

# SENIOR ~~LIVING~~ THRIVING.



## WELCOME TO THE PLUS SIDE OF LIFE.

YES, there is a direct correlation between senior living communities that thrive and making aging better. It's what we strive for. As a values-driven company, 3rdPlus supports branding, marketing, operations, culinary, sales, life enrichment and more, so you can live your mission. Because when you live your mission, seniors live their best lives.

### **All aspects of your community are connected.**

The holistic approach of 3rdPlus creates a positive outlook for healthier lives and your bottom line. We nurture and support the whole person with products, services and creative solutions that today's modern elders want and deserve. You choose which products or services make sense for your community, and we deliver brilliant results.

# WE MAKE AGING BETTER.





## POSITIVELY BRILLIANT BRANDING & MARKETING.

**ASK YOURSELF:** If your competitors' logos were swapped onto your ads or website, could your target audience tell the difference?

At 3rdThird we know a distinctive brand keeps your community competitive and will outshine your competitors, including the shiny

new communities popping up in your market.

Building a marketing program on a solid brand foundation that avoids generic content and stereotypical messaging is vital. We give all of your communications and lead generation more power—across

digital, direct mail, television and radio. Developing a clear brand message across all channels wins business.

Call us at (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com) to begin bringing your brand to life.

### 3rdThird's process works 100% of the time.

- Branding & Positioning
- Blue Sky Selling
- Digital Marketing
- Lead Generation
- Content Marketing
- Sales Coaching
- Virtual Event Marketing
- Websites
- Social Media
- Traditional Media
- Identity & Naming
- Photography & Video
- Content Marketing
- Events & Webinars
- Podcasting
- Public Relations
- Explainer Videos
- Strategic Marketing Plans
- Media Planning & Placement
- Marketing Turnarounds







## CULINARY COACH

# EVERY MEAL SENDS A MESSAGE.

**COMMUNITY DINING IS MORE THAN JUST MEALS.** It's the center of community culture and a competitive advantage.

Culinary Coach was born out of the need for senior living communities to have direct access to experts in the culinary field.

The Culinary Coach services help you effectively self-operate your dining program and control costs, culture, workforce and resident satisfaction. Buy as little or as much of our services as you need.

The Culinary Coach leadership team is at the top of their field. Having served in food contracting

companies, communities, and the retail and restaurant industries, these experts are fully prepared to design a holistic solution for your dining service.

Give us a call at (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com) to begin reimagining your dining program.

**Food is medicine. We see a future when all communities are offering fresh, healthy dining that modern elders want and deserve.**

- Menus & Recipes
- Self-Operation Models
- Contract to Self-Operation Dining Conversions
- Workforce Training
- Dining with Dignity
- Consulting
- C-Suite Training
- New Communities & Concepts
- Dining & Life-Enrichment Program



## COMMUNITY COACH

# FOR A LITTLE OR A LOT OF COACHING—THE TEAM IS HERE FOR YOU.

**SENIOR LIVING COMMUNITIES ARE A COMPLEX MIX** of hospitality, medical care, operations, culinary and communications.

And each component affects the others. The Community Coach team can help your organization with senior-level talent contributing

on a per-engagement basis or a monthly retainer.

**Our coaches and experts are senior-level professionals who have been in your shoes and excelled in their roles. Our areas of expertise are:**

- Licensed Administrator Services
- Executive Coaching
- Sales Coaching
- Human Resources Coaching
- Culinary Coaching & Assessments
- Marketing Coaching & Assessments
- Operations Coaching
- New Community Development
- Community Repositioning

### How it works (and why it succeeds).

Whether your senior living community is facing significant operational challenges, or you're succeeding and just need a little help in one area, or you're building a new community from scratch, Community Coach is an adaptable solution, at the ready to help meet your community's goals.

This program is a flexible consulting service designed to help your organization get to where it needs to go. Call (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com). Let's get going!





SPARKSPLUS

## CULTIVATE CURIOSITY FOR RESIDENTS AND WAITLIST MEMBERS.

**IMAGINE IF YOUR COMMUNITY COULD PLUG INTO SOME OF THE BRIGHTEST ACADEMIC MINDS IN THE WORLD.** Envision team members and residents receiving the latest research, technology, arts and humanities topics they want to know more about. Now you can, with SparksPlus.

Whether 20 or 80 years of age, curious minds deserve cultivation. SparksPlus

empowers administrators and activity directors by delivering top-tier intellectual activities and programming that are approachable, pre-packaged and ready-to-go.

While residents love lifelong learning opportunities, it can be difficult for community leaders and activities directors to source premium enrichment content, opportunities and speakers.

SparksPlus brings the college campus experience to your community! Speakers from world-class institutions such as Yale, Pratt Design Institute or the United Nations, or with recognized excellence as a Grammy Award winner, talk directly to your residents via video on demand. The activities and guide are provided for your life-enrichment team to keep the conversations going.

### SparksPlus programs are easy to use.

Simply subscribe to a pack of 3, 6 or 12 programs and select your programs. We'll license the video content for use in your community and provide the downloads to get your team started. We'll also set up orientation meetings with your enrichment team to coach them on program execution.

Ignite your community today! Give us a call at (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com).



# WE MAKE AGING BETTER.



811 1st Ave  
Suite 320  
Seattle, WA 98104

(888) 776-5135  
[ideas@3rdPlus.com](mailto:ideas@3rdPlus.com)  
[3rdPlus.com](http://3rdPlus.com)