

Virginia Care Home 90-Day Marketing & Occupancy Plan

A 13-week action plan for a residential care setting using accurate, license-aligned messaging.

Public claims should match the facility's actual license, capacity, services, staffing, availability, and resident fit. Verify terminology with Virginia Department of Social Services.

Facility

Plan start

Plan owner

Primary 90-day goal

Weeks 1-4: foundation

- ☐ Write a plain-language description using the correct facility term and actual services.
- ☐ Verify listing details, phone/email, availability, directions, and current photos.
- ☐ Create inquiry qualification questions, response ownership, tour route, and follow-up steps.
- ☐ Record a baseline for inquiries, response time, tours, outcomes, and occupancy.

Weeks 5-8: outreach

- ☐ Build a focused referral list appropriate to the home's residents and services.
- ☐ Complete two respectful outreach blocks each week and record the next action.
- ☐ Follow up with families and completed tours without pressure or misleading urgency.
- ☐ Choose one useful community relationship or local visibility activity.

Weeks 9-13: improve

- ☐ Compare inquiry quality and outcomes by source.
- ☐ Audit response time and frequently asked questions.
- ☐ Identify the largest drop-off between inquiry, tour, decision, and move-in.
- ☐ Choose relationships worth maintaining and set the next touchpoint.
- ☐ Set the next 90-day plan based on measured results.

Weekly scorecard

Week	Inquiries	Qualified	Tours set	Tours done	Move-ins	Referral contacts	Notes
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

Monthly review

Best inquiry sources

Largest conversion gap

Most requested information

Two actions to continue

One action to stop / simplify

Virginia next step: Use the Virginia Department of Social Services ALF page for current regulations, applicant training, forms, inspection tools, and notices. Confirm whether your model is an ALF or uses the separate local-department adult foster care approval process. Record the source, effective date, and agency advice for each requirement. Recheck recent notices before submitting an application or renewing.

Official source: [Virginia Department of Social Services](#). Source reviewed September 2026. Confirm current requirements directly.

Educational planning tool only. Do not make claims that exceed the license or actual capabilities. Follow privacy, advertising, referral, and consumer-protection requirements.