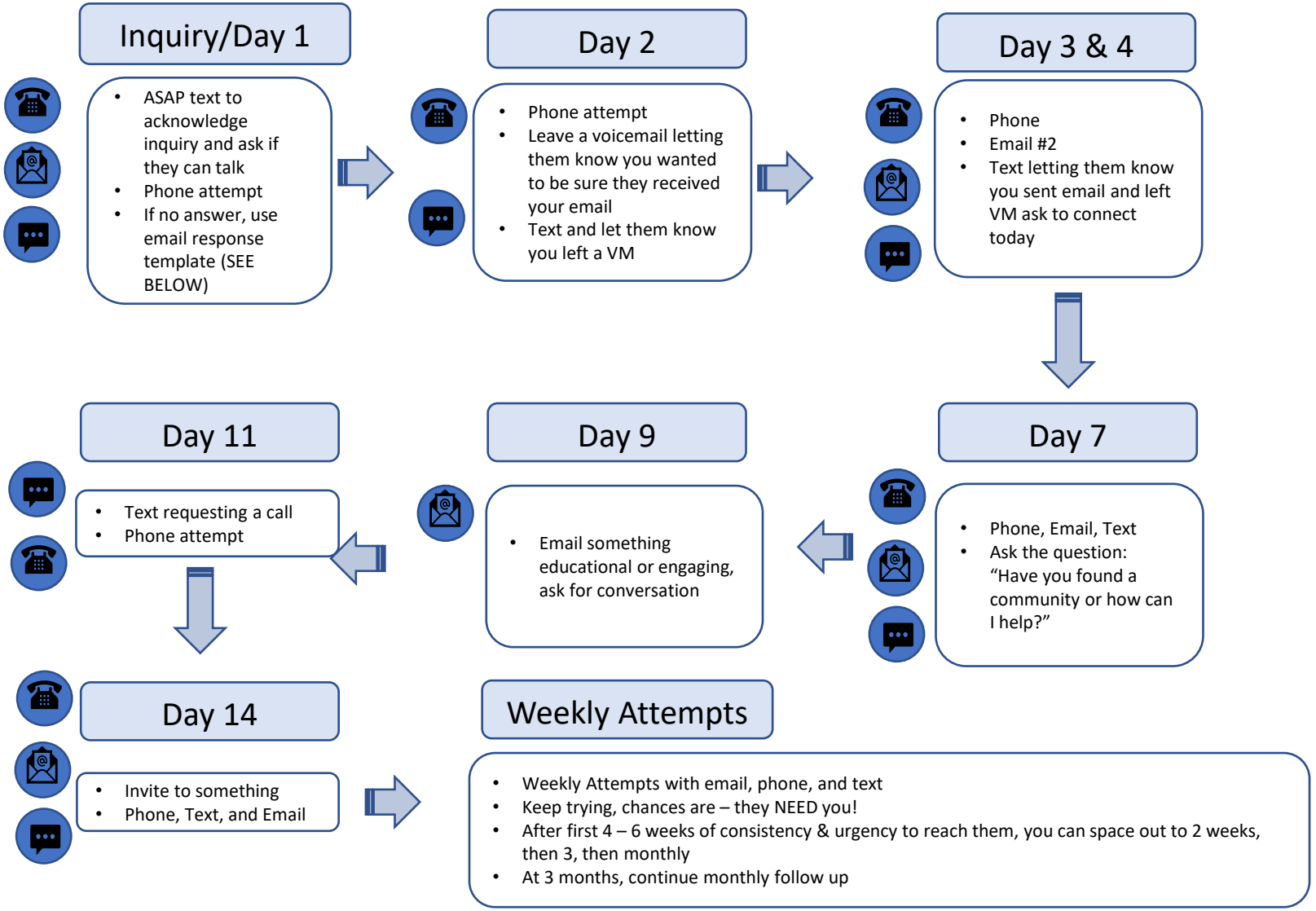
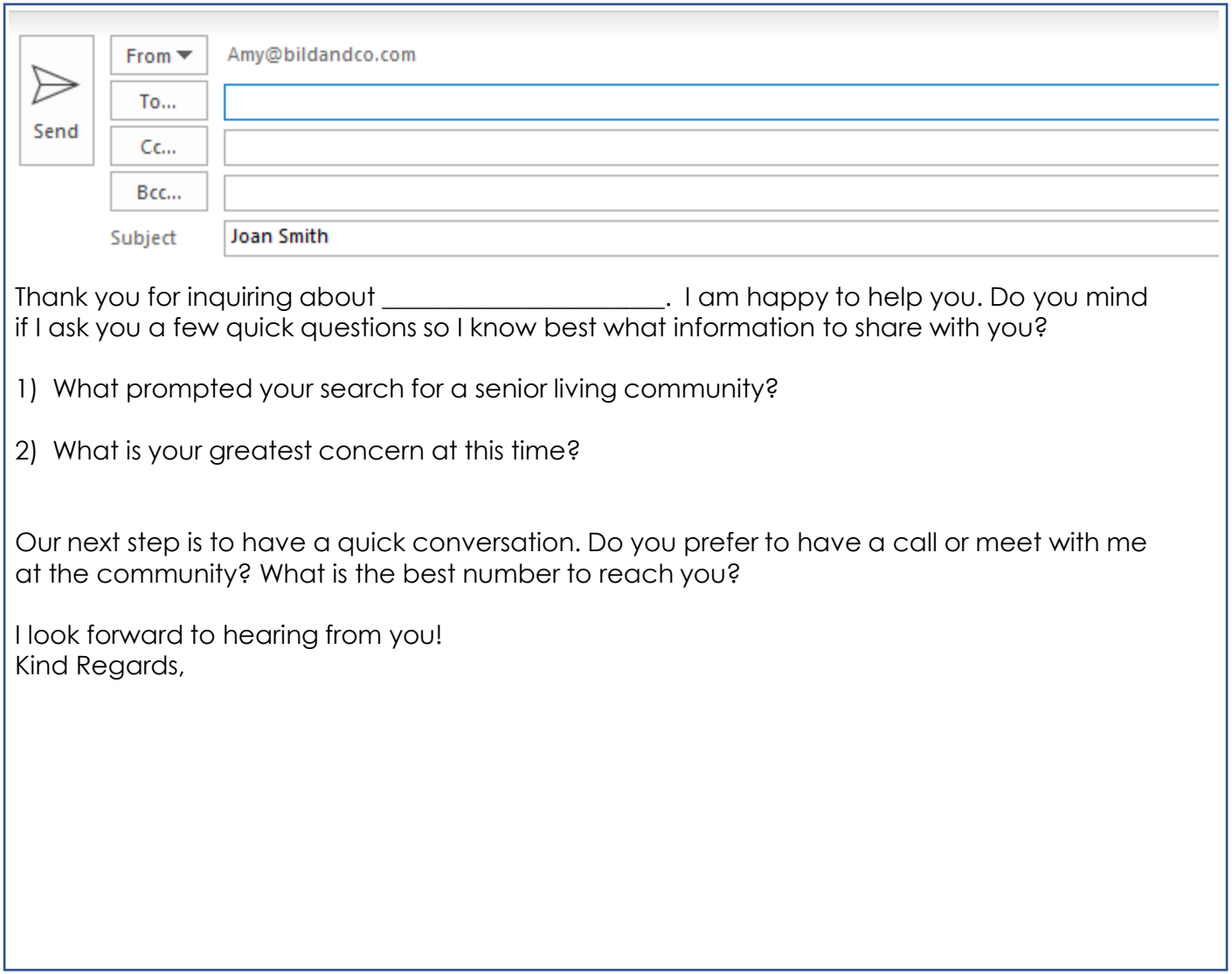
Internet Inquiry Process



Here is an example of getting someone to engage with you via email. The goal is to personalize your response and avoid providing information that is not personalized to them.

Email Template – Day 1 of receiving the lead



Thank you for inquiring about _____. I am happy to help you. Do you mind if I ask you a few quick questions so I know best what information to share with you?

1) What prompted your search for a senior living community?

2) What is your greatest concern at this time?

Our next step is to have a quick conversation. Do you prefer to have a call or meet with me at the community? What is the best number to reach you?

I look forward to hearing from you!
Kind Regards,