

Arizona Care Home 90-Day Marketing and Occupancy Plan

A printable plan for a assisted living home or center to improve listing accuracy, inquiry follow-up, tours, referrals, and occupancy measurement without overstating licensed services.

Facility	Plan start	Plan owner

License-aligned messaging

Use the facility term, capacity, service level, and conditions authorized by Arizona Department of Health Services (ADHS). Keep public listings, website language, referral materials, and tour explanations consistent with the actual license and current operations.

Measure	Current	90-day target	How measured
Qualified inquiries per month			
Tours scheduled per month			
Tours completed per month			
Move-ins per month			
Active referral relationships			
Average first-response time			

Three-phase plan

Weeks	Focus	Required outcome
1-4	Accurate listing, photos, inquiry process, and tour readiness	Families can find, understand, and contact the home.
5-8	Focused referral outreach, follow-up, and local visibility	A repeatable source of qualified conversations begins.
9-13	Measure results and fix the largest conversion gap	The owner knows what produces inquiries, tours, and move-ins.

Important

Educational planning tool only. Verify current requirements, forms, revision dates, fees, and deadlines with Arizona Department of Health Services (ADHS) and applicable local agencies. This resource is not legal, licensing, accounting, employment, insurance, medical, tax, zoning, building-code, or fire-code advice.

13-Week Action Calendar

Assign each action, set a date, and record the result. Keep marketing claims within the facility's license and actual capabilities.

Week	Focus	Recommended action	Owner	Done
1	License-aligned offer	Write a plain-language description using the correct Arizona facility term, actual services, resident fit, capacity, and contact process.		
2	Listing and photos	Verify public information, availability, phone/email, service claims, current photos, and directions.		
3	Inquiry and tours	Create qualification questions, response ownership, tour route, rate explanation, and follow-up steps.		
4	Baseline	Record inquiry sources, response time, tours, outcomes, and the largest conversion gap.		
5	Referral list	Build a focused list of hospitals, rehabilitation, home health, hospice, care managers, and community contacts.		
6	Introductions	Complete two focused outreach blocks and record each meaningful conversation and next action.		
7	Follow-up	Follow up with families, referral contacts, and completed tours; use a respectful review-request process.		
8	Local visibility	Choose one useful local event, professional group, or community relationship and review inquiry quality.		
9	Source review	Compare inquiry volume and quality by source; pause low-value activity that cannot be improved.		
10	Response and message	Audit response time and compare common questions with public information and tour materials.		
11	Tour and fit	Identify tour drop-off and clarify resident-fit language to reduce unsuitable inquiries.		
12	Relationships	Choose referral relationships worth maintaining and set the next useful touchpoint.		
13	Next 90 days	Set new targets, recurring actions, owners, and budget based on measured results.		

Weekly Marketing and Occupancy Scorecard

Use consistent definitions each week. A qualified inquiry appears to match location, availability, licensed services, resident fit, and financial expectations closely enough to continue.

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

Monthly review

Question	Answer
Which sources produced the most qualified inquiries?	
Where did prospects stop: response, qualification, scheduling, tour, or decision?	
What information do families repeatedly request?	
Which two actions deserve more time next month?	
Which action should stop, simplify, or be delegated?	
What is the next highest-priority occupancy action?	

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