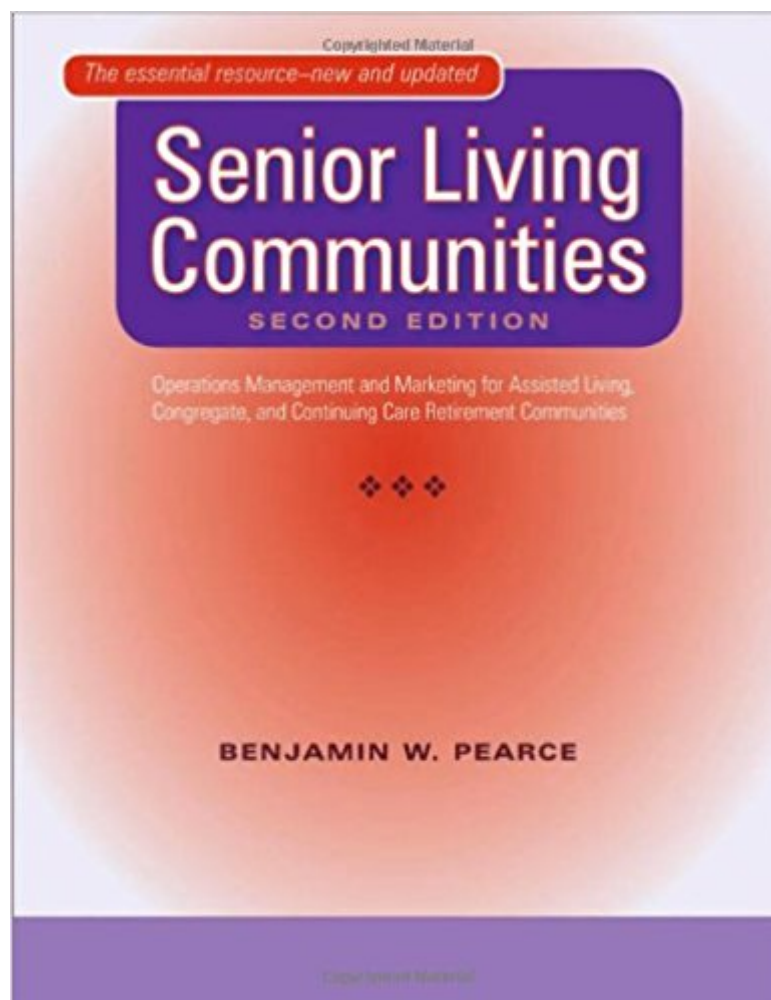




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# Senior Living Communities: Operations Management And Marketing For Assisted Living, Congregate, And Continuing Care Retirement Communities





## Synopsis

The demand for residential communities for seniors rises as the U.S. population continues to age. This growth means that new administrators and staff members often are learning by trial and error the complicated task of delivering high-quality and consistent services to elderly persons. While many new facilities have been successful, others have been plagued by a variety of administrative and financial difficulties. *Senior Living Communities* remains the definitive guide to managing these facilities. In this thoroughly updated and revised edition, Benjamin W. Pearce offers a wealth of sound advice and practical solutions. He discusses resident relations, operating methods, staffing ratios, department management, cost containment, sales and marketing strategies, techniques of financial analysis, budgeting, and human resources. New chapters address issues particular to dementia care and architecture, and the appendix contains a department-by-department audit of senior living operations. From the front lines to the boardroom, this book should be a part of every decision-making process for improving and maintaining assisted living, congregate, and continuing care retirement communities.

## Book Information

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## Customer Reviews

"It is truly an administrator's handbook." (Journal of Long Term Home Health Care)

"Pearce's book lives up to its billing as a complete guide for senior living communities. Any organization contemplating entering the senior living market should read this book to fully

understand all the specifics and issues of delivering senior housing. Pearce's guide is readable, well organized, and filled with relevant information." (Health Progress)"This in-the-trenches approach to the administration and marketing of assisted living, congregate and continuing care communities is quite valuable for both the novice administrator who is looking for guidance, as well as the experienced practitioners who will find validation in their approach. " (Contemporary Gerontology)"A welcome text for operators, executive directors, and department heads. Pearce presents important operational issues and follows up with useful discussion of approaches to dealing with them. " (Senior Living Exec)

So many business books are full of platitudes vs. practical advice which can be actually used to run an operation. This book is very well done, and contains tools (finance options, pre-opening checklists with timelines, etc.) which number beyond what is printable here. If you are serious about succeeding in the industry on a small or large scale, this book will be a resource you come back to time and time again.

Awesome book even the material presented is a bit outdated.

Very informative and easy reading

I needed information on how to finance, build and market senior housing. The information in this book on elderly and handicapped housing needs is really helpful to me. This is well done, and those of us not part of the industry can understand it.

I truly enjoyed "Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate, and Continuing Care Retirement Communities". It answered most of the questions that I had on developing a community for senior living. I feel a social calling to provide for the housing and care needs of the elderly. The Senior Care track was adopted as a part of the Masters of Real Estate degree that I am enrolled in. This book was used in one of my classes. What a blessing! As I began to read this book, I realized that most of the "concise details" in developing a community are all in there. I am so amazed to see such valuable information each time I turn the page. The author has addressed the obvious and the important things that often are forgotten. This book is like the bible of developing successful senior living communities. The knowledge gained by reading this book will definitely create the foundation for the development of a successful project.

I am a master's student in Applied Gerontology at the University of North Texas and this was required text for my Senior Housing course. I am working towards licensing as a nursing home administrator for a multi-level care facility. The book was a thorough overview of the various types of senior housing, and the intricacies of managing them. There was also significant time spent on marketing, sales, and generally maintaining a good curb appeal. It is a good overview for those interested in senior housing such as Sun Cities, Independent Living, and other less-care focused settings. I did appreciate the intricate details about problems one might face and how to deal with them. These are tips one can only learn from experience.

Though this book may have been intended as a how-to for Benjamin Pearce's colleagues in the trade, it is thoroughly readable and complete. As someone who contemplates eventual entry into a Continuing Care Retirement Community, I found explanations for much that I have observed in the community where my own parents reside as well as what I have seen in the near dozen that I have toured. The intelligent consumer could not find a better way to be educated about the subject than to delve into the outline of management and practices that the author details. This will be a useful handbook for me for hopefully many years to come.

I used Mr. Pearce's book as a guide in preparing my presentation at our dept. mgr. retreat last week (giving him credit of course!). As a result, a board member and a fellow dept mgr. ordered their own copies of this book. All-inclusive, professional approaches. I'm surprised--and grateful--that Mr. Pearce shares his expertise so openly. It's refreshing to observe an author whose goal is to raise the bar for quality of care for the elderly, and help his competition achieve same through his generosity in sharing his own experience/knowledge. I'd give away every book in my library before I'd give up this one!!

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