

The Crestone Senior Living | New Brand Launch

Attracting prospective residents in senior living demands a comprehensive and dynamic marketing strategy.



Channels

Direct Mail • Targeted Digital Advertising • Website • Printed signage • Organic Social Media



The Crestone Senior Living | New Brand Launch

Phase 1: Foundation • Concept & Branding

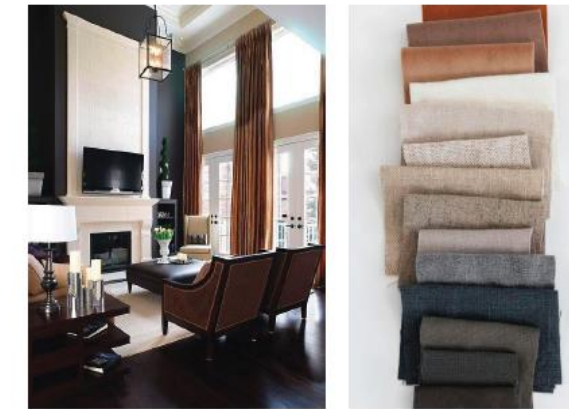
The Concept

Olathe, Kansas, serves as the backdrop for one of Arrow Senior Living’s newest brand launches. Though part of the greater Kansas City area, Olathe has a unique identity rooted in history and community. Situated along the historic Santa Fe Trail, which dates back to the 1800s, the city celebrates its legacy of craftsmanship, from its skilled labor force in bricklaying and lumber to its significant contributions to education, such as the founding of the first school dedicated to the deaf. Olathe also honors its rich Native American heritage, creating a rich tapestry of culture and tradition.

The community's design reflects these influences through elements like intricate wall paneling, applied moldings, exposed brickwork, warm wood accents, painted millwork, and a harmonious blend of natural textures. This thoughtful aesthetic balances sophistication with comfort, mirroring the history and character of the surrounding area. The result is a senior living community that feels like an artfully crafted home, embodying the meaning of “Olathe” in Shawnee: Beautiful.

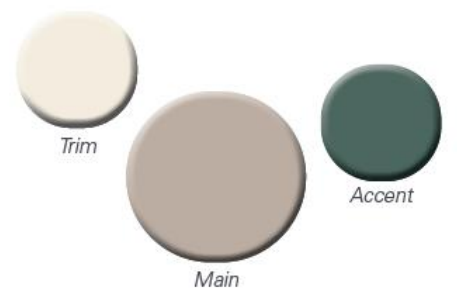
Utilizing Olathe’s rich history, and visualizing the beautiful design of the community, helped the logo and color palette come to life and set the brand identity up for success.

COLOR STORY



Approved

IL Theater



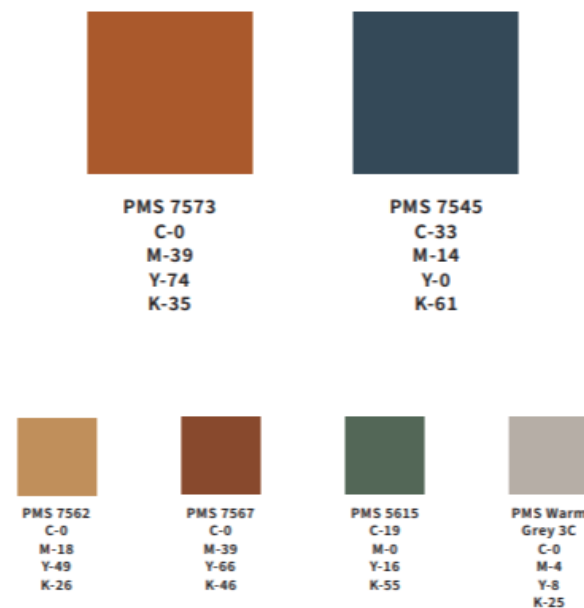
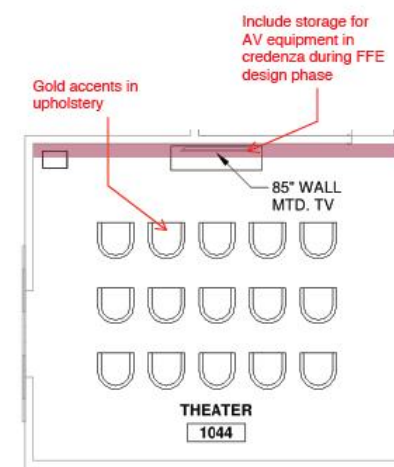
Lighting



Flooring



Barn Doors - Basis of Design



Approved

IL Demo Kitchen



Backsplash



Countertop



Lighting



Flooring - Carpet

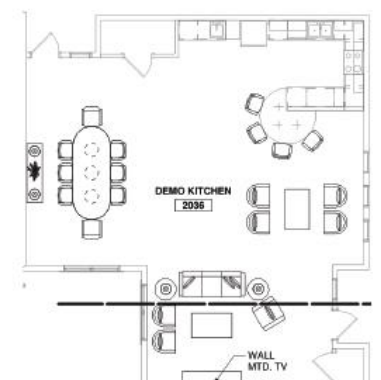
Flooring - Vinyl Plank



Cabinets



Basis of Design - Cabinets



The Crestone Senior Living | New Brand Launch

Phase 1: Foundation • Every 4-Week Direct Mail + Digital & Website Begins

Targeted Direct Mailers

- **Brand Awareness:** Builds recognition and trust from the start, driving pre-leasing success.
- **Precision Targeting:** Curated mailing and phone lists use strategic mapping (zip code, radius, income, home value, age) to identify ideal prospects and influencers.
- **Impact:** Delivers the right message to the right audience, increasing lead quality and boosting reservations.



Introducing The Crestone Senior Living

Temporary Information Center Now Open!

21810 West 119th Street
Olathe, KS 66061

Amenities at The Crestone include:

- Restaurant dining & 24-hour bistro
- Superior technology and amenities to promote independence
- Housekeeping and maintenance services
- Expansive scheduled transportation
- Daily events and entertainment
- Movie theater, library, pool, and much more!

Call today and ask about our incentives!
(913) 357-1590



The Crestone
SENIOR LIVING
21810 West 119th Street
Olathe, KS 66061
CrestoneSeniorLiving.com

Walk-in tours welcome | Available evenings and weekends

Call or stop by for a tour today!

CrestoneSeniorLiving.com



Senior Living Does have its perks

One of the most rewarding aspects of senior living is the sense of community and the friendships built. Join like-minded individuals who share your interests and meet new neighbors who become lifelong friends.



OPENING SOON! RESERVE AN APARTMENT TODAY!

CALL TODAY!
(913) 357-1590

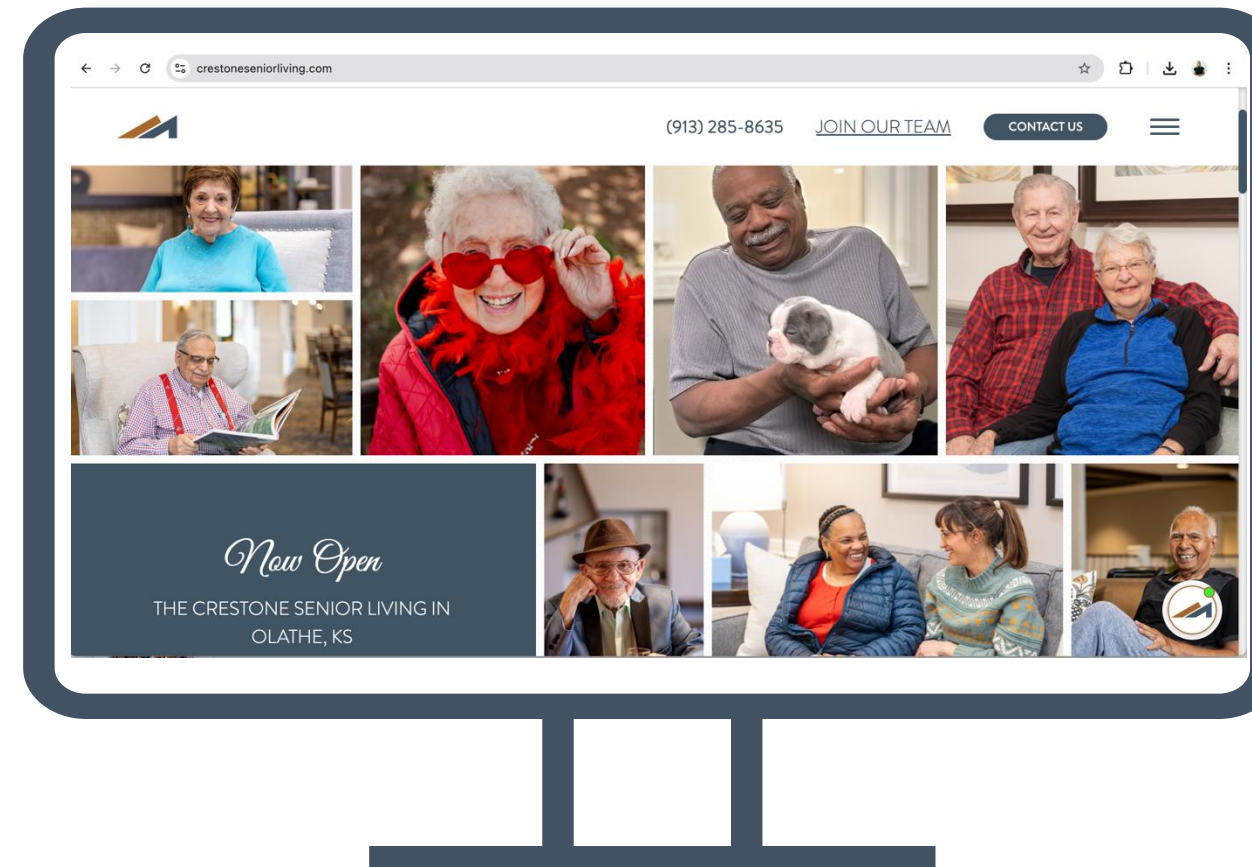
INDEPENDENT LIVING | ASSISTED LIVING | MEMORY CARE

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Dynamic Pre-Sales Website

- **Engagement:** Regular construction updates, behind-the-scenes content, and milestones build excitement and anticipation.
- **Trust & Connection:** Highlights Arrow Senior Living's culture, values, and operational excellence, fostering trust with prospects and families.



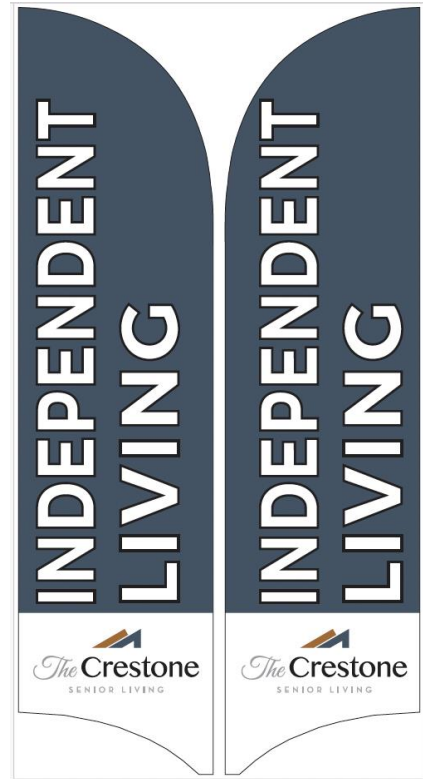
Digital Advertising

- **Brand Awareness:** Like Direct Mail, digital advertising efforts build brand recognition from the start.
- **Impact:** Boosts amount of times potential residents see the brand for higher likelihood to convert. Again, delivers the right message to the right audience, increasing lead generation and quality while boosting reservations.

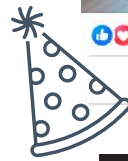


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Phase 2: Create Excitement & Sense of Community • Continue Foundations + Host Events + Signage + Radio + Organic Social Media



Signage:
Building excitement & capturing Drive By & Walk In Traffic.



The Crestone Senior Living
April 11 · 🌐

Today we were able to hear from Gwyn Rahmier, Managing Director of Brand Development, at our 'Meet the Designer' event for prospective and soon-to-be residents. She answered everyone's pressing questions and shared in detail about all of the wonderful amenities our community will have to offer!



Rachel Sheehan, Rochelle Collette and 8 others · 1 share
Like Comment Share

Events + Social Media: Building trust and connection with depositors and prospects to ignite a sense of community in person and digitally.



The Crestone Senior Living created an event.
March 26 · 🌐



Tue, Apr 9
Coffee & Convo
21810 West 119th St, Olathe, KS

Interested



Radio: Furthered reach through live radio with a well-known radio ambassador in the area to enhance trust and brand awareness.



Press Play & Take A Listen Here:



The Crestone Senior Living | New Brand Launch

Phase 3: Promote Opening • Restaurant Branding + Now Open Campaign + Google Review Campaign + Nicely News Feature

Amy Struck
3 reviews
★★★★★ 7 months ago

My dad just moved into Crestone Senior Living and absolutely loves it. It was well worth the wait! Sheila and her staff did an amazing job while the property was under construction hosting events for potential new residents.

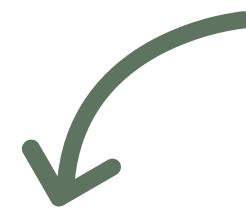
The community is coming together nicely and all of the staff have been amazing.

My dad raves about the food, activities, accommodations, the people and his overall experience. I would highly suggest checking out this beautiful facility if you are looking for independent living. Their assisted living and memory care will be opening in the near future and I'm sure it will be top notch as well.

👍 2



Scan Me & Watch Arrow Nicely News



YouTube Search

The Crestone Senior Living
May 9 · 🌐

It's National Moscato Day here at the Crestone! Our new residents were treated with 8 different wines, beer, and delicious charcuterie plates. What a way to kick off our first week in our new building.
[#whatseniorlivinglookslike](#)

You, Bailey Brasdovich, Rachel Sheehan and 27 others
2 comments 2 shares

Love Comment Share

Arrow Nicely News - The Crestone Senior Living Assisted Living is Now Open! - August 23, 2024

Arrow Senior Living
1.52K subscribers

👍 3 🗨️ Share 📄 Download ⋮

Direct Mailer:



this is what community feels like



Naming of The Restaurant

The Orchard: The restaurant at The Crestone Senior Living is named in honor of the farms and apple orchards surrounding the city of Olathe.



SEE FOR YOURSELF, VISIT US TODAY!

If you have ever considered senior living, now is the time to plan. Stop by and see if The Crestone is right for you.

PERKS OF SENIOR LIVING



CALL TO SCHEDULE A TOUR TODAY!

(913) 357-1590

Transportation available upon request

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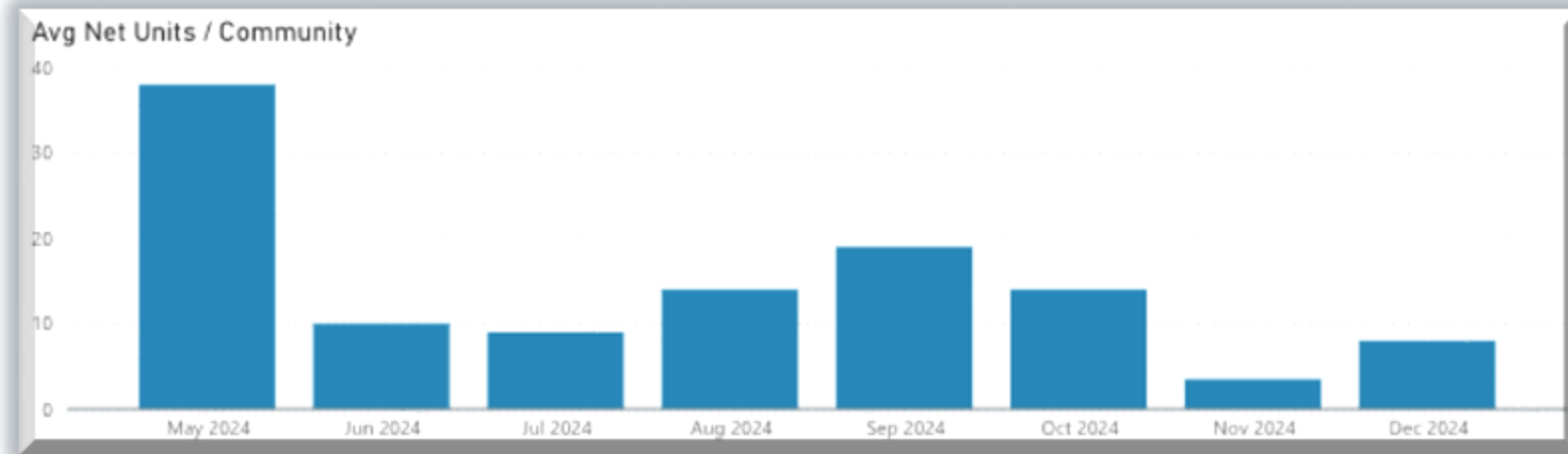
SUCCESS & ROI

Milestones and Growth

- Independent Living: Opened May 8, 2024
- Assisted Living: Opened August 8, 2024
- Memory Care: Opened September 1, 2024



On average, occupying about **16 units per month** since opening in May 2024.

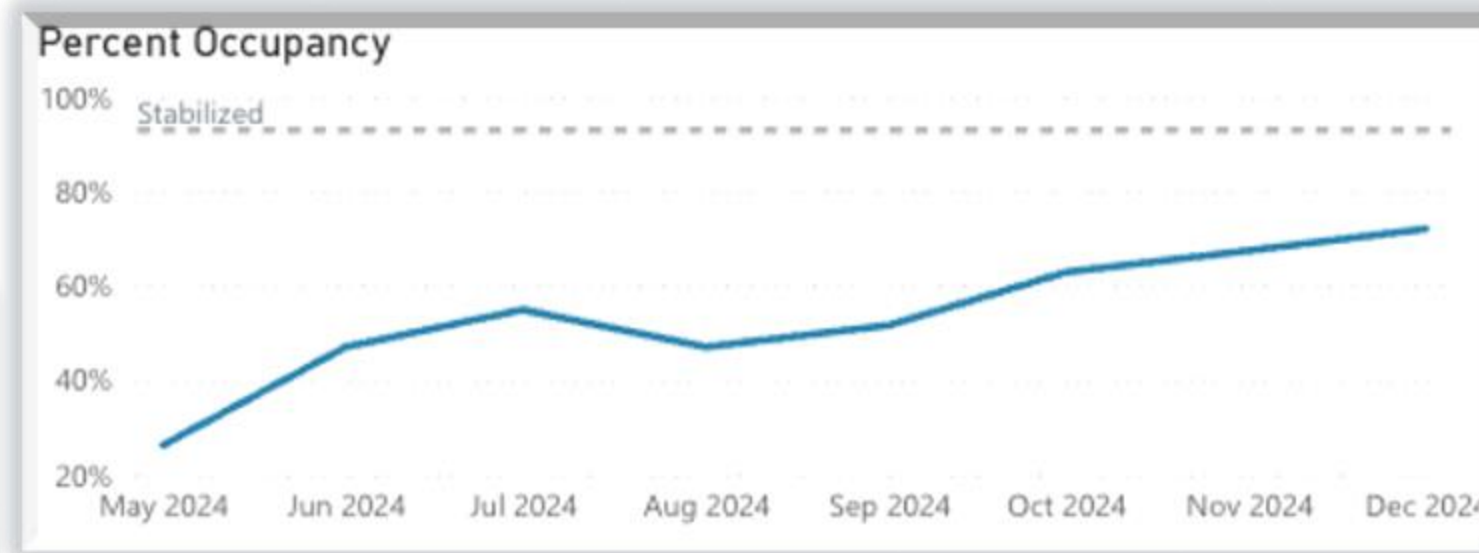


Great Place to Work certified, The Crestone Senior Living exemplifies innovation and quality, fostering excellence among residents and employees.

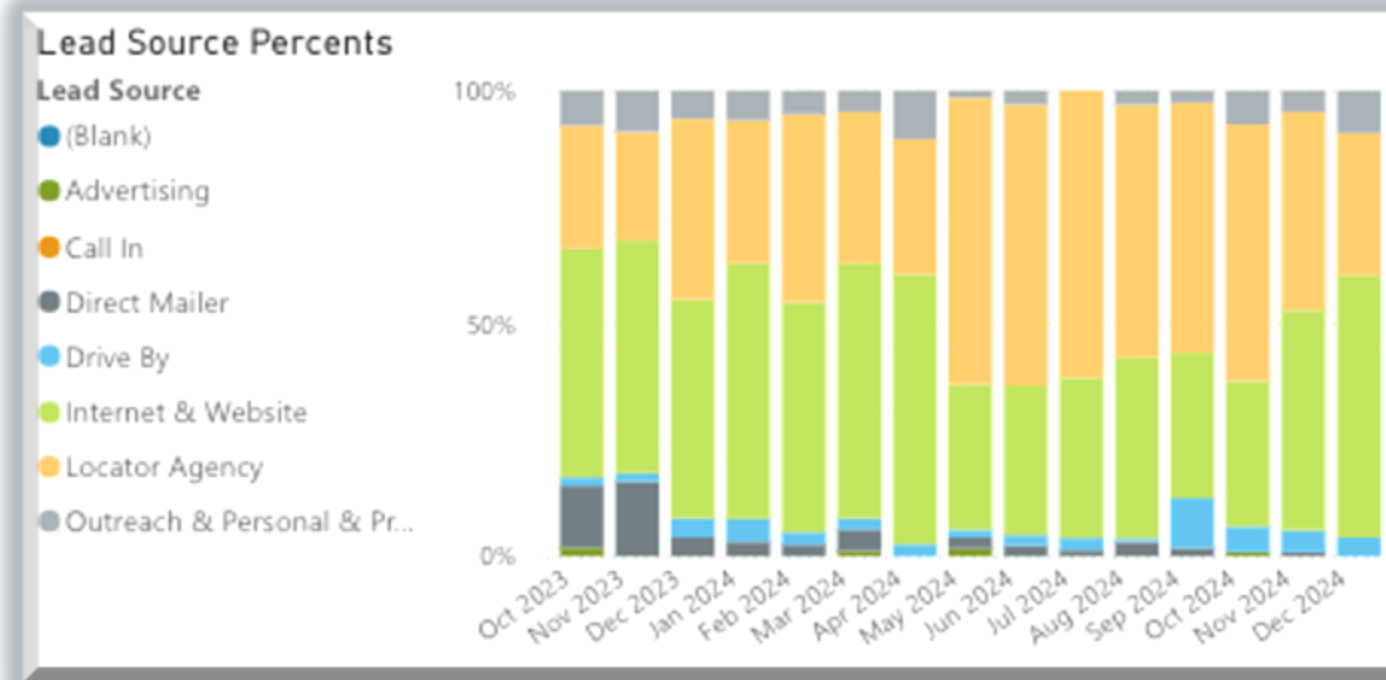


The Crestone is officially open!
#whatseniorlivinglooklike

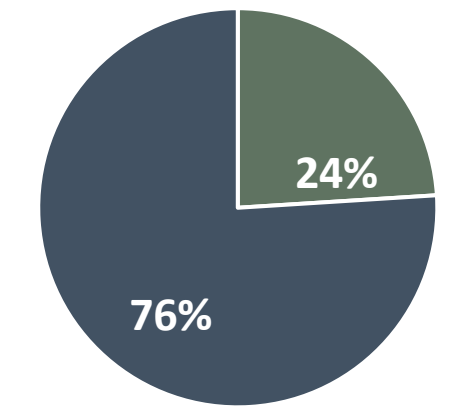
The Crestone Senior Living achieved 75% occupancy by December 31, 2024, with projections to reach 80% in January 2025.



Internet & Website + Direct Mail + Drive By + Advertising
These lead sources make up 48.9% of leads which is beating out Locator Agencies by 2.5%



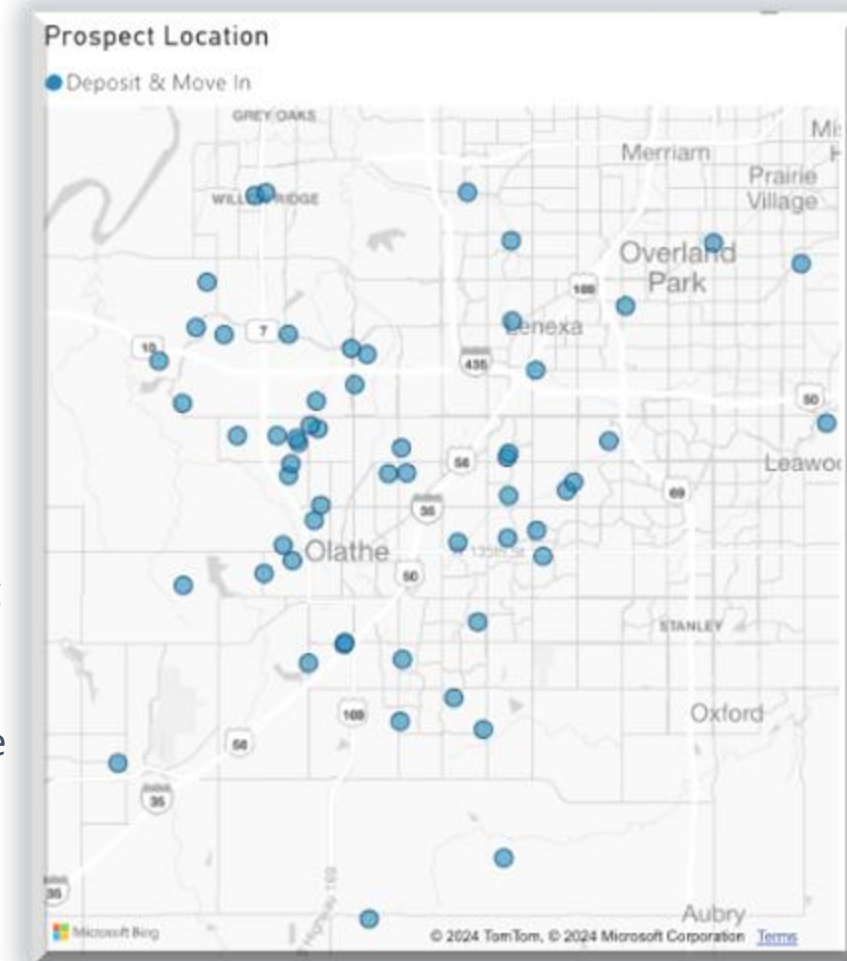
Lead Source Percents by Move-Ins



■ Locator Agency ■ Marketing Lead Sources

A Diverse Marketing Strategy Drives Success
The balanced approach showcases the strength of combining digital innovation with traditional tactics while creating a sense of community and excitement to attract prospective residents and turn leads into move-ins.

On average, deposits and move-ins came from **5.7 miles** away. This shows mailing lists and messaging were effective in reaching the targeted audience.



Conclusion

These graphs highlight strong revenue growth, reflecting the community's ability to attract residents and maintain a thriving, sustainable business model. This stability supports ongoing investments in amenities, staff training, and improved resident experiences. Additionally, these graphs represent the strength and success of The Crestone Senior Living's **new brand and exceed expectations**.

This achievement reflects our team's dedication, the power of The Crestone Senior Living's brand, and most importantly, the meaningful impact we have made on the lives of our valued residents today, every day, and years to come.