



Senior Living Advisor Job Description

Senior Living Advisors (SLAs) are inside sales representatives responsible for educating families on senior care options and referring them to partner communities that match their needs. The Senior Living Advisor refers pre-screened internet leads and follows up with the family throughout the search process. Senior Living Advisors are also responsible for coordinating with partners to ensure timely follow-up to referred families. Our SLAs act as the liaison between families in need and the senior housing communities or care providers. SLAs are required to be very knowledgeable about senior living options in their area. It is also important to develop excellent relationships with these partners, so regular visits to tour properties are required in order to make high-quality referrals/matches for to partners. This position reports to the Regional Manager.

- SLAs are accountable for top line revenue goals based upon fees generated via move-ins at partner communities in a defined market.
- SLAs are responsible for converting leads into partner move-ins.
- SLAs should focus on referring and moving families into appropriate partner communities by understanding a family's unique needs and demonstrating an intimate knowledge of partners within the market.

Key Responsibilities

- Builds relationships and educates families over the phone on referral process: ensure families understand the value of APFM throughout their senior living search.
- Understand family needs and refer appropriate partner communities.
- Manage the sales process: guide families through their search process with strong post-referral follow up with families and partner communities.
- Understand partner community offerings, resident requirements, and sales process.
- Pipeline management: manage lead pipeline on a daily basis and accurately record in our CRM to ensure up-to-date family information and status, as well as maintain accurate sales forecasts.
- Structured, pre-scheduled training attendance is mandatory.
- Communicate daily via phone and email to families and partners.
- Conduct partner knowledge visits to develop and maintain relationships with partners in your community.
- Consistently meet or exceed your monthly sales goals.
- Other duties as assigned.

Required Skills and Competencies

- 3+ years' experience: documented history of success positioning and selling solutions to businesses or consumers in a quota or metrics driven environment.
- Demonstrated ability to assess family situations and quickly develop solution based upon family needs.
- Documented history of ability to develop and maintain good working relationships in a multi-stakeholder sale.
- Ability to deliver results while working in a highly independent environment.
- Past history of senior care industry preferred, or you must be willing to learn about senior care.
- Ability to multi-task; talk on the phone and take notes on the computer.
- Strong computer skills necessary, including Word and Excel.
- Strong typing skills.
- Must have reliable transportation to visit partner communities.

**Education Requirements**

Bachelor's degree preferred.

Home Office Requirements

- SLAs are required to have a designated home office space, allowing for privacy during working hours, as well as a high speed internet connection.
- It is expected that SLAs manage a daily schedule that is free from distractions and interruptions. Audible distractions in the background are not permissible during work hours.
- You will be provided with a laptop fully loaded with Microsoft Office, Outlook, Interaction Client, access to our CRM system and VPN so that you may connect to our intranet.

Compensation

The position is an hourly, non-exempt position. Employees are required to track their hours worked through ADP EZLabor Manager. Working overtime must be approved in advance by the employee's supervisor.