



How Civitas Senior Living Automated the Busy Work and Grew Move-Ins 27%

32 COMMUNITIES • 27% MORE MOVE-INS

Book a demo →

Lead reply

Sent automatically

Done

Pre-tour reminder

Sent automatically

Done

Post-tour survey

Sent automatically

Done

THE PROBLEM

Sales directors
should be building
relationships with families.

Instead, they're updating the CRM, chasing follow-ups, and managing the calendar, and relationship-building gets squeezed every time.

That was the reality across Civitas Senior Living's 32-community portfolio.



“The big case for myself was eliminating the admin work that didn't drive the results we needed in the time frame.”



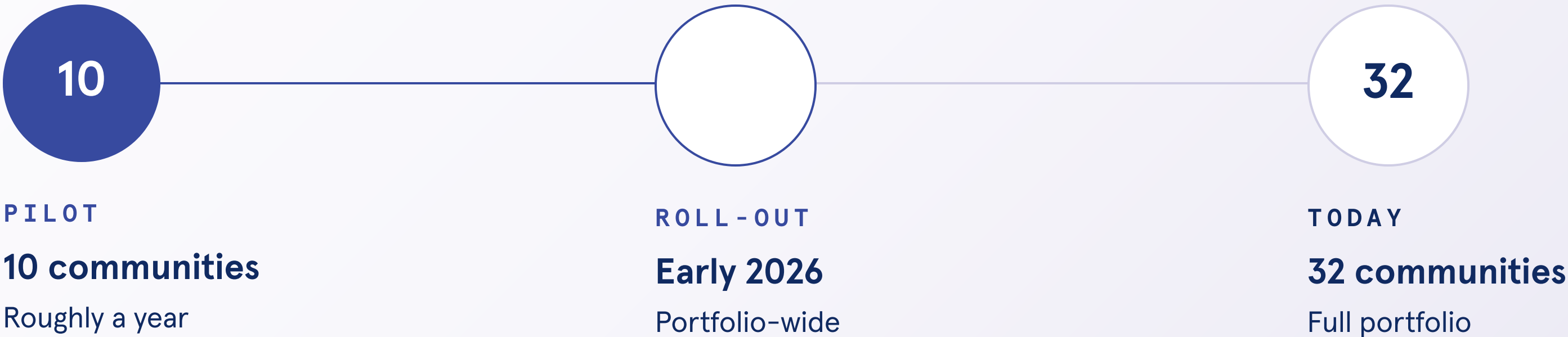
Erica Siebert

Chief Sales and Marketing Officer, Civitas Senior Living

WHAT CHANGED

Pilot first, expand once it's proven

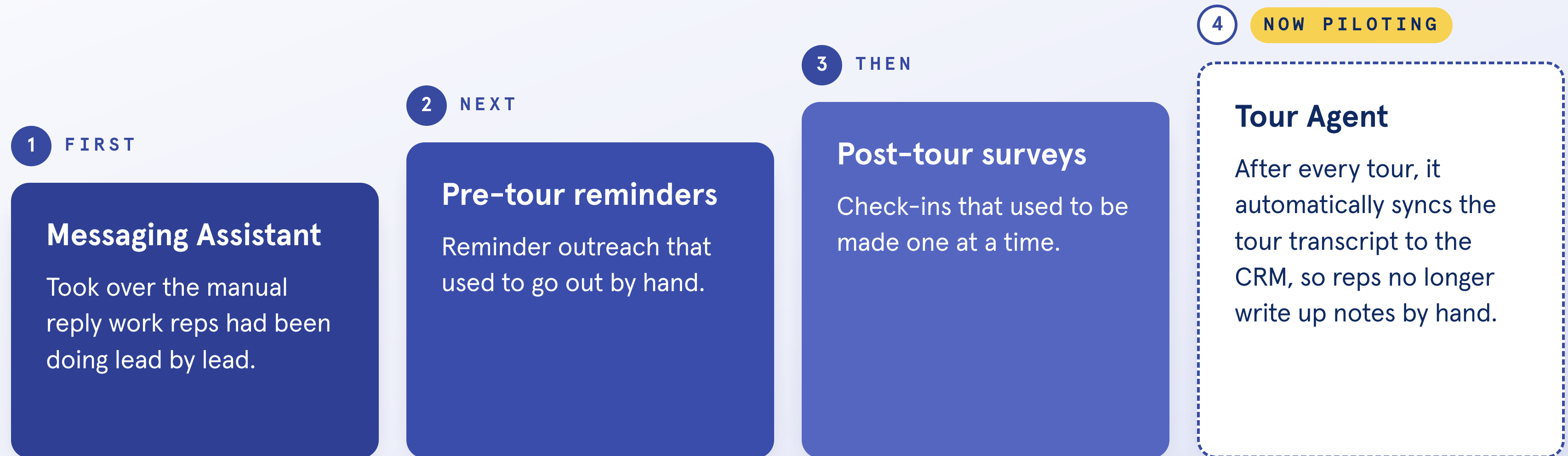
Civitas piloted Further's Messaging Assistant with 10 communities for roughly a year before rolling it out portfolio-wide in early 2026. That's how Erica approaches every new tool: test it with a small group, work out the kinks, and expand only once it's proven.



WHAT CHANGED

What Civitas stopped doing manually

Reps used to reply to every lead by hand. Messaging Assistant took that over, then automated pre-tour reminders and post-tour surveys.



RESULTS • JUNE-AUGUST 2026

Where the impact shows up

37+ hours

Top-adopting community

Saved in the last 3 months

+27%

All 32 communities

Move-ins over the same period



THE RESULT

Less to remember. More time with families.

The goal was never more technology. It was fewer things a salesperson had to remember, so the time saved went straight back into relationships.

“The important part is not the name of the tool. It's the mental load we're removing from our sales team so that they can actually be present with our families.”

Erica Siebert, Chief Sales and Marketing Officer, Civitas



WHY IT MATTERS

Time reinvested in the relationship work

Automate the busy work, then reinvest the time in the relationship skills that close a move-in. Civitas pairs its rollout with Further's Sales Training Agent:



Hiring

Candidates complete a secret-shop exercise.



Onboarding

New reps use it as part of onboarding.

SALES TRAINING AGENT

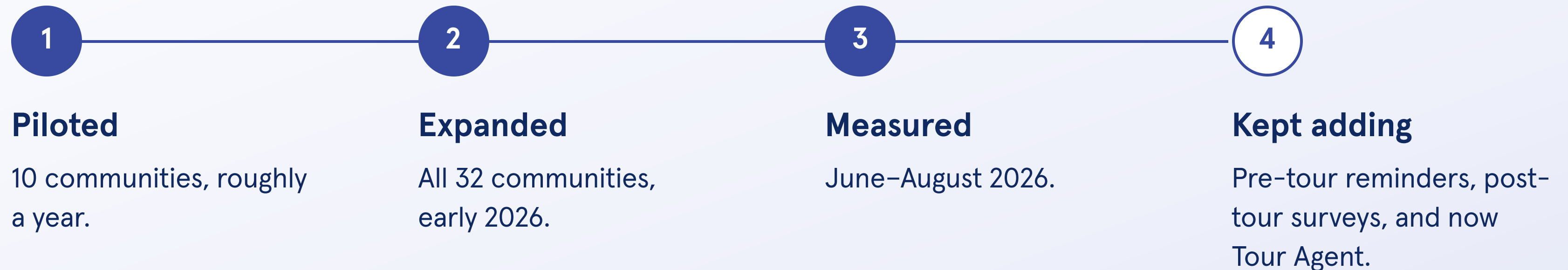


Satisfaction score reported by new reps on the onboarding process

THE TAKEAWAY

One step at a time

Civitas didn't try to automate everything at once. They piloted, expanded to the full portfolio, measured, and kept adding, each time the previous step proved itself.



THE RESULT

Real hours back for their best-adopting teams, and portfolio-wide growth in the metric that actually matters: **move-ins**.



Ready for an AI-Powered Workforce?

**See what this could look like
across your communities.**

Book a demo →

Learn more at talkfurther.com