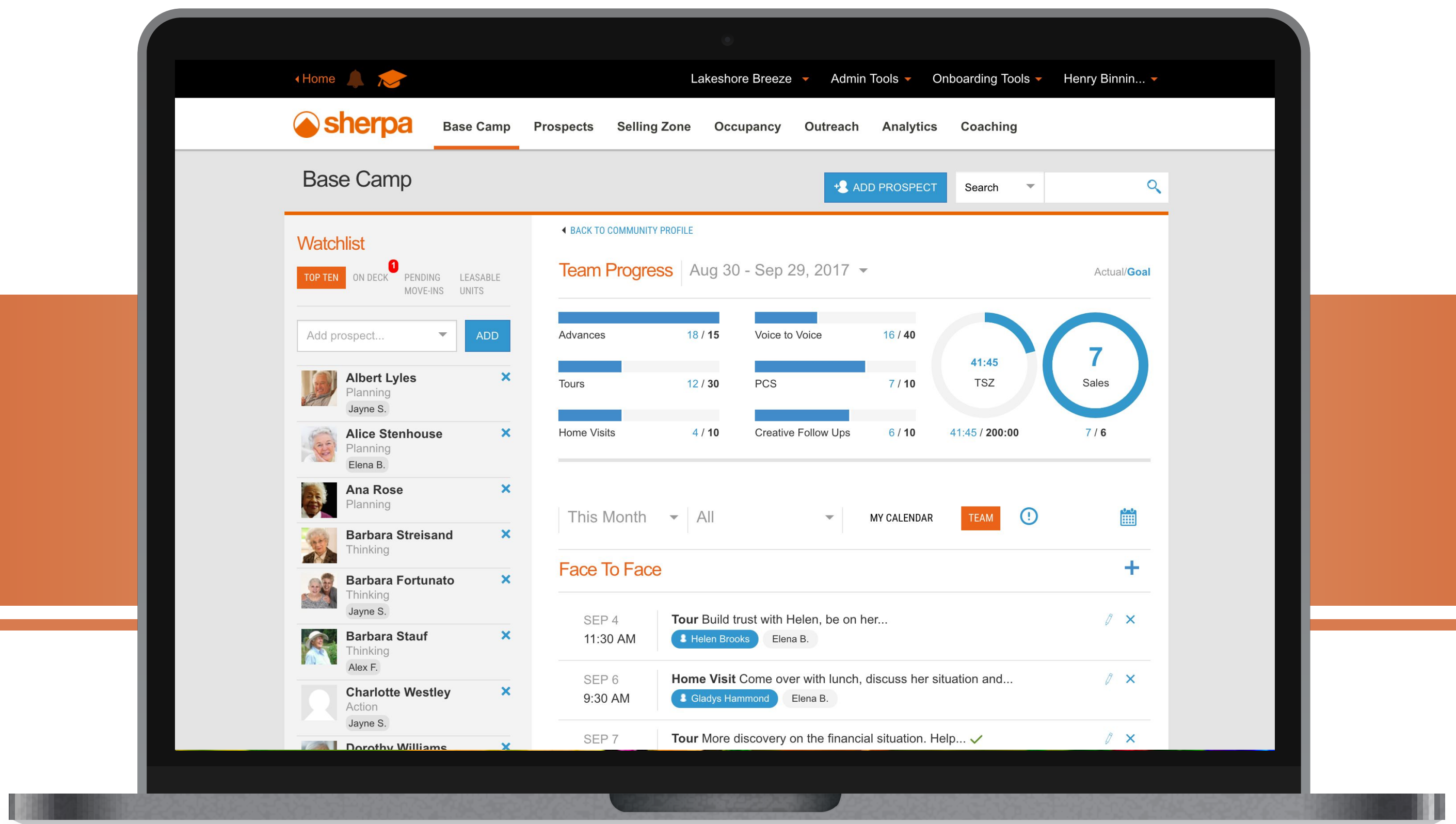
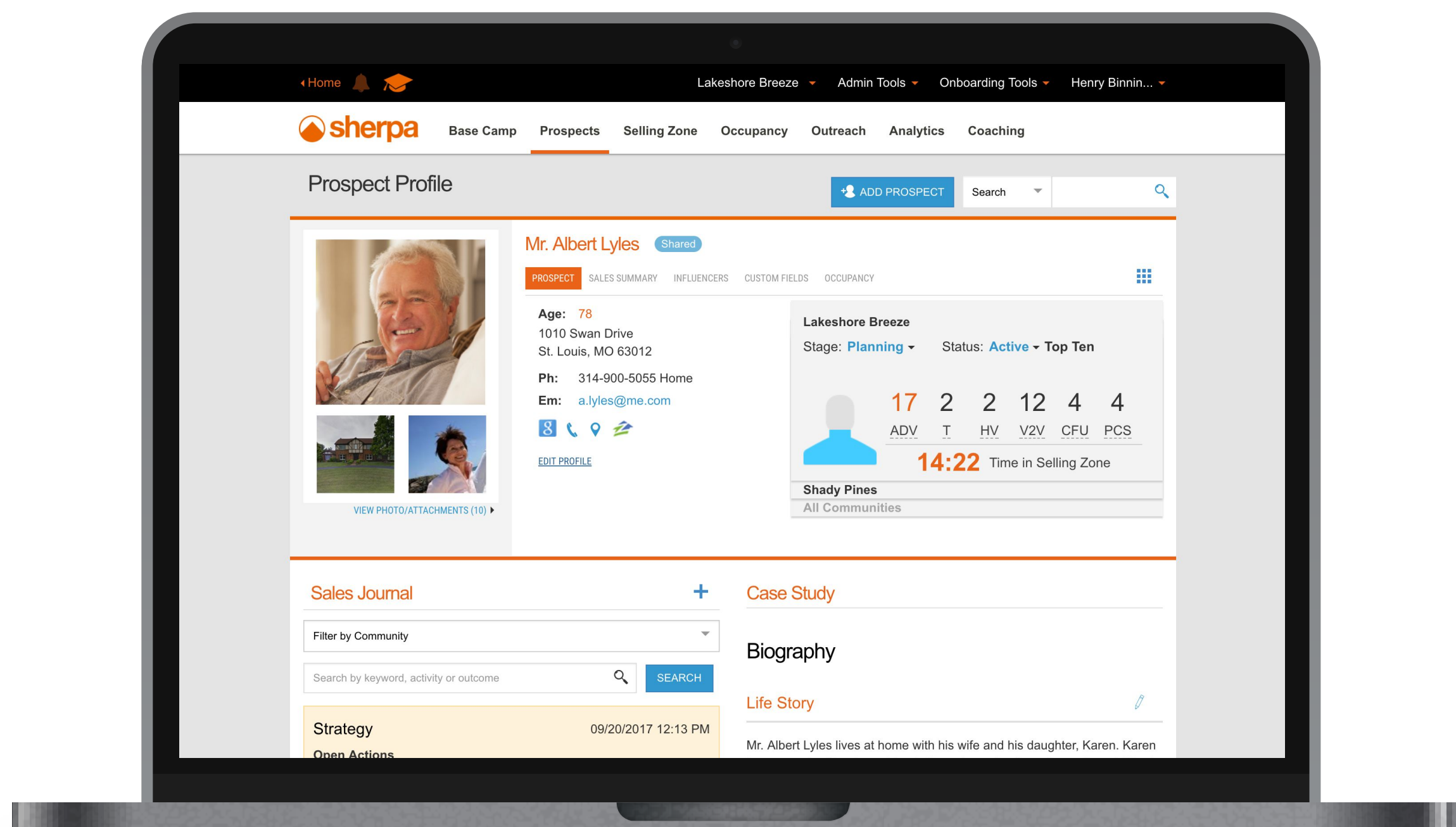




Introducing Sherpa, the only CRM  
created by senior living sales experts.





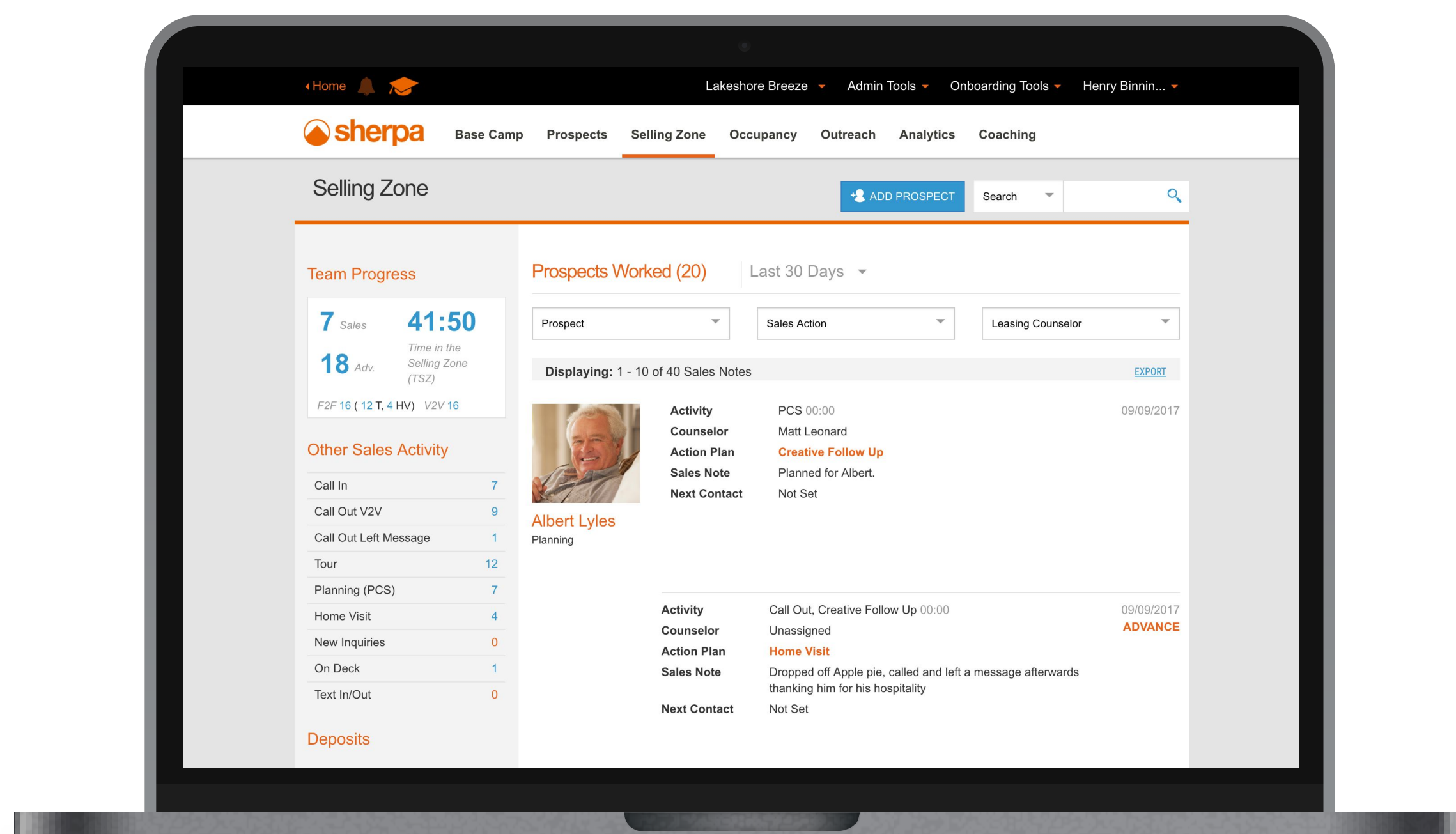
## Help prospects say, "I'm ready"

Sherpa empowers leasing counselors to guide prospects through the emotional obstacles that prevent decision making. Users build holistic profiles of prospects' lives that intuitively motivate sales teams to pursue behaviors proven to build deeper relationships and increase conversion ratios.

And yes, you can build profiles for your outreach professionals, too.

## See your day at a glance

Is your to do list so long that you don't know where to begin? No problem. Let our Base Camp dashboard get you and your team off to a great start each day. At a glance, see how your teams are tracking against their goals, prioritize the prospects that need your efforts most and easily access your calendar to keep you on schedule.



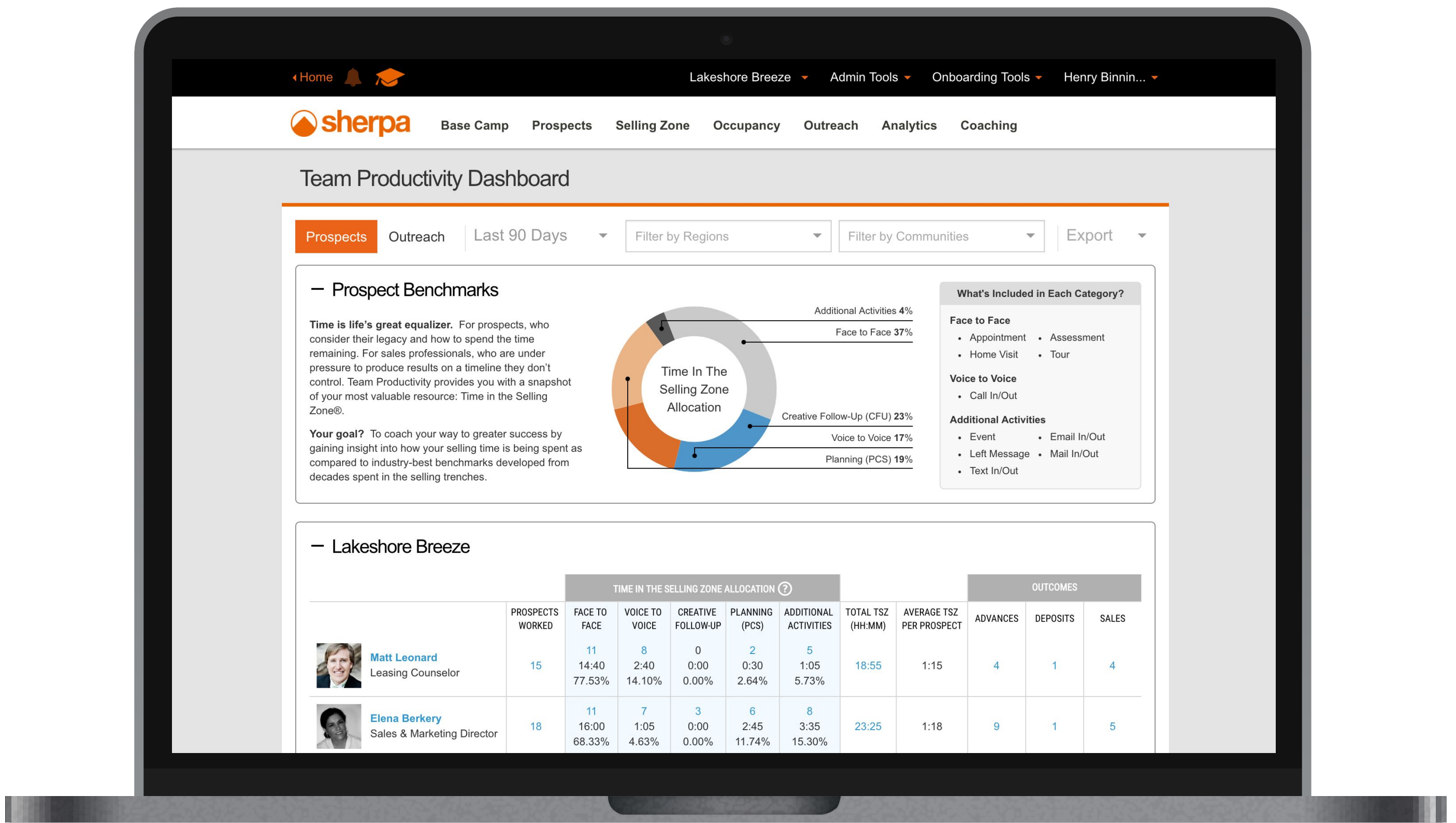
## Track your Selling Zone (in your PJs)

You shouldn't have to be in the building to stay in the know. Sherpa measures not only how many calls, tours, visits and more your team is completing but also the time spent, the quality, and the outcome of that interaction. See results in real time, anytime, from anywhere.

## Integrate your workflow

Sherpa's sophisticated API architecture means we're an open book for partners who want to inter-create with our platform, and we aggressively pursue relationships with businesses whose products improve efficiency and empathy in operations. Contact us to learn more about building a custom integration.

Want even more transparency? Sherpa supports unlimited users so every team member across every department—including move-in coordinators, billing, and operations staff—can have their own account. No more sharing passwords.



## Measure what matters

A CRM should do more than just count quotas and tasks. Sherpa measures how sales teams spend time selling so they can see the correlation between emotional connection and increased occupancy. Measure new and familiar metrics with reports for operations, occupancy, sales and marketing.

And we're working on a custom report builder. Available Winter 2017!




## People matter most


A great product doesn't mean anything if it doesn't have the right people to back it up. Let our team of senior living and technology experts guide you through your transition to a new CRM with our hands-on approach. Our on-boarding and customer support experts will tailor training and implementation processes for you and provide ongoing communication and support.





We couldn't possibly sum up Sherpa in just a handful of words, so contact us to learn more about how this tool can help support and enhance the positive impact you and your teams are already making each day.

 (314) 432-1234

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