

CASE STUDY:

FOUR KEYS TO FULL OCCUPANCY IN HOUSTON, TX

The Landing at Augusta Woods
Opened June 2021

OVERVIEW

Frontier Senior Living took over management of The Landing at Augusta Woods, a senior living community outside Houston, TX. Facing low awareness, the team used Frontier's proven strategies to rapidly fill the community, establish strong local connections, and build a waitlist of eager prospects.

KEY STRATEGIES



Community Engagement – Early partnerships with hospitals, rehabilitation centers, and local businesses led to strong resident referrals.



Resident Satisfaction – Consistent feedback helped achieve a resident satisfaction score 12% higher than the industry average, driving word-of-mouth move-ins.



Social Media Impact – Creative content expanded reach, generating referrals from unexpected sources like Chick-fil-A and even earning recognition from Governor Abbott.



Waitlist Strategy – A strong waitlist ensured high occupancy without relying on discounts.

CONCLUSION

By focusing on community engagement, resident happiness, and innovative marketing, The Landing at Augusta Woods achieved full occupancy and earned national recognition for excellence in senior living.