

Silver Living

Tenant Acquisition Action Plan

June 23, 2026

Silver Living targets active, independent adults 55 and older who are choosing community over isolation — not because they need support, but because they want connection. This is a lifestyle choice, not a last resort.

This plan accounts for a dual audience: the prospective guest herself, who is best reached through in-person, community-based channels; and her adult children, who are often co-decision-makers and are more reachable through digital channels.

Lead message: You keep your independence. You gain a community. All utilities included — just bring yourself.

Messaging Guidance

How you say it matters as much as where you say it for this audience. Use these principles in every piece of outreach — flyers, posts, phone calls, and conversations.

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| <ul style="list-style-type: none">• Say: “Live with people your own age”• Say: “Keep your independence”• Say: “Your own private room”• Say: “All utilities included”• Say: “Active adults 55+” | <ul style="list-style-type: none">• Never say: “Senior housing”• Never say: “Care” or “Support”• Never say: “Shared housing” (sounds institutional)• Never say: “Assisted” anything• Never say: “Elderly” |
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Phase 1 — In-Person and Community Outreach (Highest Priority)

This demographic makes housing decisions based on trust and word of mouth far more than online search. In-person presence in their existing community is the single most effective acquisition channel. Start here.

1. Senior Centers and Community Centers

- **Visit in person.** Bring a one-page flyer and ask the director if you can post it and leave a small stack at the front desk.
- **Ask if they have a bulletin board, newsletter, or email list you can submit a listing to.**
- **Many senior centers host regular events — ask if you can do a 10-minute informational talk or set up a table at a community day.**
- **Key message:** Position Silver Living as a way to expand social life, not as a housing necessity.

2. Churches and Faith Communities

- **Churches are among the most trusted community institutions for this age group.**
- **Contact the pastor, priest, or community coordinator. Ask to be mentioned in the bulletin or weekly announcements.**
- **Ask if they have a care committee, women's group, or seniors' ministry — those are your highest-value contacts.**
- **Offer a referral arrangement: a donation to their community fund for any guest who signs a lease through their referral.**

3. Libraries

- **Post flyers on the community bulletin board. Libraries are a regular destination for this demographic.**
- **Ask the librarian about community programming boards or local newsletters where you can place a listing.**
- **Some libraries host community resource fairs — get on the list as a housing option.**

4. Women's Organizations and Clubs

- **Target:** AAUW chapters, Red Hat Society, garden clubs, book clubs, bridge clubs, volunteer organizations (Junior League alumnae, etc.).
- **Ask to speak at a meeting or leave materials with the group organizer.**
- **These networks are tight. One endorsement from a trusted member carries more weight than any ad.**

5. Doctors' Offices, Clinics, and Pharmacies

- **Ask to leave a small flyer stack in the waiting room or at the front desk.**
- **Focus on: primary care offices, OB-GYN, physical therapy clinics, and independent pharmacies.**
- **These are regular, trusted touchpoints for the 55+ demographic.**

- Keep the flyer focused on community and lifestyle — not on cost. This audience in a medical setting is not thinking about budgets.

6. AARP Local Chapter

- Contact the local AARP chapter and ask to be listed as a housing resource.
- AARP has a national network of local volunteers and events. Get on their radar as a vetted option.
- AARP also has a community resource finder online — submit Silver Living for inclusion.

Phase 2 — Professional Referral Networks

These contacts don't generate walk-in leads — they generate pre-qualified referrals from people whose clients trust them completely. Build these relationships and maintain them.

7. Social Workers and Case Managers

- Contact county aging services departments, Area Agency on Aging (AAA), and hospital discharge planners.
- These professionals work with adults who are transitioning housing situations — divorce, widowhood, downsizing after a spouse passes.
- Get listed in their resource directories. Ask to be a preferred referral for clients who are independent and do not need care.
- 211 is the intake point for many of these agencies — call and ask how to be listed as a private affordable housing option.

8. Estate Attorneys and Financial Planners

- Adults 55+ frequently meet with estate attorneys and financial planners during life transitions.
- A brief introduction and a leave-behind card can put Silver Living on their radar as a resource for clients who need to downsize or reduce housing costs.
- Focus on: solo practitioners and small firms that handle wills, trusts, and retirement planning.

9. Real Estate Agents Specializing in Downsizing

- Agents who work with clients selling a family home after kids leave or after a spouse passes are talking to your exact demographic.
- Introduce yourself. Offer a finder's fee or reciprocal referral arrangement.

- A client who just sold their home and isn't ready to buy again is a prime Silver Living prospect.

10. Divorce Attorneys

- Late-life divorce (the “grey divorce” demographic) leaves many women suddenly needing affordable housing with a community around them.
- Contact family law attorneys in your area. Ask if they would refer clients who need transitional housing.
- This is a sensitive channel — lead with community and stability, not cost.

Phase 3 — Digital Channels (Adult Children + Tech-Comfortable Guests)

Do not skip digital entirely. A significant portion of 55+ adults research options online themselves, and adult children often initiate the search on behalf of a parent. These channels should run concurrently with in-person outreach.

11. Facebook — Targeted to Adult Children and 55+ Groups

- Adult children (typically 35–55) actively search for housing options for aging parents on Facebook.
- Run targeted ads to this audience: geo-target locally, target ages 35–55, interest in “senior care” or “aging parents.”
- Also post in local Facebook groups specifically for 55+ residents or retirees in your area.
- Organic posts in neighborhood groups work well when framed as a community announcement, not an ad.

12. Nextdoor

- This platform skews older than most social media and is trusted because it's neighborhood-based.
- Post in the Housing category. Frame it as a community living option for active adults.
- Ask current residents — if they're on Nextdoor — to mention it to neighbors organically.

13. Caring.com / SeniorHousingNet / After55.com

- These are purpose-built platforms where adults and their families search for senior-friendly housing.
- Silver Living is not assisted living, but these platforms have categories for independent shared housing.
- List on all three. These are often the first stop for adult children doing research.

14. Landing Page for Silver Living

- **Create a dedicated one-page site** (separate from the general co-living brand) for Silver Living.
- **Tone:** warm, dignified, community-focused. Use photos of real people in conversation, not stock images of people staring at sunsets.
- **Include:** a short description, what's included, who it's for, photos of the property, and a simple contact form.
- **This page is the destination for all ads, flyers with QR codes, and referral partners who want to send someone a link.**

15. Craigslist — Housing > Rooms & Shares

- **Still used by budget-conscious adults of all ages. Use a plain, respectful headline.**
- **Example:** “Private Room for Active Adult 55+ — [City] — All Utilities Included — Community Living.”
- **Re-post every 48 hours. Keep the copy honest and simple.**

Phase 4 — Ongoing Relationship Builders

16. Current Resident Referral Program

- **Your best ambassadors are the people already living there.**
- **Offer \$100–\$200 off next month's rent for a referral that converts to a signed lease.**
- **A personal recommendation from a current resident to a friend carries more weight than any ad you can run.**
- **Ask residents directly:** “Do you know anyone who might be looking for a place like this?”

17. Printed Flyers with QR Code

- **Design a clean, large-print flyer** (minimum 12pt font, ideally 14pt+). This audience reads print.
- **Include a QR code that links to the Silver Living landing page for adult children who pick it up on behalf of a parent.**

- **Distribute to: senior centers, libraries, churches, doctors' offices, pharmacies, coffee shops near retirement communities.**
- **Refresh the flyers quarterly so they don't look stale.**

Tracking and Reporting

Log every inquiry in a simple spreadsheet: date, source channel, name, contact info, outcome. This data tells us which channels are producing leads and which are not worth the time investment.

Weekly report: Which channels generated inquiries this week? Which converted? Are leads coming from the guest directly or from adult children? Adjust effort toward what is working.