



CHECKLIST FOR A SUCCESSFUL PARTNERSHIP

- Watch A Place for Mom's 3-minute video on the value of working together.
- Create my account in **PARTNER CENTRAL** and understand how using my account can help me generate more move-ins.
- Complete my **COMMUNITY PROFILE** and remember to update **PRICING** and **CONCESSIONS** when they change.
- Complete my **WEB PAGE** and remember that I control the content of that page.
- Commit to the **BEST PRACTICES** and implement them with my team, remembering that *"speed to the lead wins!"*
- Learn about my **REFERRAL AGREEMENT** with APFM.
- Look at APFM's **FAQ** section in Partner Central and reference this whenever I have questions. I know that I can also call **866.333.8435** or email Partners@aplaceformom.com if I ever need anything.
- Get to know my local Senior Living Advisors and work with them to help families move into my community!