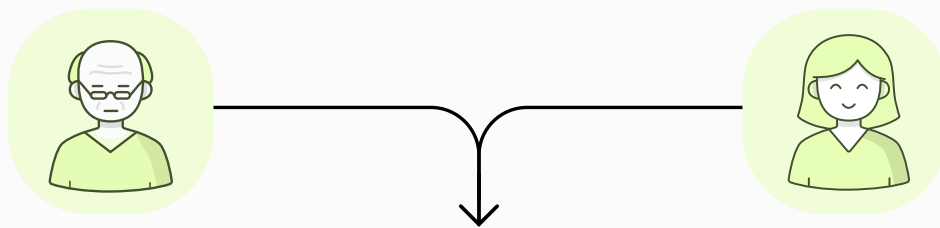


PointClickCare®

Mastering Move-Ins

First Impressions for Senior Living Residents

As competition intensifies and average lengths of stay compress, the move-in experience has become a critical driver of occupancy stability and long-term retention. The following are recommended approaches compiled from our customers.



The First 90 Seconds



Make a great first impression right at the door to set a positive tone. A warm, friendly greeting goes a long way, so be present, prepared, and ready to engage with each resident.

The First 90 Feet



What residents and families see as they move through the community directly influences their confidence. Every detail matters and contributes to the resident's first impression.

The First 90 Days



Bring sales, care, and operations together from the start. When these teams work as one, with clear communication and smooth handoffs, it creates a more seamless and positive experience for everyone.

Senior Sign makes the paperwork so much easier. What used to be overwhelming and take hours is now presented in a digestible way. And the best part is, it doesn't take away from the personal experience — it actually amplifies it.



— Candice Marcks,
VP of Sales at Arte Living



Personalize Move-In Day

Preferences gathered during the sales process should be handed to the care team and actioned before move-in day. Specific details build immediate trust.



Assign A Resident Ambassador

Current residents are the most credible advocates. Take extra care to match based on common values and interests.

The First 90 Days (continued)



Visit Residents At Home Before Move-In Day

A pre-move-in home visit is one of the most effective ways to build trust early on. It shows a genuine commitment to the relationship and helps everyone feel more comfortable from the start.



Reduce Friction On Move-In Day

Make move-in day as smooth and stress-free as possible. Have the new resident's space fully prepared and add a few personal touches to help it feel warm, familiar, and genuinely like home.



Create Dedicated Move-In Roles

Create dedicated roles to support the move-in experience. Having team members like a Resident Relations Manager, Move-In Coordinator, or Family Liaison helps ensure consistent communication and support, leading to stronger satisfaction and long-term retention.

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to help every provider deliver exceptional care.

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