



**Wish your referral sources were this glad to see you?**  
They will be if you create mutually beneficial relationships with them.

Announcing an exciting new seminar:  
**Getting to the CORE\***  
**of Community Outreach**  
\*Community Outreach Results Enhancement

A great learning experience for:

- Sales associates
- Marketing directors
- Community outreach specialists
- Regional directors of marketing and operations
- Advertising agencies and public relations firms
- Corporate sales and marketing staff

**Would you like to:**

- Increase your referral rate to 80%?
- Find new, previously untapped referral sources?
- Discover a way to determine how effective your outreach program really is?
- Know how to “push the right button” with different referral sources?

**Reserve a date in 2005  
by February 15th and  
SAVE 15%.**

# Learn how to maximize the efficiency and effectiveness of your community outreach.



**Tracy Lux, CSP, SHMS,** President of Trace Marketing, Inc., is a leader in understanding the retirement housing, assisted living, real estate, new home developments, health-care and financial

products targeted to the mature market. She has worked with the biggest, best known companies in the industry. Tracy has been a featured speaker, trainer and consultant for national corporations that include management, developers, builders, planners, investors, health-care providers, bankers, community and trade associations, and senior consumers.

## Industry comments on some of Tracy's recent training sessions:

Because of Tracy's constant quest for innovative approaches to sales and marketing, she delivers the most creative and informative presentations for our industry. Her community outreach and networking presentation is no exception. Our marketing directors were given tools they could implement at no additional cost to their communities. Tracy sparks the energy and enthusiasm of every participant—she received rave reviews and has already been invited back!

**Polly Miller, Chief Marketing Officer**  
**AegisLiving, LLC**  
**Redmond, WA**

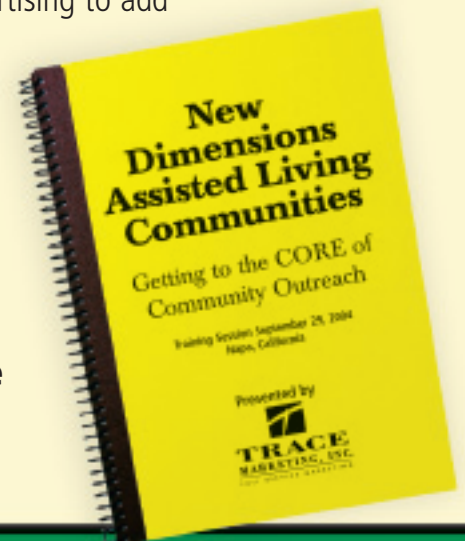
Our occupancy was at low of 82%. Within a matter of three months of attending your seminar in the spring, our occupancy skyrocketed to 94-96%, has held steady there throughout the rest of this year and is projected to be 98% very shortly. I truly credit your marketing expertise and your training program for this miraculous change in our occupancy.

**Barbara Foster, Executive Director**  
**Aspen Wyndham Lakes**  
**Jacksonville, FL**

**One of the senior housing industry's most in-demand speakers has designed a new program for professionals who want to increase the efficiency and effectiveness of their community outreach.** Tracy Lux is a leading instructor and speaker at ALFA, AAHSA, National Association of Home Builders and Custom Home Builders conferences around the country. Now you can bring her expertise and insight directly to your corporate sales meeting or training session. In this interactive, in-depth three-hour session, you'll learn how to:

- Identify and evaluate referral sources and build a referral list—some of your best sources are not as obvious as you may think!
- Build a bond with referral sources as you find out what their concerns and interests are
- Create specifically targeted scripts so that you cut right to the heart of your referral's most important concerns
- Craft a group script that really stands out at presentation meetings
- Create effective cooperative marketing programs with your referral sources
- Get the attention of Human Resources and Employee Assistance personnel of large corporations
- Use the most cost-effective advertising to add color and excitement to your outreach program
- Project results and track results to determine how effective your outreach program is.

**AND you'll take home a manual filled with a gold mine of information to use with your sales and marketing staff.**



**To schedule a session for your group, please call 800/798-7223 or e-mail Tracy Lux at [tracylux@tracemarketing.com](mailto:tracylux@tracemarketing.com) today!**

**5560 Bee Ridge Road, Suite D-5 • Sarasota, FL 34233**

**Check [www.tracemarketing.com](http://www.tracemarketing.com) for other great programs and training sessions.**