

# HubSpot for Senior Living

A HIPAA-compliant, all-in-one CRM built on the HubSpot platform and configured by SmartBug Media specifically for senior living communities to manage marketing, sales, and occupancy.

<https://www.smartbugmedia.com>

---

## Overview

---

HubSpot for Senior Living, or Senior Living CRM Powered by HubSpot, is a purpose-built configuration of the HubSpot CRM platform developed by SmartBug Media, a leading HubSpot Elite Partner. It is designed to provide small and medium-sized senior living communities with a unified, intuitive, and HIPAA-compliant solution to manage the entire customer and resident lifecycle.

### Key Benefits and Capabilities

The solution centralizes disparate systems into a single platform, eliminating the need to cobble together multiple point solutions for marketing, sales, and operations.

**Operations & Occupancy Management:** Streamlines the management of move-ins, move-outs, and depositors with robust resident and facility data. It includes tools for managing maintenance requests, work orders, and physical assets within the community.

**Senior Living Marketing:** Allows teams to run, measure, and execute campaigns with consolidated reporting and analytics. Features include email marketing, SEO, content management (CMS), event management, and AI-powered lead scoring and automation.

**Senior Living Sales:** Maximizes sales representative productivity with lead management, task prioritization, and automated workflows to accelerate qualified leads through the pipeline and increase occupancy rates.

**Resident Experience & Support:** Utilizes HubSpot's Service Hub for ticketing, knowledge base, and survey tools, enabling better communication with residents and their families and efficient resolution of service requests.

**HR & Recruitment:** Accelerates the recruitment process by providing the necessary tools to manage hiring within the platform.

**Integrations:** The platform leverages HubSpot's extensive ecosystem of over 1,500 integrations, allowing seamless connection with other senior living management software.

By leveraging HubSpot's enterprise architecture with senior living-specific enhancements and a HIPAA-compliant data infrastructure, the CRM helps organizations improve efficiency, reduce costs, and enhance the overall resident experience.

## Key Features

---

- Operations & Occupancy Management
- HIPAA-Compliant Data Storage
- Senior Living Sales Pipeline
- Centralized Marketing Campaigns & Analytics
- Resident & Family Engagement Tools
- Ticketing & Maintenance Request System
- HR & Recruitment Functionality
- AI-Powered Lead Scoring & Automation

## Pricing

---

**Model:** subscription

Pricing is a combination of a one-time implementation fee and a recurring HubSpot software subscription. Implementation starts at \$4,500, with the software cost varying based on the number of users and required HubSpot Hubs (Marketing, Sales, Service, etc.).

**Starting at:** USD \$4500

**Target Company Size:** small, medium

## Integrations

---

1,500+ integrations (via HubSpot App Marketplace), WelcomeHome, Aline

## Compliance & Certifications

---

## HIPAA

---

*This document was generated by IntuitionLabs.ai with the assistance of AI. While we strive for accuracy, please verify critical information independently.*