



## 2025 Turnaround of Troubled Senior Living Community

### THE CHALLENGE

Capri Communities was engaged to manage a 110-unit assisted living campus facing severe regulatory issues, low occupancy (24%), and a damaged reputation. The community had lost Medicaid Waiver eligibility and was at risk of license revocation. Capri saw an opportunity to restore value through strategic branding, operational excellence, and market repositioning.

### THE APPROACH

#### *Brand & Reputational Rebuild*

- Renamed the community and launched a multi-channel marketing campaign (Google Ads, Facebook, print, events) to re-position within community.
- Engaged local influencers, chambers and charitable partners to rebuild trust.

#### *Sales Acceleration*

- Recruited top-tier local sales talent.
- Shifted focus from paid referrals to organic lead generation.

#### *Operational Excellence*

- Collaborated across Operations, Development and Finance to optimize building use.
- Corrected over 200 regulatory deficiencies and regained Medicaid Waiver eligibility in 3 months.

#### *Profitability & Efficiency*

- Repositioned pricing to attract lower-acuity residents and reduce staff burnout.
- Implemented Capri systems for staffing efficiency and expense control.

### THE RESULTS

#### *Accomplished in 12 Months*

**97%**  
occupancy  
(grown from 24%)

**70%**  
profitability  
improvement

**75%**  
reduced paid  
referral move-ins

**35%**  
pre-leased for  
second building

**2025**  
Best of Assisted  
Living Award

**5-STAR**  
Google  
Review Rating