

Speed-to-Lead Solutions

Give your communities a first-mover advantage for every lead

While other communities take 24-48 hours to respond to new leads, Further's Messaging Assistant lets you respond in seconds—driving **33% more move-ins** from your leads. We've perfected our messaging solutions across **more than 180k conversations with real families**, leading to **more than 15k move-ins**, so you can rely on Further to deliver the right message at the right time to turn more leads into sales conversations.

40-50 Second Speed-to-Lead



Make sure your leads hear back from your team first

2X More Move-Ins From Your Leads



Turn "hidden interest" into "next steps" at every stage

More Efficient Sales

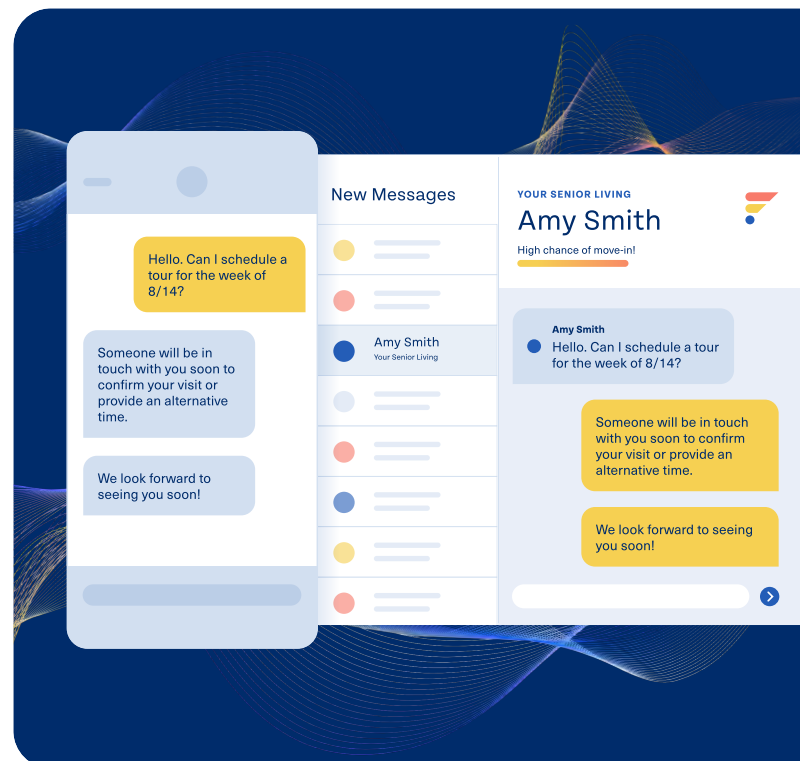


Free up sales time and deliver more qualified leads

How it works

Further's Messaging Assistant combines proprietary AI with our team of dedicated Senior Living Specialists to deliver personalized SMS and Email engagements that keep sales conversations moving.

- 1 **Automatically qualifies and segments new leads** based on their activity, attributes, and CRM data.
- 2 **Engages leads with natural language SMS and email** to answer questions and gather info.
- 3 **Triggers seamless handoffs to your Sales Directors** with email alerts and CRM activities.
- 4 **Monitors conversations in real time** to collect actionable data to close deals.
- 5 **Provides performance data and insights** so you can optimize and show real ROI.



The tools you need to Automate & Delight

- Community-level Customization
- Automated Tour Scheduling
- Lead Qualification and Segmentation
- Campaign Performance Reports
- Seamless CRM Integration
- "Text to Subscribe" Opt-in
- Integrated Marketing Automation & Email Drips
- Sales Alerts & Conversation History
- TCPA and HIPAA compliant

You need...

Personalized experiences
that *educate, convert & qualify more leads*

Further provides...

AI-Assisted Experiences for Web & Phone

Dynamic web chat, forms and surveys • Inbound phone assistant • Self-serve tour scheduling • Financial qualification • Community Pricing & Incentives

Improved speed to lead
that *drives more sales conversations*

AI-Assisted SMS Outreach

Personalized first contact campaigns • Tour confirmation & rescheduling • Campaign performance reports • Community-level customization • Instant Answers for Amenities, Pricing, and More...

More effective handoff to
Sales that *converts more conversations into tours*

Intelligent lead management workflows

Chat-to-SMS Sales Handoff • Phone-to-CRM lead capture • Predictive lead scoring and segmentation • Call recordings & AI summaries

Let Further's experience fuel your growth

6000+

Senior Living
Communities
using Further

180K

SMS
conversations
with families

40-50 sec

Average
response time

\$4.8B+

Lifetime Value
Generated for
Customers



“

Within the first couple of weeks, I was getting messages from our sales directors saying, 'Oh my gosh! I love this.'

Corinne Graham
VP Marketing & Brand,
Oxford Senior Living



Ready to take the
next step?

Reach out to your Customer Success Manager
or email us at support@talkfurther.com