

# SENIOR HOUSING OPERATOR GROWTH READINESS CHECKLIST

**Are you ready to take your senior housing business to the next level?**

Use this checklist to identify where you are in your growth journey and pinpoint where you need valuable insights, strategies, and connections that will help you scale successfully.

## ASSESS YOUR GROWTH READINESS

- Do you have a clear expansion strategy for adding new properties or optimizing existing ones?
- Have you identified key operational inefficiencies that impact profitability?
- Are you leveraging technology and innovation to meet evolving resident expectations?
- Do you need to secure capital or financing to fund your growth plans?

## OPTIMIZE YOUR BUSINESS FOR SCALABILITY

- Is your staffing strategy aligned with business growth?
- Are you maximizing occupancy rates and revenue streams?
- Have you analyzed market trends to stay ahead of industry shifts?
- Are you prepared to adopt new investment and partnership models?

## EXPAND YOUR NETWORK

- Have you identified the right capital partners to fuel your expansion?
- Are you connecting with fellow operators who have successfully scaled?
- Do you have a plan for leveraging key insights from industry leaders?
- Have you outlined specific business challenges or questions to discuss with peers and experts?

The NIC Growth Conference is where you will find help and resources for addressing these critical questions. Join us in Indianapolis on May 7th and take your next step towards scaling your operation.



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