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Nordon Sample IC Memo

Our Community

Southeast US · Independent Living, Assisted Living & Memory Care



Overall Score

FAIR

4.6 ★
Google Rating

18 /mo
Non-branded visits

0
State Deficiencies 2025

A note on our methodology

Everything here comes from what is publicly visible in the market, the same picture a family or referral partner researching Sample Community would see today. Paid media spend, lead attribution and competitor inspection records get sharper once we are inside the ads accounts, lead-source exports and a US-based session for state records. Our team can assist with that internal review as a next-step project, if interested.

Executive Summary

This audit answers one question for the buyer: can ***Sample Community*** hold the top-tier lane in its market, on physical plant, apartments and care quality, well enough to command top rates? Every dimension below speaks to that question.

The product supports the top-tier thesis.

The community opened in 2017 with 126 apartments across independent living, assisted living and memory care. It is the only community in its competitive set that publishes all three price points on its own site (independent living from $5,450, assisted living from $7,250, memory care from $8,650).

Its last two state standard inspections, in April and December 2025, found zero deficiencies. When we asked ChatGPT, Perplexity and Gemini for the most luxurious senior living community in the local area, all three named the community first.

The digital picture works against top-rate pricing in three specific ways.

First, third parties are telling families the community costs far less than it does. Seniorly, marked "Verified" and updated in July 2026, lists a starting price of $3,750 and calls it below the local average.

ChatGPT repeated $3,750 for assisted living and Gemini quoted $3,600 to $5,300. Second, its search reach stops exactly at its neighborhood's border: it ranks in the top few organically for every neighborhood-specific search, but disappears entirely the moment a search names a neighboring community, and its estimated non-branded traffic is still just 18 visits a month against 114 to 602 for peers who draw from a wider radius.

A live search test adds a third: Competitor G, a national competitor, is outbidding the community for the top paid ad position on a search for the community's own name. All three are fixable without touching the building.

On physical plant, the community is new but no longer the newest.

Competitor C opened in April 2025 and Competitor A, 1.4 miles away, is building a 42-apartment waterfront independent living neighborhood due in Fall 2027 after adding a new memory care building. Capital is also moving into the submarket: three competitors changed hands in the last 23 months. What public data cannot measure is how the community converts tours or realizes rate against these communities. That needs occupancy, rate-realization and lead-source data from inside the operator's systems, which we would welcome access to.

None of the fixes below require changing the building or replacing what the community already has. Our team can help prioritize and implement them working directly alongside the existing marketing team, as well as run regular audits and set up goals and KPIs for maximum growth and sustainability. We can also assist with the internal review of occupancy and lead data as a next-step project, if interested.

The ultimate goal

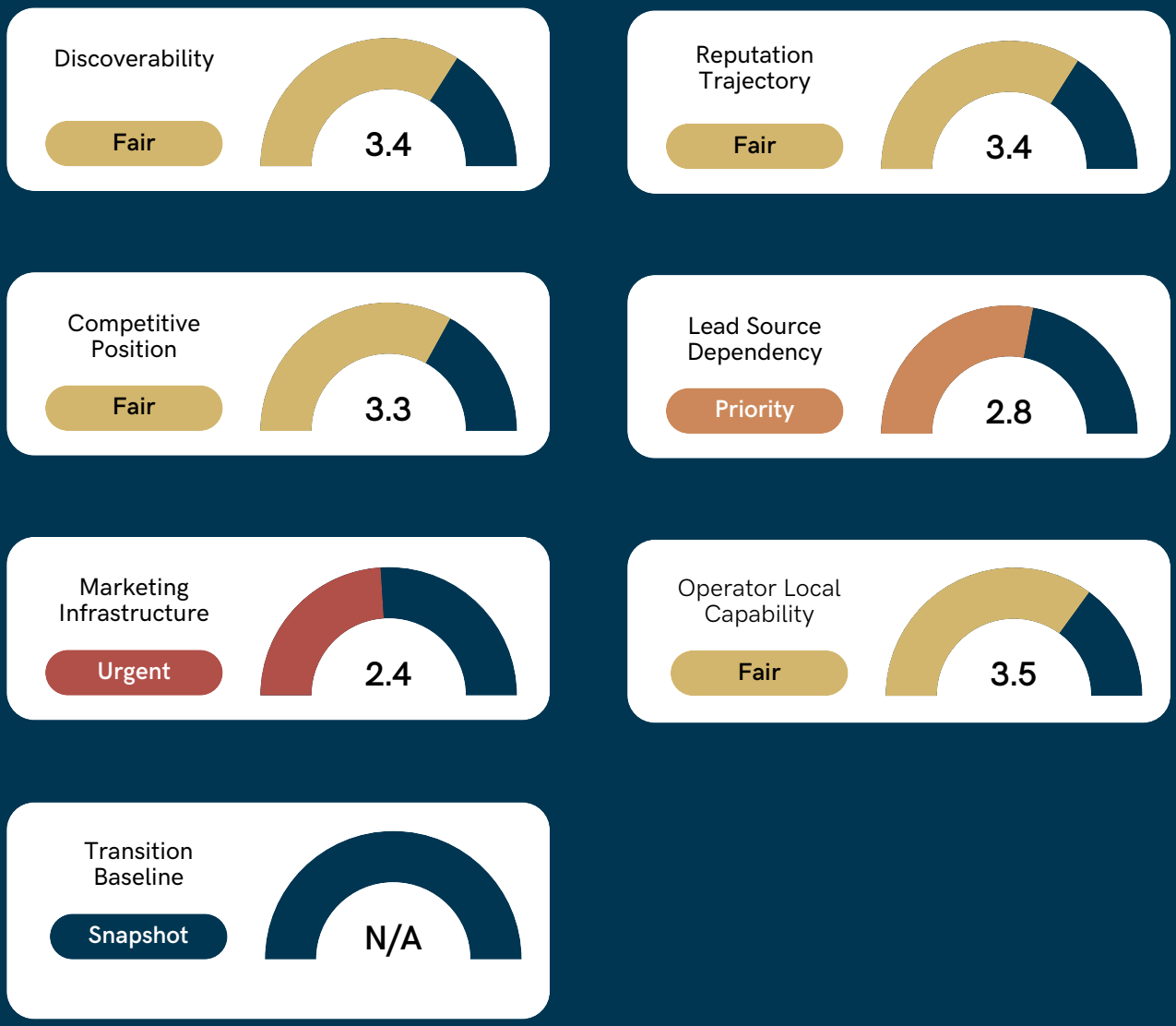
More qualified leads, at a far lower cost than third-party aggregator referral fees, coming from channels the community owns: its website, Google Business Profile, organic and AI search, reviews and social. Unlike aggregator referrals, these channels are evergreen and keep growing in value over time. Every dimension in this audit is measured against that standard, and together they give a 360-degree view of a high-performing community. That is what the overall score represents.



Overall Digital Maturity: FAIR

Average across the 7 scored dimensions. The product is strong; the clearest gaps, third-party pricing, non-branded visibility, and a competitor outbidding the community for its own name, are all fixable without touching the building.

Score by Dimension:



Excellent / Strong (4.0–5.0) | Fair (3.0–3.9) | Growth Priority (2.5–2.9) | Urgent (below 2.5)

The top 5 things worth knowing

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1. **The product and care record support a top-tier lane.** A 2017 building, published premium pricing, two consecutive deficiency-free state inspections, and a #1 luxury ranking in all three AI engines tested. This is not a repositioning from scratch.

2. **Third-party pricing is anchoring the community below market.** Seniorly, Caring.com, ChatGPT and Gemini all quote prices below the community's own published rates, in two cases by roughly half. For a top- rate strategy, this is the most urgent fix. It is likely still producing enough leads, but many of them may be financially unqualified for the community's real rates; access to the community's lead data would let us verify this.

3. **Its organic reach stops exactly at its neighborhood's border.** The community ranks organically in the top three or four for every neighborhood-specific search tested, ahead of every peer not physically located there. It has zero presence the moment a search names a neighboring community like four neighboring areas, and no content ranks for research-stage searches where competitors' blogs already do.

4. **Review momentum trails the competitive set.** 52 Google reviews against 174 at Competitor A and 96 to 97 at Competitor B and Competitor E, with the newest review about three months old, the stalest among competitors we could check.

5. **Competitive pressure is rising.** A 2025 new build in a neighboring county, a waterfront IL expansion 1.4 miles away due Fall 2027, and three competitor sales since October 2024.

Competitive Set & Physical Plant

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Community	Distance	Care Levels	Build & Ownership
Sample Community (ours)	Subject	IL/AL/MC	Opened 2017; 126 apartments (64 IL, 38 AL, 24 MC); three stories
Competitor A	1.4 mi	IL/AL/MC/SNF	Nonprofit Life Plan campus, 400+ residents; new 32-apartment memory care building; 42-apartment waterfront IL neighborhood due Fall 2027
Competitor F	2.9 mi	IL/AL/MC	Built in the 1980s, about 240 units; sold in 2026 to a private buyer
Competitor G	2.9 mi	AL/IL	National brand; sister memory care buildings nearby
Competitor B	4.8 mi	AL/MC	90 units on a creekside site; opened under a previous name
Competitor C	8.9 mi	AL/MC	Opened 2025, about 120 units; sold in 2026 to a healthcare REIT
Competitor D	8.9 mi	IL/AL/MC	Two-building campus; AL/MC licensed for 172 beds (licensee since 2019); IL building listed as built 2021
Competitor E	9.1 mi	IL/AL/MC	Built 2010, about 190 units; sold in 2024 to a healthcare REIT

Questions to Ask During Acquisition

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Who owns the website, the listings and the lead data?

The community has no website of its own; its pages sit inside the operator's brand domain. Confirm who controls the Google Business Profile, call-tracking numbers, ad accounts and CRM, and where lead data lives. If the operator owns them, every marketing dollar spent builds the operator's asset rather than the community's, and its neighborhood rankings and #1 luxury position in AI search may not transfer with the building.

Where do most leads and move-ins come from: aggregators or owned channels?

The community is on every major aggregator we checked and is a Verified Partner on Caring.com, where referrals usually carry a fee per move-in. With about 18 non-branded organic visits a month, owned channels may be carrying little of the load. A 12 to 24 month lead and move-in source report would show the dependence, the fee cost, and whether those agreements transfer.

Who holds the marketing tech contracts and data?

The site runs a TalkFurther chat assistant, call tracking and several ad platforms. Some CRMs and marketing platforms hold the lead history on their side, so switching can mean losing it. Ask who holds each contract, the exit terms, and whether all data can be exported.

What to do about it: In order

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1 **URGENT Correct third-party pricing and facts.** Update Seniorly, Caring.com and A Place for Mom to current published rates, fix US News (lists independent living only), Mirador Living (says no respite care) and after55.com (says no pets), and claim the unclaimed US News listing. This is the single highest-leverage fix for rate strategy.

2 **URGENT Build a metro-wide content hub, not new location pages.** The community ranks well for neighborhood searches but disappears once a search names a neighboring community (four neighboring areas tested). Location pages for places it isn't in would put its real neighborhood rankings at risk. Buyer's-guide and cost-comparison content can win the searches competitor blogs already rank for.

3 **URGENT Add business schema to the community pages.** Only WebPage, BreadcrumbList and WebSite schema are present. Schema is a short block of code that hands Google and AI assistants the community's facts directly: care levels, address, phone, price range and ratings. It matters for senior living because families increasingly get answers straight from Google and AI tools, and today those tools fill the gap with third-party data such as Seniorly's $3,750. Schema makes The community's own site the source.

4 **URGENT Reclaim the top paid ad slot on the community's own name.** A live search for "Sample Community" shows Competitor G outbidding the community for the top ad position on its own brand. Raise brand-term bids or pursue a trademark complaint with Google, and launch a dedicated campaign against uncontested luxury positioning terms while at it.

5 **HIGH Launch a steady review program and fix GBP tracking.** Target two or more new Google reviews a month to close the volume gap, and add full source, medium and campaign tags to the GBP website link (it currently carries a campaign tag only)

6 **HIGH Put the care record and awards in citable form.** The deficiency-free inspection record, the on-site dining program, awards and Great Place to Work certification should live in citable form on the site, GBP and directory profiles.

7 **MEDIUM Tidy tracking and add a virtual tour.** Confirm the two Meta pixel IDs are not double-counting, map which call-tracking number each listing shows, and add a virtual tour (none found on the community homepage).

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