

Accelerate occupancy from construction to community

100% of Executive Directors we surveyed said that the community tour is either an “Important” or a “Very Important” part of the sales process. It is the experience and sentiment of the tour that improves the community's competitive advantage and likelihood of securing a deposit.

Touchtown transforms the traditional community tour

The **Touchtown Census Builder** is a powerful solution designed to accelerate occupancy for new and existing senior living communities.

Communities leveraging Census Builder are creating an immersive experience for prospects and their families.

- ✓ Welcoming and personalized **digital signage**
- ✓ Interactive **touchscreen displays**
- ✓ Customized web and **mobile applications**
- ✓ Portable **virtual reality** viewers

Each medium of Census Builder can be tailored to showcase content individually and globally—all from one point of data entry.

Furthermore, future residents and their families can leave with the entire community tour experience in their pocket. As prospects access influential information from an easy-to-use app at home, sales reps can see their engagement and follow up based on their interests.

Only 1 in 9 inquiries
ever move into a community.



- Enquire Solutions

Digital Signage. Personalized experiences for prospects and families

Digital Sign layouts can be configured and customized to the visitor. Touchtown Digital Signs are installed in the temporary sales office, welcome center, or existing community to draw passersby in, greet prospective residents, and engage awaiting visitors.

- **Highlight and visualize key aspects and amenities** of the community
- **Welcome visitors and their families** by name at the appropriate date and time
- **Showcase apartment availability** with accompanying photos and features





Interactive Display.

Innovative self-service designed to captivate Interactive Displays enable prospective residents to explore the community from a large format touch screen before the tour even begins. Customizable app modules host unique media that complements the sales experience and helps future residents visualize their potential new home.

- **Virtual reality tours**, digital renderings, and floor plans
- **Interactive maps** and videos of the construction progress
- **Community-wide activities** that match the prospect's interest



Community Apps.

Touchtown Community Apps is easily accessible from any device with internet. Prospective residents download the app before leaving the tour and interact with the latest community information at home.

- **Share list of potential neighbors** with similar hobbies, interests, and hometown
- **Push notifications for upcoming events** hosted by the community
- **Send exclusive information** to engage those who place a deposit



Virtual Reality.

Communities are utilizing Virtual Reality in combination with Community Apps to provide 3D virtual tours of the construction site or paramount community amenities without prospects having to leave their seats.

- **Showcase the progress of new construction** or community remodel
- **Send prospects home with a VR viewer** to explore the campus and apartments
- **Make out-of-town family members feel involved** in the evaluation process



Prospect Analytics.

Detailed analytics equip your sales team to convert a higher percentage of tours into deposits. When prospects access Community Apps from home, the sales team can view their engagement from a detailed dashboard and tailor their follow up accordingly.

- **Customize follow up** after seeing which apartments prospects are interested in
- **Push notifications** of upcoming events, amenity details, and progress
- **Forecast which apartments will quickly sell** and instill urgency to place deposit

Want to see how Census Builder can accelerate occupancy growth at your community?

Submit a few pieces of information and we will customize your experience—we like to make a good first impression: touchtown.us/census-builder