Panoramic ASSESSMENTS™ | 01 / COVER

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

Fill beds. Grow revenue. Own the *family journey.*

We help independent small-home owners get found online, earn trust, respond faster, and turn more family interest into move-ins — with less dependence on placement agencies or referral middlemen.





WEBSITE

A beautiful, high-converting website built for small homes like yours.



VISIBILITY

Get found by local families searching for care in your area.



CRM

Easily manage inquiries, tours, and follow-ups in one simple system.



FOLLOW-UP

Respond faster with a guided workflow so no family inquiry gets missed.



REVIEWS

Build trust with more 5-star reviews from happy families.



REPORTING

See what's working with clear insights on inquiries, tours, and move-ins.

LET'S GROW TOGETHER

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SENIOR LIVING GROWTH PARTNER

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Helping independent small-home owners create stronger visibility, more family inquiries, and sustainable growth.

Panoramic ASSESSMENTS™ | 02 / STRATEGIC ADVANTAGE

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

You do not need a bigger marketing department. *You need a cleaner path from search to move-in.*

A simpler, more connected growth system helps small assisted living homes get found, respond faster, and turn more interest into move-ins — without a large marketing team or expensive middlemen.





BE FOUND

FAMILIES CAN DISCOVER YOUR HOME ONLINE ACROSS GOOGLE, MAPS, AND LOCAL SEARCH.

We help your home show up where families are searching, with a clear and trustworthy online presence that builds visibility and credibility.



RESPOND FAST

FAST ANSWERS AND CONSISTENT FOLLOW-UP BUILD TRUST AND KEEP INTEREST FROM DRIFTING AWAY.

Calls, forms, and messages flow into one simple system, so you can respond quickly, follow up consistently, and never miss an opportunity.



STAY IN THE CONVERSATION

TEXT, EMAIL, REMINDERS, AND NURTURING HELP TURN INTEREST INTO WALKTHROUGHS AND MOVE-INS.

Automated follow-ups, personalized messages, and simple reminders keep your home top of mind until families are ready to take the next step.

A CLEANER PATH CREATES REAL RESULTS

Protect Occupancy Revenue
Turn more inquiries into tours and move-ins.

Reduce Missed Opportunities
Respond faster and keep families engaged.

More Control Over Family Relationships
Build direct trust instead of depending on placement agencies.

Small homes. Meaningful care. Measurable growth.

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Panoramic ASSESSMENTS™ | 03 / THE REAL CHALLENGE

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

One empty room is not a marketing problem. *It is a revenue gap.*

Our system is built around the issues most likely to hurt occupancy for small assisted living homes.





Vacant Rooms

Every empty room represents lost monthly revenue.



Missed Calls

Unanswered inquiries move on.



Trust Gap

Families need confidence before touring.



Referral Dependence

Relying too much on placement agencies limits control and profits.



Weak Follow-Up

Leads cool off without consistent response.



Invisible Online

If families cannot find the home, they choose someone else.

Solve the real issues. *Fill more rooms.*

Panoramic ASSESSMENTS™ | 04 / THE JOURNEY

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

One connected path from "*we need care*" to "*this feels right.*"

Families judge the home at every step. Panoramic connects those steps so the conversation keeps moving.



SEARCH

Families discover your home online.



TRUST

They explore, compare, and build confidence.



CONTACT

They reach out with questions or a tour request.



WALKTHROUGH

They see the home and experience the care firsthand.



FOLLOW-UP

They get timely information and personalized support.



DECISION

They feel confident it's the right fit for their family.



MOVE-IN

They join your community and start their next chapter.

Family Inquiry › Contacted › Qualified › Walkthrough Scheduled › Walkthrough Complete › Care Review › Decision › Move-In



See the *whole story.*

From first inquiry to move-in, owners can see where every family is in the journey — not a pile of disconnected leads.

- Complete visibility
- Fewer drop-offs
- More move-ins

A SMOOTHER JOURNEY FOR FAMILIES. A STRONGER BUSINESS FOR YOU.

- Keep the conversation moving
- Respond faster at every step
- Build trust and credibility
- Increase walkthroughs and move-ins
- Turn more inquiries into occupancy

Small homes. Meaningful care. Measurable growth.

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Panoramic ASSESSMENTS™ | 05 / THE SYSTEM

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

What Panoramic builds *behind the scenes.*

Your staff should have one organized growth system, not disconnected tools.





Website + Local Visibility

Get found by the right families.

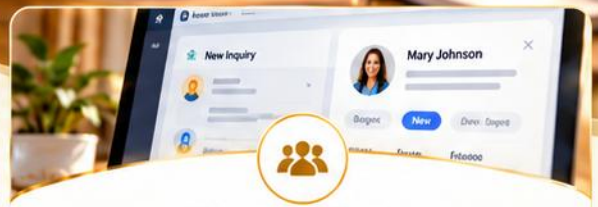
We build a professional website and optimize your local presence so families can easily find and trust your home.



Inquiry Capture + Response

Never miss a family inquiry.

Calls, forms, and messages all flow into one system, and your team gets notified right away so you can respond fast.



CRM + Follow-Up

Stay organized and move families forward.

Every inquiry is tracked in one place with reminders, notes, and follow-up tools so nothing falls through the cracks.



Reviews + Trust

Build credibility in your community.

We help you collect more positive reviews and showcase what families love about your care, building trust and confidence.



Paid Lead Generation

Bring more of the right families to you.

Targeted ads put your home in front of local families who are actively looking for care, increasing your inquiries.



Reporting + Strategy

Turn more interest into walkthroughs.

See what's working with clear reports, and get expert strategy and support to keep growing your occupancy.

One team. One system. One family journey. | MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Panoramic ASSESSMENTS™ | 06 / MONTHLY GROWTH OPTIONS

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

Choose the growth path that fits *your home.*

Built for small assisted living homes that want more visibility, more family inquiries, more walkthroughs, and stronger occupancy.



MORE FAMILIES. FULLER HOMES. BRIGHTER TOMORROWS.



GOOGLE PRESENCE

$499 / month

- **3–8** family inquiries*
- **1–2** walkthroughs*

Get found. Look credible. Start the conversation.

- Google Business Profile
- Simple landing page
- Contact form capture
- Visibility essentials



LOCAL TRUST

$799 / month

- **6–15** family inquiries*
- **2–4** walkthroughs*

Build trust with a stronger online presence.

- Multi-page website
- Reviews support
- Local credibility
- Stronger first impression



INQUIRY SYSTEM

$1,299 / month

- **10–25** family inquiries*
- **3–6** walkthroughs*

Capture more interest and follow up faster.

- Lead tracking
- CRM support
- Text + email follow-up
- Tour booking workflow

★ MOST POPULAR ★



OCCUPANCY GROWTH

$1,999 / month

- **20–40** family inquiries*
- **5–10** walkthroughs*

Create direct demand and turn interest into tours.

- Local ad campaigns
- Landing pages
- Nurture follow-up
- Growth support



OCCUPANCY PRO

$3,499 / month

- **30–60** family inquiries*
- **8–15** walkthroughs*

A fuller growth engine for homes ready to scale.

- Full campaign support
- Better optimization
- Advanced reporting
- Priority strategy support

Small homes. Meaningful care. Measurable growth. | MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

*Illustrative planning ranges only. Not guaranteed leads, walkhtroughs, or move-ins. Actual results depend on market demand, occupancy needs, responsiveness, follow-up, and ad budget.

Panoramic ASSESSMENTS™ | 07 / THE BUSINESS CASE

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

See how the math can change with *one filled room.*



Help small-home owners understand what stronger visibility, faster follow-up, and more walkthroughs can mean for occupancy.



BE FOUND
Local families discover your home



GET INQUIRIES
Calls, forms, and messages reach your team



BOOK WALKTHROUGHS
Fast follow-up turns interest into visits



WIN MOVE-INS
Families choose the right care with confidence

ILLUSTRATIVE REVENUE EXAMPLES



1 filled room
$5,000 */ month*
$60,000 *annualized gross revenue*



2 filled rooms
$10,000 */ month*
$120,000 *annualized gross revenue*



3 filled rooms
$15,000 */ month*
$180,000 *annualized gross revenue*

WHAT OWNERS COULD GAIN

- More direct family inquiries
- More scheduled walkthroughs
- Faster response to every lead
- Less dependence on placement agencies
- Stronger local visibility and trust
- A clearer path to higher occupancy

WHY THIS MATTERS FOR SMALL HOMES

Even one additional resident can change the monthly math for a smaller home.

Filling vacancies faster can reduce lost revenue and improve stability.

Better follow-up helps turn interest into tours and tours into move-ins.

Small homes *Meaningful care* *Measurable growth.*

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Illustrative revenue examples only. Not a guarantee of leads, tours, or move-ins. Actual performance depends on local market demand, pricing, occupancy needs, follow-up, and ad spend. Gross revenue examples are before care costs and other expenses.

Panoramic ASSESSMENTS™ | 08 / THE FIRST MONTH

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

Momentum should be visible in *the first month.*

The first month is about building the system fast, connecting the family journey, and giving your home something valuable to operate — so you can see real momentum, not just activity.



WEEK 1



AUDIT + BUILD

Review current visibility, occupancy needs, and assets.

- Review online presence and local visibility
- Understand occupancy goals and ideal resident profile
- Identify existing assets (photos, content, reviews)
- Build a focused first-month plan

WEEK 2



CONNECT + PREP

Connect forms, calendars, reviews, and outreach pieces.

- Set up and optimize inquiry forms
- Connect calendars for tours and follow-up
- Enable and strengthen reviews support
- Prepare outreach pieces (email, text, and campaigns)

WEEK 3



LAUNCH + TEST

Launch campaigns and follow-up, test speed to lead.

- Launch targeted local campaigns (Google + more)
- Activate automated and personal follow-up
- Test and measure speed to lead
- Refine messaging based on early response

WEEK 4



REVIEW + OPTIMIZE

Review inquiry quality, walkthrough activity, and next steps.

- Analyze inquiry quality and source performance
- Review walkthrough activity and conversion trends
- Identify what's working best
- Fine-tune campaigns, follow-up, and next steps for continued growth

BY THE END OF MONTH ONE, YOU'LL HAVE:

- A fully connected inquiry and follow-up system
- Active campaigns driving qualified family inquiries
- Measurable walkthrough activity
- A clear plan for continued growth

Launch, qualify, learn, improve, then scale.

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Panoramic ASSESSMENTS™ | 09 / REPORTING

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

We measure the path to revenue — *not marketing noise.*

Our reporting helps you see where families are moving forward and where they're falling out, so you can make smarter decisions, improve follow-up, and grow occupancy.



DIRECT INQUIRIES
See how many families are reaching out and from which sources.

RESPONSE SPEED
Track how quickly your team responds to new inquiries.

WALKTHROUGHS BOOKED
See how many inquiries turn into scheduled tours.

WALKTHROUGHS COMPLETED
Understand how many scheduled tours actually happen.

PIPELINE MOVEMENT
Track where families are in the decision process and identify where they drop off.

MOVE-IN TRACKING
See how many tours turn into move-ins and measure your growth over time.

EXAMPLE: FROM INQUIRY TO MOVE-IN

INQUIRIES	RESPONDED	TOURS BOOKED	TOURS COMPLETED	IN PIPELINE	MOVE-INS
120	102	68	52	28	16
100%	85%	57%	43%	23%	13%
of inquiries	*response rate*	*booked a tour*	*completed tour*	*active in pipeline*	*moved in*

REAL-TIME REPORTING DASHBOARD

Last 30 Days

120	68	16
↑ 18%	↑ 22%	↑ 33%
New Inquiries	Tours Booked	Move-Ins

INQUIRY SOURCES



PIPELINE STATUS



BETTER DATA BUILDS A STRONGER TOMORROW

More visibility shows what's working.

Faster follow-up turns interest into tours.

Stronger tracking leads to higher occupancy.

Small homes. Meaningful care. Measurable growth.

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

Panoramic ASSESSMENTS™ | 10 / CALL TO ACTION

ASSISTED LIVING | RESIDENTIAL CARE | BOARD-AND-CARE | SENIOR HOMES

Before you spend more, find out where *revenue is leaking.*



A free occupancy growth audit helps small-home owners understand your current vacancies, response speed, online visibility, reviews, and follow-up opportunities — so you can fill more beds and keep more of the revenue you've worked so hard to earn.

YOUR COMPLIMENTARY AUDIT REVIEWS:

A clear look at what's working, what's missing, and where you can grow.

Licensed Beds / Capacity
Review your current license, capacity and utilization.

Current Vacancies
Identify open beds and the revenue opportunity they represent.

Average Monthly Resident Value
Calculate the true value of each filled bed and lost vacancy.

Inquiry Response Speed
See how quickly your team responds and where faster follow-up can create more move-ins.

Tour Process
Evaluate your current tour experience and conversion opportunities.

Review Reputation
Understand your online reviews and how they influence family decisions.

Google Visibility
See how easily families can find you and where your online presence can be stronger.

Follow-Up and Nurture
Identify missed opportunities and how to stay connected with interested families until they're ready to move.

LET'S DISCUSS YOUR OPPORTUNITY

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SCHEDULE YOUR FREE OCCUPANCY GROWTH AUDIT
No obligation. Just valuable insights to help your home grow.

Fill beds. Keep more of the revenue.
Build a stronger occupancy system.

MORE VISIBILITY | MORE INQUIRIES | MORE WALKTHROUGHS | HIGHER OCCUPANCY

People. Partnership. A brighter tomorrow.