



**VILLAGE
VELOCITY**



SPEED TO OCCUPANCY— REALISING RETURNS FASTER

The Village Velocity program is an entirely new way of achieving occupancy within the seniors living market.

Too often, sales and marketing programs blindly focus on pouring money into generating leads, in the belief that more leads will automatically translate to more sales. Not only is this not the case, it's actually counter-productive.

What's important — and what will yield the most significant returns — is the speed and effectiveness in which opportunities are generated, qualified, managed and won.

All of these tasks are time-critical and directly connected to the sales length cycle.

'Speed to Occupancy' is the end game, but the higher your Village Velocity score — the faster you realise your returns.

To discover how we can speed up your village sales, call us on **1300 009 501** or email info@wiseagency.com.au

• RESEARCH • ANALYTICS
• MARKETING • SALES

wise AGENCY