

A TURNKEY MOVE-IN & DESIGN SOLUTION FOR INCOMING RESIDENTS

Meet the Client

Don Warfield, Sales & Marketing
DIRECTOR, PARKSHORE ON LAKE WASHINGTON

ABOUT PARKSHORE

A lakefront tower in Seattle's picturesque Madison Park neighborhood, Parkshore is an active, welcoming senior living & retirement community with panoramic views of Lake Washington. Offering a full range of services to foster independent and healthy living.

MAIN RESPONSIBILITIES

To not only market the community and sell future homes to residents but really, the main goal in this position is to make connections with future residents and find out what's important to them.

From more than 20 vacancies to a gigantic wait list of incoming residents for Parkshore's retirement community. Custom remodels, move-in support and retention, better systems for marketing and selling means everyone wins at the end of the day, especially the new resident.

The Challenge

Three-years ago, there were 20 dated and vacated units, each needing to be updated according to the demands of the market.

Time was taken away from the marketing and selling focus by the critical need to update and remodel units without a professional designer or relationship-oriented project manager in place.

Beginnings

We met through a single incoming resident who had hired Studio 65 as a move service to join us here in the Parkshore community.

The partnership between Parkshore and Studio 65 has grown to now include:

- Complete custom-designed remodels of whole apartments as soon as they become available
- Assisting residents and their families with downsizing or rightsizing, plus their move to Parkshore
- Educating and informing, via onsite and offsite presentations about the process of downsizing and rightsizing as part of Parkshore's overall marketing efforts

The Results

- Design concepts are now available for each vacated space, according to a timeline, and are now used to sell each unit to incoming residents on the waiting list.
- Final custom designs for each space and to the specification for each new resident, giving them a voice in their new home and community, while adding value to Parkshore's overall move-in offerings.
- Immediate removal of move-in barriers and stress for incoming residents with move-in services.
- Increased move-in retention all the way through to completion with a professional process and caring partnership in place for each new resident.
- Better education for the community about moving to Parkshore by demystifying the process in workshops and events both on and off site. This translates to better marketing and reputation for Parkshore.

Explore the details about the unique Parkshore - Studio 65 partnership and how it's grown to support not only the incoming residents with custom designs and move-in services, but also to the overall marketing and reputation building for Parkshore in the Seattle area as well.

MEET DON WARFIELD

OF PARKSHORE ON LAKE WASHINGTON

He describes how the partnership with Studio 65 was developed and how it works today for each incoming resident with a seamless turnkey approach.

20+ vacancies and a market that knew what it wanted.

Three years ago, we had over 20 vacancies. I really recognized the (most pressing) need, and so did the leadership team here.

The only way we could fill these vacancies was to remodel these apartments and bring them up to today's standards.

That was my responsibility, to get in there with the construction crew and build out new apartments that were going to meet the needs and demands of the incoming residents.

The people in the market was driving this and they knew precisely what they wanted.

They wanted:

- Updated units with full kitchens. People wanted the options to be able to cook or to go downstairs to have dinner
- Completely remodeled units with new bathrooms
- Stacked washer / dryers in their homes
- Custom closet systems

As a result, we had to find a way to design and build out the units that met the needs of each incoming resident.

We did not have that system or solution in place when I first came here. But the task was there. The question was, how was I going to accomplish that?

Two specific skills we didn't have on the team at the time: design and project management.

I do wear a lot of hats here. The most important hat is to market this beautiful community and to work hand-in-hand with the potential residents to share *Parkshore* as their new, preferred home and community.

In those early days here, I found myself putting on the hat of trying to be an interior designer, trying to be the contractor, trying to make decisions on standards of appliances and interior design, and also manage the crews when they were here.

I quickly recognized that this wasn't the best, or most efficient way, to get the job done.

Identifying the real need.

Now, I have some outstanding construction teams here, and they are good at construction.

They weren't great at design. They weren't great at taking it from concept, all the way through to the end.

We needed the design and project management skills to help us complete the remodels, communicate with the clients both on time and on budget.

Our simple start.

With *Studio 65*, it started as a simple move-in.

We had a new resident who was using the right-sizing side of their business, which is so important to help you downsize, right-size and manage your move, and *Studio 65* was handling that business for an incoming resident.

We established a great rapport with that process, and as a result, they started handling more and more of our move-ins, and it grew from there.

And it began to grow.

They introduced me to the design side of their company.

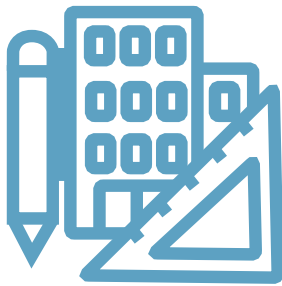
They introduced me to the side of their company that made and determined standards.

They began to offer and build (conceptual design) boards for me.

They slowly but surely held my hand all the way through and built the relationship today that is critical to my success, and our success here at *Parkshore*.

They've become an extension of my sales and marketing team at Parkshore.

I became confident in their service, skills and abilities that once we received an agreement and deposit with an incoming resident that I



A DEEP UNDERSTANDING OF PROJECT
SCOPE AND GOALS

introduce them as “your designer”. I give (*Studio 65*) every opportunity to take that ball and run with it.

As a result, I could focus, and refocus, my energies and time where I needed, which was, the next incoming resident.

And I really turned the whole design process over to Jacque and her team to handhold the resident through the process.

I said, “Here is the resident, here’s Jacque. Jacque, take it and manage it from here.”

And I’m talking about designs, selections, resourcing, outsourcing.

The team at *Studio 65* isn’t just “Here’s the design, and let’s do the plans for the construction company.”

They’re running all over town and finding countertops and carpet and sourcing things that I just didn’t have the time to do. And that has been so valuable.

Not only to Parkshore, but really, at the end of the day, it’s all about the resident.

Move-in support solutions that retain our incoming residents

Studio 65’s ability to connect with our resident helps secure the process of moving someone in.

And if you don’t have that, there’s often times you might lose a resident who decides they don’t want to move in because it’s become very stressful from the time they deposit to the time they move in.

These residents have lived in these homes for 40, 50, maybe 60 years. They can’t begin to get their minds around how are they going to get to make the move. When you have the right company that offers right-sizing, they move the mountain for you.

Studio 65 takes that concern away. The relationship that the moving part of the company creates is invaluable as they go out to work with each incoming resident and hold their hands through the process. They manage from start to finish.

Because at the end of the day, the resident just wants to know, “How can I get into *Parkshore*?”



**TIME IT TAKES TO
GET FROM PACKED
TO SETTLED**

Parkshore's success lies with Studio 65 as a design and project management and move management partner. We continue to think and work out of the box, and I love their proactive approach and how they are always asking me, "What's next?"

I've found that our future residents (the ones who've placed a deposit on a specific apartment that we're updating) have built such great relationships with their design team (*Studio 65*), that I found they were going directly to that team with questions & concerns for answers ...and bypassing me.

At first, I wasn't sure about that.

But as the partnership blossomed, I've built nothing but confidence in their abilities for both design quality and resident service and communications.

And that allows me to refocus my energies and time in the areas of continuing to brand and market our beautiful waterfront community.

The level of confidence in *Studio 65* has simply grown, and what's neat is that I see a relationship blossom between *Studio 65* and the resident too.

This allows the resident to share their success with other residents, which definitely increases the value to *Parkshore* itself.

Parkshore's success lies with *Studio 65* as a design and project management and move management partner. We continue to think and work out of the box, and I love their proactive approach and how they are always asking me, "What's next?"

We've also established a relationship outside of the design and move-in services.

They're part of my marketing team now.

I do presentations onsite and offsite. I go out to venues where we talk about continuing care communities and the process of moving in and I make Karen from *Studio 65* a part of my presentation. She's been actively involved in presenting to the topic of "How do you right-size or downsize? How can I start that process?"

So, there's another road we've gone down with this partnership where they're helping me not just with what I need every day in this community, but also with my marketing as well.

And it's really a partnership today that is great for *Parkshore*, I think *Studio 65* would tell you it's great for them, but again, at the end of the day, it's great for the resident.

They're the winner in this, and that's what it's all about.

A BRIEF OVERVIEW OF HOW OUR TURNKEY PARTNERSHIP CURRENTLY FLOWS TO EVERYONE'S BENEFIT:

The relationship with *Studio 65* has grown from just a company that helped us right-size and manage the move process for incoming residents, to where they get involved almost before I have a vacancy.

As we start talking about what's coming up (in weekly construction meetings), as soon as a unit is vacated, they are immediately in there doing their measurements, looking at the structure, determining what can and cannot be done.

At that time, they have a deadline for initial design plans

We've talked, they know what I need in terms of initial design plans. They begin working on design concepts for that unit. We might meet a few times before we finalize a couple of conceptual designs.

Once I get those designs, it's on my desk and it's my responsibility to get a resident into the unit. I get to showcase it using the design concepts that *Studio 65* provided and actually sell it off these updated designs.

To now have these initial designs and sell the unit with them is fantastic.

Future resident is now on board and wants to meet their design team.

At that point, once a resident has committed with a financial deposit, we put them in contact with *Studio 65* directly and introduce them as the resident's own design team. Both *Studio 65* and resident meet and do a design walk-through to talk about specific preferences and selections for their new home.

So, at that point, the move-in coordinator, the team at *Studio 65* is meeting with the resident and making final design decisions and selections. They incorporate those final decisions into creating the documents for the build-outs.

They are creating the final plans that we will turn over to the construction company, which is great and also something we did not have in the past.



**ACTIVE
LISTENING**



**RELATIONSHIP
BUILDING**

So, literally, when it's move day, we tell residents, "Go spend the day doing something. Go out to lunch. Go visit with your family. Come back and walk into your apartment at 5pm tonight and Studio 65 will have it all set up for you, just the way you wanted it."

The construction company can now come in and start the demo and build out for that unit, according to custom specifications as chosen by the incoming resident.

They're also helping our incoming residents make their move to Parkshore.

We have the ability to be turnkey for the incoming resident with *Studio 65's* move-in and right-size service as well.

We can manage the move out of their home and into *Parkshore*, and *Studio 65* is involved in that too.

They can go out, consult and meet with the future resident and give them an idea about how they're going to make the move. What goes, what doesn't go, what they need...and they manage the move from start to finish.

Making these choices and consulting so each new resident at *Parkshore* feels supported and has what they need to make it a smooth process. Each new resident can then begin to look forward to living in their new community and new home here at *Parkshore*.

The unit is ready: on time, by design

We're finished with the unit and *Studio 65's* been involved in making sure it's been completed on time.

Exactly according to plans and exactly according to the way the resident wanted.

Move-in day

It can be very stressful. It can be stressful for the community, and very stressful sometimes for the resident moving in. But when you have the right-sizing side of the business that *Studio 65* brings, they limit and get rid of the stress. They manage the move: pack, move, unpack and set up. There's not a better turnkey approach.

So, literally, when it's move day, we tell residents, "Go spend the day doing something. Go out to lunch. Go visit with your family. Come back and walk into your apartment at 5pm tonight and *Studio 65* will have it all set up for you, just the way you wanted it." This is so valuable for the resident.

Now, the resident is moved in, but there may still be a few items that the resident needs touched up or finished up and *Studio 65* sees that through to the end too.

I get updates on all of the units that are having work done in a weekly walk-through construction meeting. This saves me time and keeps me updated without me needing to be involved in the completion of each unit.

At the end of the day

We've moved someone in.

We've done it the right way.

It's been turnkey for us...

and stress-free for the resident.

It's incredible.



DRIVE SHORTER SALES CYCLES
& FASTER OCCUPANCY RATES



EFFICIENT 1-DAY MOVE-INS
= HAPPIER RESIDENTS



ENHANCED SALES TOOLS
ATTRACT MORE TO YOUR
COMMUNITY



IN SENIOR CARE
SINCE 2005