

Take the mystery out of mystery shopping.



Trace Marketing is the industry leader in conducting:

- Mystery shops of sales staff
- Competitive market analyses
- Telephone mystery shops
- Video recorded shops
- Market perception studies (to assist in due diligence reports)

We've created new standards for measurable results that can be used to establish benchmarks for quality control.

We've produced the ultimate coaching and training tool.

That's why when top companies want seasoned professionals to give them an in-depth analysis and review of not only what is going on in their communities but also what is going on in their markets, they call us!

If you attended a recent ALFA conference, you heard some of the

researchers report on quantitative studies that reveal that our industry lacks professionally trained sales staff.

Let us help elevate your professional staff to new levels by implementing an ongoing quality control program that increases closing ratios and identifies opportunities for repositioning, re-branding, re-pricing and ways to create a unique selling premise (USP).

With over 20 years of industry experience, our team of professionals (who have all held positions in the senior housing and real estate industries) can give you what you're looking for.

Special Packages

Shop your own community and two or three competitors in your market. You'll receive a nine-page, a detailed analysis report as well as competitors' sales tools and special pricing incentives.

Ask about our special Package Rate for system-wide shops and get details on how one creative and innovative company used this program as the basis for an interactive sales training seminar.

Visit us on the Web at www.tracemarketing.com for more information about our training programs and consulting services.



3243 Espanola Drive • Sarasota, FL 34239
(941) 927-2202 • www.tracemarketing.com

Does your staff think of themselves as “Big Ticket Salespeople”?*

Help your staff to realize their Big Ticket potential!

Is your staff thinking, talking, and acting like Big Ticket Sales People? Let's find out:

The average sale in assisted living community may range from:

Monthly: \$3,500 to \$9,000

Annual: \$42,000 - \$108,000

Average stay: Two years

Total sale: \$85,000 - \$216,000

The average sale in independent living community may range from:

Entrance fees: \$20,000 - \$500,000+

Monthly service fees: \$2,500 - \$5,000

Annual service fees: \$30,000 - \$60,000

Average stay: Five to seven years

Total sale: \$200,000 to \$1 million

*Salespeople who sell items of extremely high value goods and items, e.g. luxury automobiles, luxury homes, fine jewelry, yachts, antiques, fine art, etc.

What some of our clients have to say

Independent and Assisted Living, Life Care and Rental Retirement Communities

Thanks to the team at Trace Marketing for the mystery shopping of all of our Assisted Living communities. This has been an eye-opening experience!!! Using your tool gave us a good snapshot of our sales skills and has allowed us to really identify our strengths as well as target individual and systemic issues. The shops and the reports were extremely thorough, which has given us some fantastic feedback to implement change. Thanks to this project we now have a true and consistent baseline of what our sales team's skills are and can target opportunities for growth.

Warren Naviasky

Regional Vice President of Marketing
CRSA
Tennessee

Independent and Assisted Living Communities

I would like to say thanks for the great job you have done and continue to do with mystery shopping of all our communities. There are several elements that are key to a successful shop. The first is having a well trained shopper that understands our industry. Your company has always excelled at having good, well-trained shoppers who are aware of potential issues with each community.

The second is a well conceived scoring system allowing for good cross-reference of performance with other communities. Your reports are easy to understand and the different categories allow for quick identification of potential areas for improvement. Finally, the narrative is to the point and is a great platform to use as a training tool with the sales team. Overall, you have developed one of the best mystery shopping programs in the industry.

Luke Classen

Vice President of Sales and Marketing
Harbor Retirement Associates
Florida

Assisted Living Communities

A note of thanks for your fine work regarding the recent mystery shops you completed for my organization. The information was comprehensive and provided us with key insights on how to differentiate ourselves in a competitive market. It also served as a valuable tool in the training of our sales team, giving them the unique perspective of a visitor and providing examples of excellence and opportunities for improvement in the sales process.

Mike Allard

Director of Operations
HHHunt
Virginia



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