



PR READINESS TEST FOR SENIOR LIVING COMMUNITIES

How Prepared Is Your Community to Use Public Relations to Boost Sales?

This quick assessment helps your team understand how ready your community is to attract leads and strengthen trust through public relations (PR). Check the statements that apply. The more you check, the more PR-ready you are!

1. Story Foundations

- We have clear key messages about who we are and what makes us different.
- Our leadership and staff can describe our mission consistently.
- We regularly collect and share resident or team member success stories.
- We can provide quality photos, quotes, and data that bring our story to life.

2. Media Presence

- Our community has been mentioned in local or industry media in the last year.
- We have designated spokespersons who are comfortable speaking to media.
- We know which outlets or journalists cover senior living in our area.
- We track and save copies of any articles, interviews or mentions.

3. Owned Channels

- Our website has a "News" or "Press" section for media coverage and updates.
- We post resident stories or community news on social media regularly.
- Our newsletters or emails highlight accomplishments and positive stories.
- We have a consistent visual identity (logo, colors, tone) across platforms.

4. PR-Sales Alignment

- Our sales team knows when we get media coverage and shares it with leads.
- We include PR stories in tours, follow-up emails and referral conversations.
- We use testimonials or press quotes to strengthen trust during the sales process.
- We measure whether PR coverage increases inquiries or web traffic.

5. Future Opportunities

- We have ideas for stories that could highlight our people and impact.
- We're open to thought leadership—speaking, writing or hosting local events.
- We understand PR isn't one-and-done—it's part of a growth strategy.

Your PR Readiness Summary

- **16-19 checks:** You're ready for proactive PR! Time to pitch and publish.
- **10-16 checks:** You have strong building blocks—let's focus your message.
- **0-9 checks:** You're starting your PR journey—we can help build your foundation.

NEXT STEP

Bring this completed checklist to your next meeting with 3rd3rd Marketing. We'll help you turn readiness into results with stories that build trust, drive tours and close sales.

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