How Phoenix Senior Living Uses Further's Pricing Assistant to Gain a Competitive Edge

Company Overview

Phoenix Senior Living operates and manages 44 communities across nine states in the Southeast, offering independent living, assisted living, memory care, active adult communities, and skilled nursing services. With a commitment to providing high-quality senior care, Phoenix Senior Living constantly seeks innovative solutions to enhance its sales and marketing strategies

Challenge

Outdated Competitive Data and Inefficient Pricing Analysis

As Vice President of Sales at Phoenix Senior Living, Justin Harden recognized a major challenge in the company's pricing strategy. When an investor call required real-time competitive pricing insights, the team discovered that their existing data was six months old and did not capture the new competitors in the market.

Relying on community teams to conduct competitive analysis had resulted in inconsistent, inaccurate, and untimely data. This led to unreliable data and hindered strategic decision-making.

Solution

Implementing Further's Pricing Assistant

After evaluating multiple competitive intelligence platforms, Phoenix Senior Living chose Further due to its comprehensive dashboard, real-time pricing insights, and affordability.

The tool allowed Justin and his team to:

- Access up-to-date competitor pricing and concession data.
- View competitor Google reviews and photos within the interactive dashboard.
- Make strategic pricing decisions backed by accurate market insights.
- Eliminate the inefficiencies of manual data collection and outdated Excel reports.

Results | Improved Decision-Making and Increased Organizational Adoption

Further's Pricing Assistant quickly became a vital tool at Phoenix Senior Living. Initially adopted by sales directors, the platform's value led to widespread adoption across the organization. Today, key stakeholders—including asset managers, executive directors, and even the company's CFO—actively use Further's dashboard for pricing strategy and market analysis.

Key outcomes include:

Faster Competitive Analysis
Instead of waiting for Sales Directors, Phoenix relies on Further's secret shoppers for regular, timely pricing data and real-time online review updates throughout the year.

More Accurate Pricing Decisions
Further's insights helped uncover hidden competitor incentives, such as a Florida community that claimed to have a waitlist but was actually offering two months free.

Stronger Investor Confidence
With real-time data available during investor calls, Phoenix Senior Living can now make well-informed pricing recommendations without delays.

Organization-Wide Impact
Beyond sales directors, leaders across departments leverage Further for strategic planning and operational efficiency.

Why Phoenix Senior Living Chose Further

After considering three different providers, Phoenix Senior Living found that Further stood out due to its interactive dashboard, competitive intelligence depth, and cost-effectiveness. Unlike competitors that only generated static reports, Further provided a dynamic, user-friendly experience that enabled real-time decision-making.

Looking Ahead

Phoenix Senior Living continues to integrate Further's platform into its daily operations. As the company expands and refines its pricing strategies, Further remains a trusted partner in providing the data-driven insights needed to stay competitive in the senior living market.

❯ Conclusion

For senior living operators seeking a reliable, cost-effective solution for competitive intelligence, Further's Pricing Assistant offers a proven way to enhance pricing strategies, streamline market analysis, and drive occupancy growth. As Justin Harden puts it, "Further's product sells itself—it's that good."

> *Further's Pricing Assistant completely shifted our company's mindset on competitive intelligence. From sales directors to our CFO and asset managers, everyone sees the value it brings. It's a game-changer.*

Justin Harden
Vice President of Sales & Marketing
Phoenix Senior Living

Ready to take the next step?