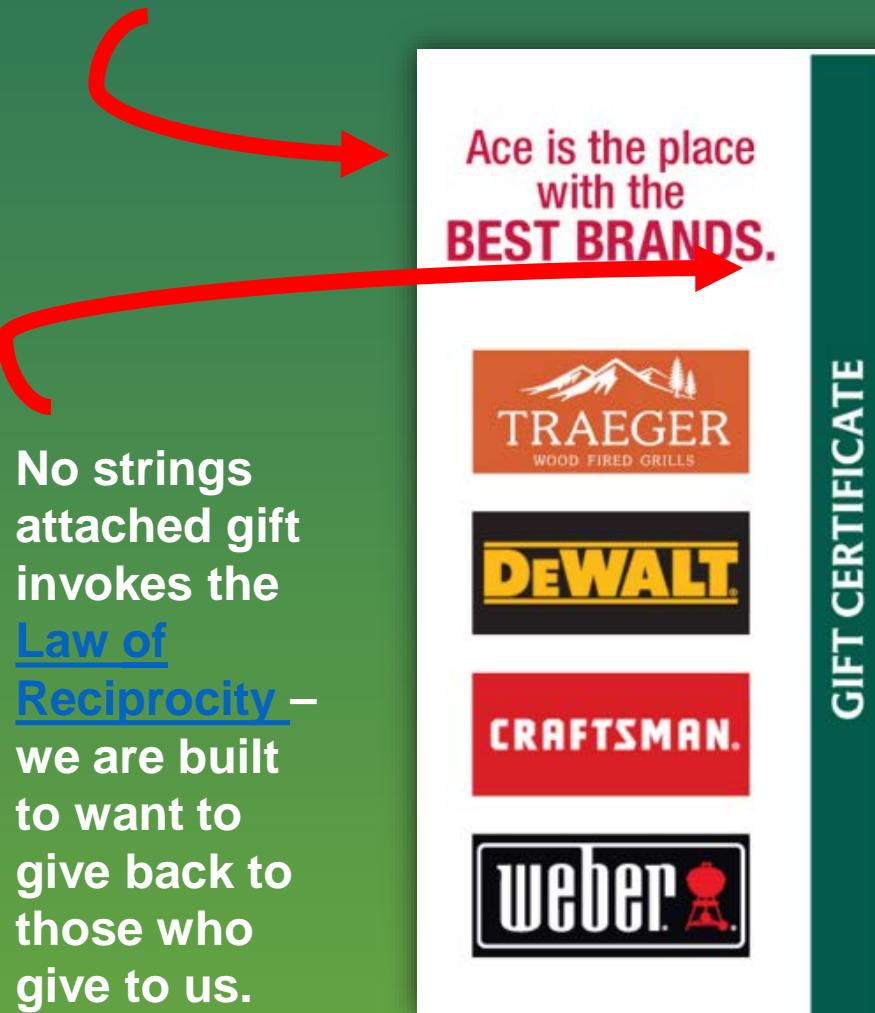


Large certificate - visual cue for staff to engage in a conversation about their move and quickly gain rapport



No strings attached gift invokes the Law of Reciprocity – we are built to want to give back to those who give to us.



Name is big and easy to read so staff call by name – a person's favorite sound!

Tracks response for exact ROI.

Triggers follow up postcard

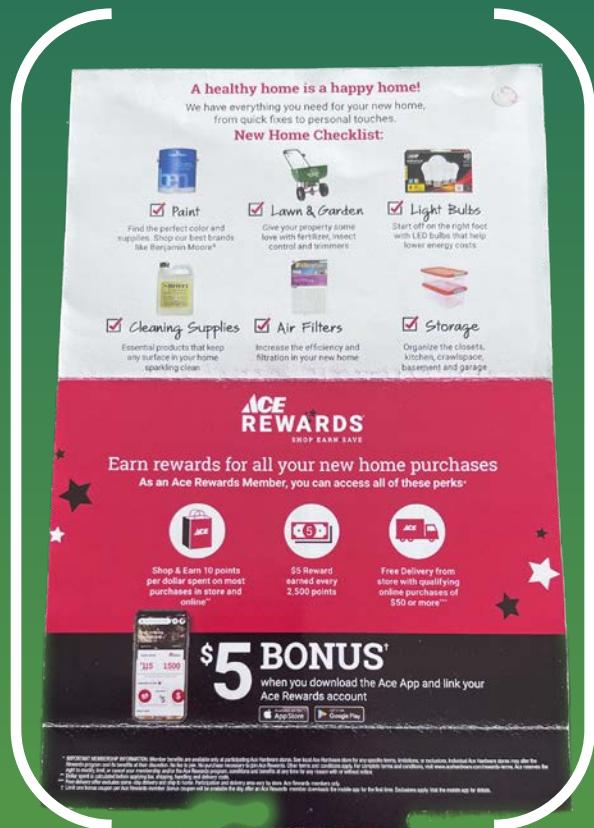
Follow up thank you postcard arrives 10 days later in their mailbox - a trigger for a repeat visit.

Staff sees follow up card - "oh, you came back!"  
New resident thinks, "they remember me?  
WOW! This place is great!"



Softer offer for longer shelf life up on the fridge or on the counter

Name is again printed on card so staff call by name - a person's favorite sound!



Gets torn off  
and likely  
thrown away

No follow up thank  
you postcard for  
known repeat visit

Probably tucked  
into wallet – no  
visual cue for staff.

**MOST IMPORTANTLY!!!**

Quality of list. This is my AUNT, who  
lives in CALIFORNIA. Why did she get  
a card at my house in HAWAII??



Name is too small  
to read without  
being awkward

Offer requires a purchase, which does not  
invoke the law of reciprocity