

# HOW TO USE AI FOR ADVANTAGE ANYWHERE

The Practical Guide to Creating High-Converting  
Marketing and Sales Assets

Built for Senior Living, Multi-Family, & Residential  
Communities

  
**advantage**  
ANYWHERE



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## How to Use AI for Advantage Anywhere

The Practical Guide to Creating High-Converting  
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Built for Senior Living, Multi-Family, & Residential Communities

## Why This Guide Exists

Most communities do not have a lead problem. They have a follow-up, consistency, and messaging problem.

Leads come in. Websites get traffic.  
Tours get scheduled.

Then momentum stalls.

Different team members say different things. Marketing sounds polished. Sales sounds improvised. Follow-up depends on who remembered to click send.

Advantage Anywhere fixes the operational side of that problem. AI fixes the messaging side.

Together, they allow communities to:

- Capture more leads
- Convert more tours
- Close more move-ins
- Do it without adding staff or agencies

This guide shows you exactly how.



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## How to Use This Guide

Each section includes a proven AI prompt.

You will:

1. Copy the prompt
2. Paste your website content where indicated
3. Run it through AI
4. Use the output inside Advantage Anywhere

No guesswork. No blank-page syndrome. No off-brand messaging.

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## What to Paste Into AI

For best results, paste:

- Homepage copy
- About page
- Community description
- Amenities or services page

You do not need the entire site. Clarity beats volume.

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## 1. Clarify Your Community Value Proposition

**Goal:** Instantly communicate why someone should choose you.

**AI Prompt:**

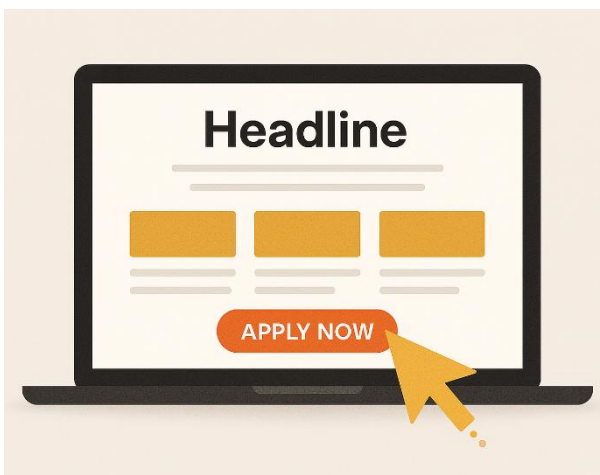
“You are a senior living and multi-family marketing strategist. Review the website content pasted below. Based on this information, create a clear, compelling value proposition for this community. Audience includes adult children, seniors, or renters comparing multiple options. Focus on outcomes, emotional drivers, and differentiation. Use simple, human language. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

**Where to Use This in Advantage Anywhere:**

- Website headline
- Smart Forms
- Email and text follow-up

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## 2. Create a High-Converting Homepage



**Goal:** Turn traffic into tours and applications.

**AI Prompt:**

“Act as a conversion-focused real estate marketer. Analyze the website content below and rewrite the homepage copy to increase tours

and applications. Include: • Headline • Subheadline • 3 benefit-driven sections • 3 objections addressed • One strong call to action Avoid buzzwords and generic claims. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

### Where to Use This:

- Website refresh
- Landing pages
- Paid traffic pages

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## 3. Build a Lead Magnet That Attracts Serious Prospects

**Goal:** Capture higher-quality leads, not tire-kickers.

### AI Prompt:

“Using the website content below, create a lead magnet for this community that attracts high-intent prospects. The lead magnet should solve a real decision-making problem prospects face before touring. Include: • Title • Short introduction • 5–7 core sections • Clear call to action to schedule a tour Keep the tone helpful and trustworthy. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”



## Where to Use This:

- Smart Forms
- QR codes
- Website popups

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## 4. Optimize Your Tour Booking Page



**Goal:** Remove hesitation and friction.

### AI Prompt:

“Review the website content below and write high-converting copy for a tour booking page. Your goal is to remove fear, hesitation, and uncertainty.

Include reassurance language, social proof cues, and confidence-building messaging. End with a clear, compelling call to action.

Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

## Where to Use This:

- Tour scheduling pages
- SMS booking links

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## 5. Pre-Tour Follow-Up Emails

**Goal:** Increase show-up rates.

**AI Prompt:**

“Based on the website content below, write a 5-email pre-tour follow-up sequence for this community. Goal is to increase tour attendance and build trust before the visit. Each email should include: • Subject line • Short body copy • One clear action step Keep emails under 150 words and conversational. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

**Where to Use This:**

- Automated nurture sequences

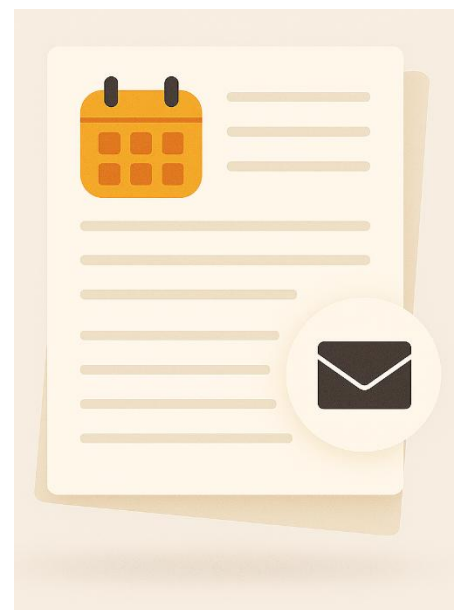
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## 6. Post-Tour Closing Emails

**Goal:** Turn tours into move-ins.

**AI Prompt:**

“Using the website content below, write a 5-email post-tour follow-up sequence designed to increase applications and move-ins. Address common objections such as price, timing, family involvement, and uncertainty. Tone should be empathetic, confident, and reassuring. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”



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## 7. Leasing or Admissions Sales Script

**Goal:** Make every team member sound like a top performer.

**AI Prompt:**

“Analyze the website content below and create a conversational sales script for leasing or admissions staff. Script should guide discovery, uncover motivation, and naturally lead to booking a tour or next step. Include smart follow-up questions and objection-handling guidance. Avoid sounding scripted or salesy. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

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## 8. Google Review Request Templates

**Goal:** Build trust at scale.

**AI Prompt:**

“Based on the website content below, create: • 3 short text message templates • 3 short email templates Asking happy residents or families to leave a Google review. Tone should feel appreciative and personal, not automated. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”



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## 9. Social Media Content That Builds Confidence

**Goal:** Pre-sell before the sales conversation.

**AI Prompt:**

“Review the website content below and create 10 social media post ideas for this community. Posts should build trust, answer common questions, and reduce anxiety about moving or leasing. Each post should include: • Hook • Short caption • Suggested call to action Do not use hashtags. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”



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## 10. Competitor Comparison Talking Points

**Goal:** Win ethically and confidently.

**AI Prompt:**

“Using the website content below, create ethical competitor comparison talking points for sales conversations. Focus on transparency, experience, support, and long-term value. Do not name competitors directly or use aggressive language. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

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## 11. Resident or Family FAQs

**Goal:** Remove objections before they surface.

**AI Prompt:**

“Analyze the website content below and generate a comprehensive FAQ for this community. Questions should reflect real concerns, objections, and misunderstandings prospects have before committing. Answers should be clear, reassuring, and concise. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

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## 12. CEO Authority Content

**Goal:** Position leadership as the reason to trust the brand.

**AI Prompt:**

“Using the website content below, write a thought-leadership article from the CEO of this organization. Topic should focus on improving resident or renter experience while controlling costs and operations. Tone should be confident, insightful, and practical. Do not promote software or tools directly. Website content starts here: [PASTE YOUR WEBSITE CONTENT HERE]”

## Final Takeaway

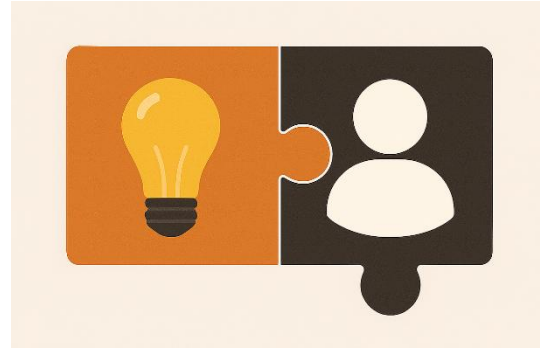
AI does not replace your team.

It replaces:

- Inconsistent messaging
- Missed follow-ups
- Slow content creation
- Expensive agencies

When AI is paired with Advantage Anywhere:

- Every lead gets the right message
- Every community stays on brand
- Every sales action is repeatable



**This is how modern communities scale  
occupancy without scaling headcount.**

Your Friends at Advantage Anywhere



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