

Transformational Digital Experience Solutions

We help you create digital prospect experiences that rival the level of care and attention you provide for your residents.



Optimize Your Sales Funnel

FURTHER generates MAXIMUM impact with MINIMAL effort from you. One line of code & seamless CRM integration will transform your digital experience into a conversational experience for every lead

Why go **FURTHER**



Built by senior living professionals, for senior living professionals



Our customers experience 96x ROI with our solutions, earning us a 10/10 NPS



Engage Every Lead

We ensure every lead is cared for, qualified, and nurtured until they're ready to tour



Impactful Insights

We deliver visibility into key analytics to help your teams optimize outcomes



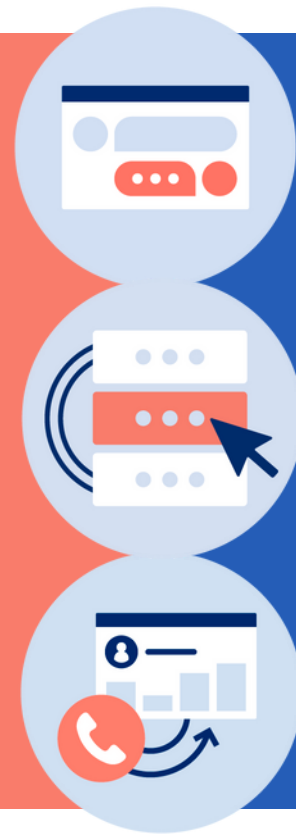
Real Results

We help your teams spend 200% more time on high value leads, earning 50% more tours

Attract & Inform

ENGAGE EVERY LEAD

Our *Virtual Sales Assistant*, *Conversational Webforms*, and *Phone Assistant* function as lead capture tools that begin the process of determining customer fit based on your criteria.



→ Virtual Sales Assistant

Available 24/7 to help prospective residents and their families find answers to their important questions. Guided flows help them access key decision making information, all while qualifying their interest for your sales teams to have more productive conversations.

→ Conversational Webforms

Prospects don't want to leave a message on a cold form fill. Instead, bring those forms to life with the same benefits of the Virtual Sales Assistant, reformatted to help those who are ready to take the next steps.

→ Phone Assistant

Empower teams with advanced call tracking features that elevate their performance to that of a high-powered contact center. We enable DNI (Dynamic Number Insertion) replacing your website's phone numbers. We then connect calls to communications to online activities, providing insights and attribution for marketing efforts, enhancing customer conversations



Jodie Roberts, SSA

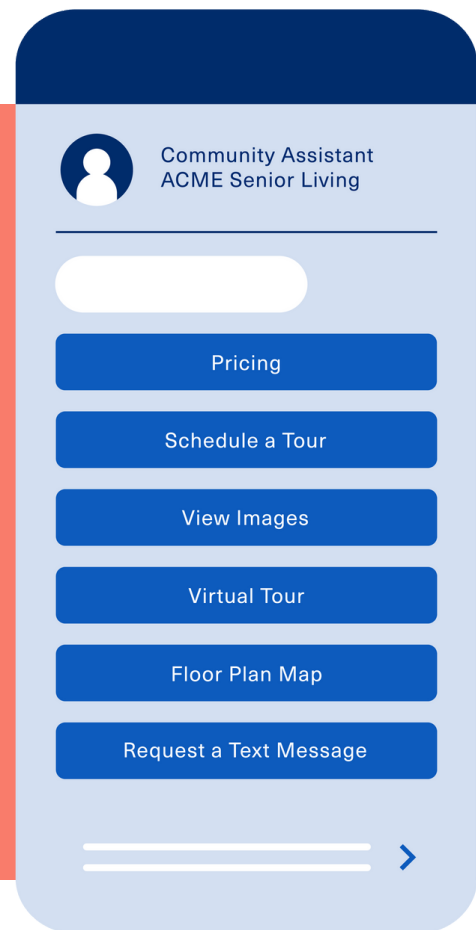


"FURTHER has un-paralleled solutions that drive efficiency, which increases quality of each opportunity"

Virtual Sales Assistant

HELPING PROSPECTS ADVANCE

Our *Virtual Sales Assistant* is a community website visitor's guide to learning more, providing fast access to key decision making information.



→ Pricing, Images, & More

Visitors to your website want to know a few things up front. Namely, can I afford it and is this community for me?

The VSA helps visitors gain a better understanding of pricing while also showcasing community imagery, videos, floor plans, and more.

→ Instant Answers

Sometimes visitors can't find an answer on your site or don't want to search for it. Today, they call or email the community and wait to hear back. Instant Answers gives them their answer immediately, helping them self qualify and progress in their journey.

→ Tour Scheduling

As visitors on your site learn more about your community the VSA will work to capture lead information and qualify their interest. The goal of each interaction is to guide qualified leads towards scheduling a tour with the community. There's nothing better than qualified leads arriving in a sales leaders inbox!



Radiant Senior Living



"I really love the VSA, it increased our qualified lead volume by 40%. Conversion on our website leads has increased to a point where we could really rely solely on our own website for lead generation."

Conversational Webforms

CONVERSE & CAPTURE MORE LEADS

Our Conversational Webforms replace traditional form fill options to provide a more robust experience that qualifies & captures more leads



Replaces Cold Forms

Traditional form fills are a cold, one way experience that trades lead information for a response some time later. Conversational Webforms on the other hand intuitively captures lead info in a more engaging and informative experience that qualifies interest as leads progress.



Better Lead Qualification

Conversational Webforms are designed to help answer many of the simple inquiries prospects have, saving your sales team space in their inbox and time in their day.



Better Experience

Replacing the 1-way nature of traditional form fills and replacing them with Conversational Webforms transforms the form experience into a more informative exchange, helping guide them to the answers they seek without waiting for a response from the community.



Emily Tucker, Trilogy

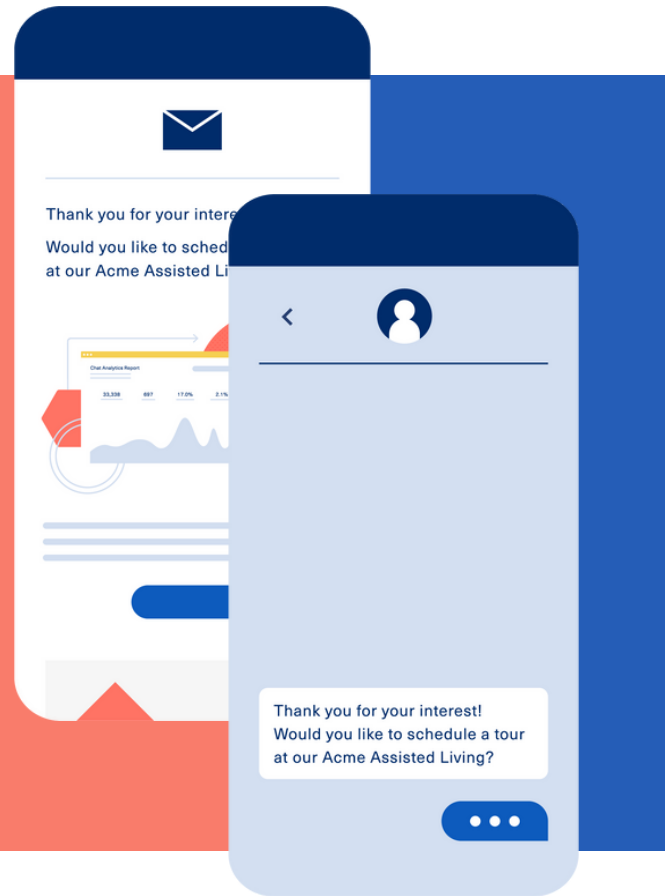


"Since deploying CWs, we've seen a significant drop in our bounce rate, and we've seen a significant increase in lead generation from the web in general."

Outreach & Follow-Up

AUTOMATE LEAD NURTURING

Once FURTHER's VSA filters qualified leads to your sales team, our Messaging Assistant automates outreach & follow-up to nurture leads towards a scheduled tour. This lead conversion tool takes on the responsibility of moving your warm leads down the funnel.



The Messaging Assistant

Converse with every potential client 24/7 and increase your lead to move in conversion. Here's how it works:

1. FURTHER will turn on automated outreach campaigns using language optimized to maximize engagement
2. Prospects will reply to the outreach with questions and comments
3. FURTHER will review prospect responses and reply on sales teams behalf when we are able to do so
4. Next steps with the prospect are scheduled or they are disqualified based on agreed upon qualification rules

What You'll Love

- Improved response time to leads
- Increased conversion with digital prospects
- Removal of unqualified leads
- Integrated communication with sales team
- Deep Integration with all major senior living CRM providers



SVP of Sales/Mktg



"The messaging assistant is just so great and my team loves it. I have to say it's really rare, but, everybody was thrilled - even sales!"

Insights Dashboard

IMPROVE WITH INSIGHTS

The Insights Dashboard consolidates key sales and marketing data so that you can see what's working, what's not working, and what to expect.



Marketing Data

Marketers love learning which campaigns are driving the most move-ins, allowing them to spend wisely.

The insights gained on their audience helps the teams better target leads who are more likely to convert to move-ins.



Sales

The Insights Dashboard will help you view lead volume, tours scheduled and can even give you an idea of how many move-ins to expect using our predictive modeling tools.

All of this data is consolidated, making reporting easier than ever.

Business Intelligence

FURTHER's business intelligence will help your team operate with maximized impact while adding efficiency to your efforts and spend.



Amanda Warren, Merrill Gardens

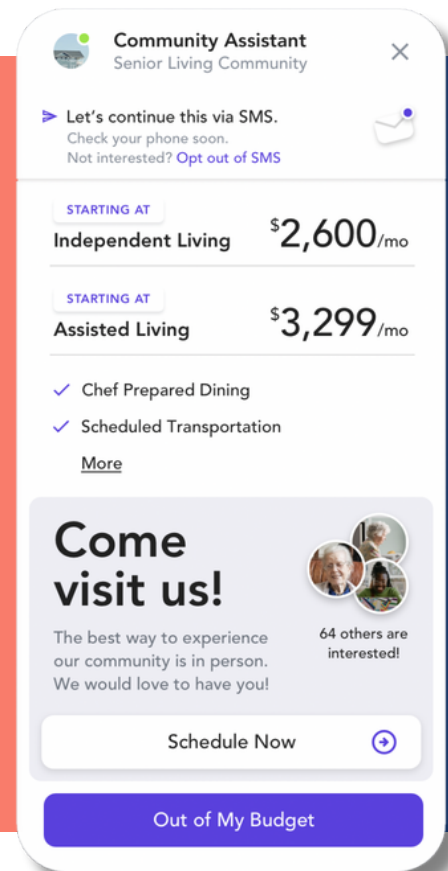


"Sales efficiency is a constant battle. But with FURTHER, it's easy to see ROI because we can measure everything - leads, tours, move-ins. We finally can get a view on if we're actually responding to inquiries - because FURTHER is doing it for us"

Pricing Optimization

NEXT-LEVEL COMP ANALYSIS

The Pricing Assistant is an innovative data-driven software that maximizes revenue by giving you the tools to proactively price, position and promote your communities.



→ Real Time Comp Intel

- Promotion and Incentive Alerts: See Competitor Incentives as they happen
- Online Review Alerts - Live Google Reviews tracks community reputation
- Go beyond quarterly updates and monitor your competitors in real-time

→ Centralized Data Integrity

- No more searching for the latest excel comp analysis sheet
- No more wondering when or if the data was updated
- No more wondering if the data is accurate

→ Leverage Historical Data

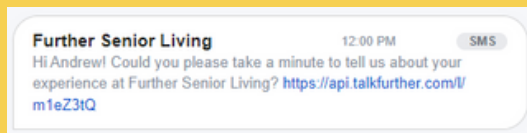
- Leverage Historical Data Sources such as Market Research, Mystery Shop Reports and Field-Level Intelligence to create a more comprehensive view of each competitor.
- See historical trends on any data point in order make better decisions
- Maximize and build upon your Mystery Shop and Market Research data you have purchased
- Empower your Executive Directors/Sales Directors upload key insights and intel quickly and efficiently.

Post Tour Survey & Tour Rescheduling

Automated Tour Follow-Up

Communities who leverage the Messaging Assistant solutions can now create action items post-scheduled tour. This will include rescheduling tours if missed, creating next steps in the journey (requesting an assessment or move-in paperwork) and/or providing feedback on the tour experience.

→ Prospects Receive Text



For prospects who were able to complete their tour, they will be asked if they would be willing to answer a few questions about their experience

Those who were not able to tour are offered an opportunity to reschedule an in-person tour or a virtual tour (if available)

→ Unlock New Benefits + Insights

- Gather key feedback on your tour experience + the intentions of the potential resident
- Keeps prospects in pipeline with proactive offer to reschedule non-completed tours
- Survey prompts help drive more google reviews

Were you able to tour Further Senior Living yesterday?

Yes, I did

No, I did not

Have you rescheduled yet?

Visiting Further Senior Living in person is the best way to learn more about the services and amenities we offer.

Yes, I have rescheduled

No, I have not rescheduled

Great!

Please select the date/time when you would like to schedule your virtual tour.

May 2023

14 15 16 17 18 19

10:00 AM 10:00 AM 10:00 AM 10:00 AM 10:00 AM

10:00 AM 10:00 AM 10:00 AM 10:00 AM 10:00 AM

Next

Thank you!

Overall, how would you rate your experience?

Excellent

Good

Satisfactory

Poor

Do you have a timeframe for when you/your loved one would like to make a move?

Less than 30 days

1-3 months

3-6 months

Greater than 6 months

Unsure

Thank you for that feedback.

Are there any topics you would like additional information on?

Pricing

Services

Security

Amenities

Activities

Financial Assistance

None at this time

Next

Elevate Your Phone Game

The FURTHER Phone Assistant

Discover the power of phone calls in driving your business forward. In a world where picking up the phone is a rarity, these highly motivated contacts hold the key to your success. It's time to seize the opportunity and elevate your conversions like never before.

01

UNIFY CUSTOMER JOURNEYS

Connect the dots and gain valuable insights into your customers' journeys. Further Phone System seamlessly links phone calls to website visits, creating an integrated view of each user's experience. Deliver personalized solutions and make informed decisions.

02

ON-SITE AND OFF-SITE SOLUTIONS

Choose the right strategy for your business. Further Phone System offers on-site phone numbers with dynamic number insertion (DNI), ensuring accurate tracking and analysis of leads generated through your website. Leverage off-site phone numbers for Google My Business (GMB) and targeted marketing campaigns. Maximize your reach and boost your visibility.

03

STREAMLINED COMMUNICATION

Efficiency is the key to success. Take advantage of call forwarding or Interactive Voice Response (IVR) to streamline your communication processes. Ensure calls reach the right department or team, improving customer satisfaction and enhancing your overall operations.

04

TRACK, ANALYZE, AND OPTIMIZE

Numbers don't lie, and neither do results. With Further Phone System, bring your clients' phone calls into your analytics package for in-depth tracking and attribution. Uncover the true impact of your marketing efforts and optimize strategies for maximum effectiveness.

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SEAMLESS CRM INTEGRATION

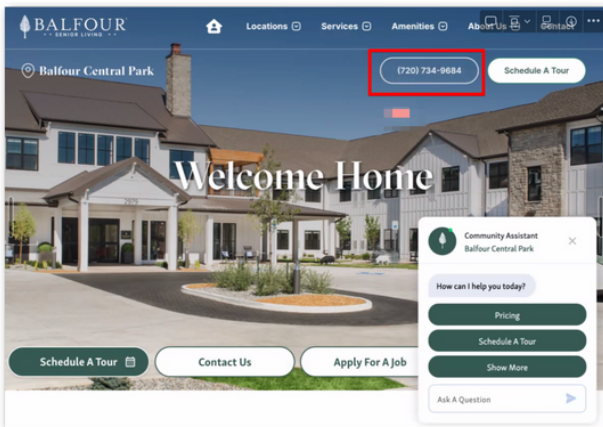
Make your sales team's life easier and more productive. Further Phone System seamlessly integrates with popular CRM platforms, ensuring a centralized source of customer information. No more scattered data—everything you need is at your fingertips.

It's time to revolutionize the way you do business. Choose Further Phone Assistant for its unmatched value strategies and the limitless potential it brings. Whether you opt for on-site (DNI) or off-site phone numbers, call forwarding or IVR, and CRM integration, you're on the path to higher leads and move-ins conversion.

Elevate Your Phone Game

Phone Assistant: How It Works

The highest intent leads are those who are willing to pick up the phone and call. Further can now help ensure all of these prospect calls are recorded and automatically input into your CRM with the associated marketing data. This provides the most complete picture of the digital experience, all in one place!



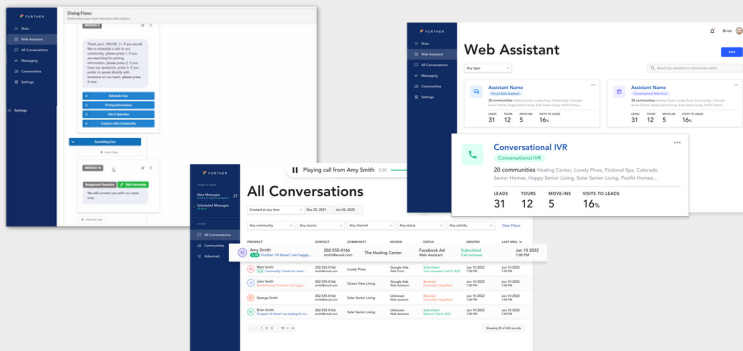
Community Phone Numbers

FURTHER will secure dynamic and/or dedicated phone numbers to track the prospects' journey from community websites to mailed flyers.

These tracked phone numbers can be used anywhere:

- Websites
- Landing Pages
- Facebook and Facebook Ad Campaigns
- Paper Advertisements or Mailers

During set up, you'll have a choice between setting up an IVR flow or a call forwarding service.

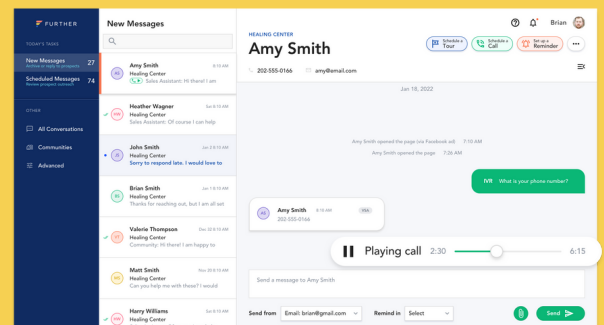


How IVR Works

- Customize your voiceover flow in the FURTHER dashboard using one of our proven templates.
- When Caller selects they are a wanting to explore becoming a residents, a lead will be generated in the CRM
- Callers dial the dedicated community number which records the call in the FURTHER system
- Sales teams can view the call transcripts and listen to the call recordings

How Forwarding Works

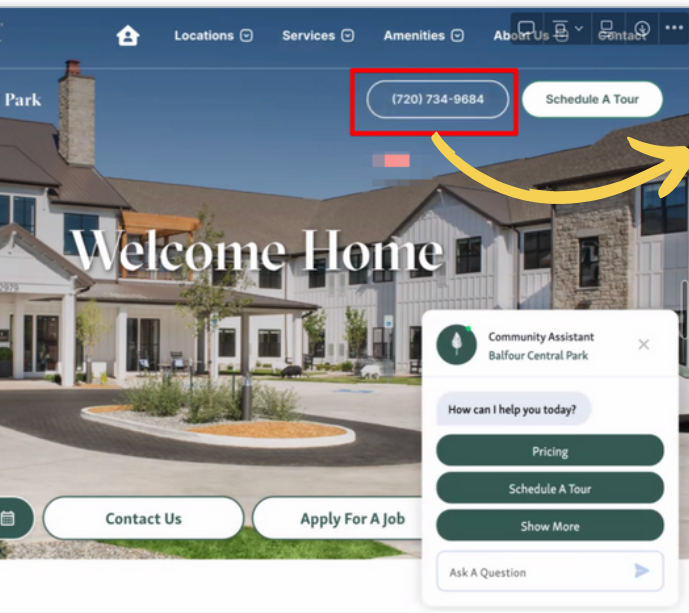
- You'll set up where/whom you want your calls redirected to
 - sales
 - community
 - centralized call center
- Callers dial the dedicated community number which records the call in the system
- A link to the call is logged in the CRM, making access the call recording in the dashboard one click away



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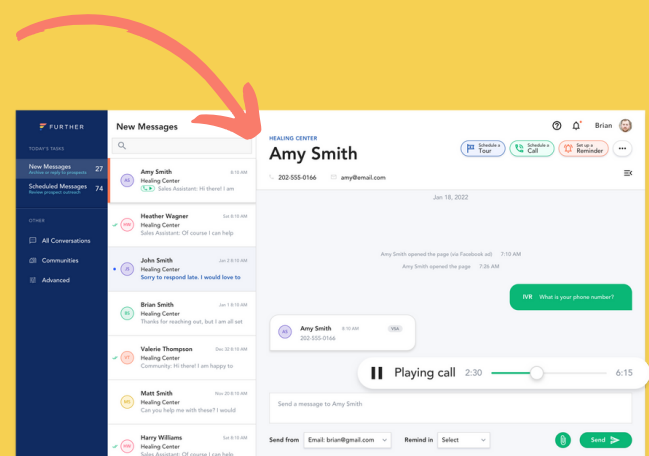
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