



C A S E S T U D Y



Lenbrook
Atlanta, Georgia

How a handheld telescope opened prospects' eyes and delivered millions in revenue for an Atlanta retirement community

The Situation:

Lenbrook, an upscale, not-for-profit continuing care retirement community in Buckhead—an urban, affluent area of Atlanta—had contracted with Love & Company to assist with getting ahead of its covenants and building census. Priced from \$700,000 to \$1.4 million, the larger residences in Lenox Tower, its higher-end, 25-floor building, were of particular concern. Lenbrook and Love & Company needed a unique strategy to effectively match prospects to product to increase occupancy.

The Approach:

Love & Company knew that marketing Lenox Tower's large, corner apartment homes would require taking an out-of-the-box tack due to the distinctive market

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for residences at those price points. The idea to use a telescope came after Love & Company team members toured the available residences, and decided that the sweeping views of Atlanta from the apartments' balconies should be spotlighted.

Drawing on demographic knowledge of the community's existing residents, Love & Company built an intimate, exclusive "telescope" event around an evening Cocktail Party in its Wesley residence—calling it an "extraordinary residence with extraordinary views"—and made plans to invite Lenbrook's 20 existing leads well matched to the product in age, income, net worth and marital status. The event, which was catered with hors d'oeuvres and champagne, was held in the featured apartment to maximize views of Buckhead, Atlanta and the Kennesaw Mountain.

Taking it a step further, Love & Company obtained brass telescopes in walnut boxes. Tucked inside the boxes, Love & Company placed colorful and elegant invitations that heralded: "Stunning views. Splendid amenities. Spectacular savings." To carry on the intimate theme and follow through with a personal touch, the Lenbrook sales team hand delivered the telescopes and invitations to the select group of prospects.

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The Results:

This highly targeted, unconventional and cost-effective approach to an event invitation generated strong results for Lenbrook. Within three months of the event, two of the attendees made 10% deposits on apartments. Despite the event's small scope, the cost per lead was less than \$400. The entrance fees generated exceeded \$1,500,000.

"We are thrilled with the outcome of this unique sales strategy," said Felecia Sveda, vice president of marketing for Lenbrook. "We knew that our unique product required a unique selling strategy. With Love & Company as our partner, we were able to make sales happen with a creative and thoughtful approach."

What This Means To You:

Does your sales team need help finding out-of-the-box solutions to challenging inventory dilemmas? Do you need creative help to reach your sales goals? Lenbrook's sales success shows what can happen when Love & Company works hand-in-hand with your sales and marketing teams to reach your goals.

Love & Company knows how to reach your most elusive prospects, and wants to help you fill your community. We're only a phone call or email away.

Please contact Love & Company if your marketing results need a boost. We're generating success for our clients, even in today's economy. We can for you, too.



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*—Felecia Sveda,
Vice President of Marketing
for Lenbrook*

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*Additional case studies
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