



## **Newly Released Extremely Practical Manual with Upcoming Trends Called "Ultimate Operational, Environmental and Marketing Strategies for Senior Housing"**

*Donald John Yurkanin*

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## **Newly Released Extremely Practical Manual with Upcoming Trends Called "Ultimate Operational, Environmental and Marketing Strategies for Senior Housing" Donald John Yurkanin**

This is an excellent and VERY PRACTICAL resource manual. It offers real life solutions to real life situations. The ideas listed within this manual offers the details and tools needed to get you started and / or keep you successful your senior housing management project. It will not leave you guessing. Many people have benefited from this information and raised and maintained a census up to 95-100% from a history of about 80%-85% and have stabilized their payrolls and costs to create opportunities for growth. It hits the critical subjects in senior housing directly, and will help you change the culture of your staff and will help you impress your employer and investors greatly. Although it discusses many management issues, the marketing concepts and ideas listed are outstanding and worth the purchase alone. Your organization will compound its return on investment in this manual greatly. Contents include: Marketing and sales, Staff turnover costs reductions, Risk management, Food Costs and service, Growth and business planning strategies, Project financing and funding strategies, Market analysis, Hospitality, Environment, Service delivery, Revenue enhancement strategies, Compliance, Wellness, Work environment improvement strategies. This manual will help Skilled Nursing Facilities, Assisted Livings, Care Home, Personal Care Home, Senior Apartments, and Independent Living project managers and administrators. Also, it will be very beneficial to both novice and skilled operators and lenders.

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