CRM



**130%**  
increase in average  
monthly move-ins



**45%**  
close rate, on  
average



Occupancy gains  
across  
**80%**  
of communities



**40**  
new communities  
added



**SINCERI**  
Senior Living

## How Sinceri Increased Monthly Move-ins by 130% & Powered 10% YoY Revenue Growth with the Support of WelcomeHome

Sinceri Senior Living is a premier, progressive senior living management company that was founded more than 35 years ago with a mission to foster meaningful relationships between those that live and serve across their communities. Today, Sinceri comprises 76 communities across 21 states.

### THE CHALLENGE

In an effort to increase efficiencies across their sales organization and accelerate occupancy growth, Sinceri moved to an all-in-one tech solution, which included a CRM. Although the core property management software was satisfactory, the CRM's limited functionality and cumbersome UI made the tool prohibitive to sales growth. With the bundled CRM solution, Sinceri's sales reps spent 30% of their time manually entering data into the CRM—time they needed to spend engaging directly with family members and referrers.

### THE RESULTS

After implementing WelcomeHome's software in place of the competitor's CRM, Sinceri noticed dramatic improvements across the organization. Not only did Sinceri experience occupancy gains across 80% of its communities, Sinceri also more than doubled its number of managed communities and saw 10% year-over-year revenue gains.

### SINCERI'S STORY

Sinceri's family-oriented culture is central to the integrity of its senior living communities. So when a less-than-satisfactory CRM compromised Sinceri's capacity to cultivate meaningful connections with prospects, VP of Sales and Business Development, April Young, started exploring alternative solutions.

After 24 years in senior living management, April was confident that she could find a forward-thinking solution to support Sinceri's growth goals. However, after vetting several CRMs and sitting through five demo calls, skepticism set in.

"Implementing the initial CRM was a lot of work. I didn't want us to transition from bad to mediocre in pursuit of a better CRM," said April. "Then, we found WelcomeHome."

**"WelcomeHome far surpassed my expectations. Their sophisticated software stood out from the competition, and their customer service was phenomenal. The WelcomeHome team treated us like a partner, not just a vendor."**

- April Young,  
VP of Sales & Business  
Development, Sinceri



# WelcomeHome

YOUR SENIOR LIVING CRM

## Streamlined Implementation, Supportive Customer Service

Initially, April's team was hesitant about implementing a new CRM. But soon, WelcomeHome proved its superior product was worth the investment. After piloting the new CRM across seven Sinceri communities, WelcomeHome rolled out their software company-wide.

Because WelcomeHome seamlessly integrates with other systems, Sinceri experienced the best of both worlds. Their finance team continued to rely on the legacy platform while the sales team upgraded to a CRM custom-built for their needs.

"WelcomeHome far exceeded my expectations," said April. "Because the WelcomeHome team did their due diligence behind the scenes, the implementation process was seamless, with no interruptions or setbacks to our sales operations."

April received overwhelmingly positive feedback from her sales teams throughout WelcomeHome's onboarding and rollout process. Specifically, sales reps commented on how intuitive the user-friendly software was—a stark contrast to their old CRM.

Plus, thanks to WelcomeHome's built-in automations, Sinceri's sales force was able to discontinue the practice of time-consuming, manual data entry. This empowered a return to the company's mission-oriented daily operations: engaging with families in search of a trusted resident community for their loved ones.

## Operational Improvements & Financial Gains

Shortly after Sinceri implemented WelcomeHome's CRM in early 2020, the senior living industry was significantly impacted by the pandemic. Residents left. Prospects stopped inquiring. And due to health precautions, communities were unable to give tours. To serve existing residents, many facilities had to adjust their protocols or shift team members to remote work.

However, thanks to Sinceri's partnership with WelcomeHome, their senior living communities were not only shielded from these catastrophic impacts of the pandemic, their communities actually grew and their business thrived.

Over the past two years, Sinceri has not only exceeded its occupancy goals, but also achieved

record revenue growth. As Sinceri grew the occupancy of its owned and operated communities, other senior living facilities took notice. As a result, Sinceri added 40 managed communities to its portfolio—effectively doubling the company's size and scope.

Notably, Sinceri's most significant growth trends over a two-year span also include:

- 130% increase in average monthly move-ins
- Occupancy gains across 80% of communities
- 10% YoY Revenue Growth
- 7% overall occupancy growth
- 20% move-in conversion rate, up from 9%

## Long-Term Impact: Improved Quality of Life

In addition to supporting scalable growth and measurable operational improvements, WelcomeHome's solution has had an even greater impact on its resident communities: an improved quality of life.

"When our senior living communities have high occupancy rates, our residents thrive," said April Young. "Full communities give our residents more opportunities to connect with people who share similar interests and life experiences."

Sinceri's growth has also resulted in a stronger company culture. As revenues rise, Sinceri has been able to provide its valued team members with higher compensation packages, better benefit packages, and more advancement opportunities.

"The most important part of what I do is honoring the unique journeys of our community members," said April. "Many of our residents are the last living members of their families. I love spending time with them and listening to their stories."

"After that, my favorite part of my job is helping people grow professionally," continued April. "I love watching them hit milestones they didn't think they were capable of. Thanks to Sinceri's continued growth, I have the privilege of doing both."

For more information about Sinceri, you can visit their website.