



Client Success

Providence Place



Market

Senior Living

Portfolio

5 senior living communities
601 residential units

Client Since

2009

Highlighted Product

[RentCafe Senior CRM](#)

The Benefits

Providence Place drives increased sales and higher occupancy with Yardi Senior CRM as part of its Yardi full business solution for senior living.

About Providence Place

providence-place.com

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Yardi.com

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Sales@Yardi.com



“ Yardi Senior CRM delivers many benefits and has helped us increase sales performance across the company and occupancy across our communities. I highly recommend Yardi’s integrated solution because it covers all aspects of senior living. ”

Gino Gentile, VP of Sales and Customer Service

The Company

Founded in 1998 by former Pennsylvania Governor George M. Leader, Providence Place Senior Living is family owned and managed with the mission of creating value for its residents through responsive service and quality care at all its communities.

The Challenge

Lead Management

Providence Place needed integrated software tools for lead management. Gino Gentile, VP of sales and customer service, said, “You can’t manage what you don’t measure.” For Gentile, it became clear that streamlining Providence Place’s operations on a centralized platform would help the company further enhance its marketing and sales performance.

The Solution

Yardi Senior CRM

Part of the Yardi Senior Living Suite, Yardi Senior CRM enables senior living providers to increase occupancy and boost resident retention with mobile-friendly sales and marketing tools specially designed for senior living. With Yardi Senior CRM, senior living providers can enhance lead management and improve the marketing and sales process with customized dashboards and comprehensive reporting. Integration with the entire Yardi Senior Living Suite ensures data accuracy and lead tracking from initial point of contact through resident activity.

The Story

Booming Occupancy

According to Gentile, Providence Place has achieved substantial occupancy gains while using Yardi Senior CRM at all five of its senior living communities. Gentile elaborated that the addition of Yardi Senior CRM to the company’s Yardi Voyager platform has been a breakthrough, helping to increase sales. In addition to higher tour to close ratios and faster lead conversion, Gentile points to the software’s reminder features, customized dashboards and comprehensive reporting as essential to the company’s invigorated performance.

Gentile said Yardi Senior CRM has helped the company achieve impressive occupancy



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gains — that have exceeded its goals — along with phenomenal sales growth. He stated, “Occupancy is up at all our communities.” Gentile added that the company’s improved resident retention is supported by the tools and solutions provided by its entire Yardi platform.

Providence Place also received great implementation support from Yardi and was up and running quickly which made its staff happy, according to Gentile.

Gentile was also delighted to share some positive customer feedback. A resident’s daughter commented through the company’s website, “My mother is happy and content, and I feel comfortable knowing she is in the right place. She loves the meals, feels safe in her new home, and thinks all of the staff are wonderful. I’m thankful we found Providence Place.”

Always prioritizing the needs and values of its senior residents, Gentile asserted that “Customer service is about being ready, being kind and being competent enough to follow through and deliver on your promises.” With a software platform that enables the company to operate with greater efficiency, it is delivering the best possible quality of life to its residents.

Providence Place has also implemented [Yardi Voyager Senior Housing](#), [Yardi Procure to Pay Suite](#), [Yardi Maintenance](#), [Yardi Maintenance Mobile](#), [Yardi Inventory Control](#)