

Neighborhood Rio Rancho

Acira Group Case Study

Challenge

Building a full service continuing care retirement community (CCRC) from the ground up is especially challenging. The Neighborhood in Rio Rancho (NIRR) started from scratch: a plot of land and a dream of providing faith-based retirement and assisted living services to the community of Rio Rancho, New Mexico.

Pre-sales were an important part of the sales and marketing strategy, and creating marketing material and establishing an online presence from scratch – even before groundbreaking – is especially challenging.

Solution

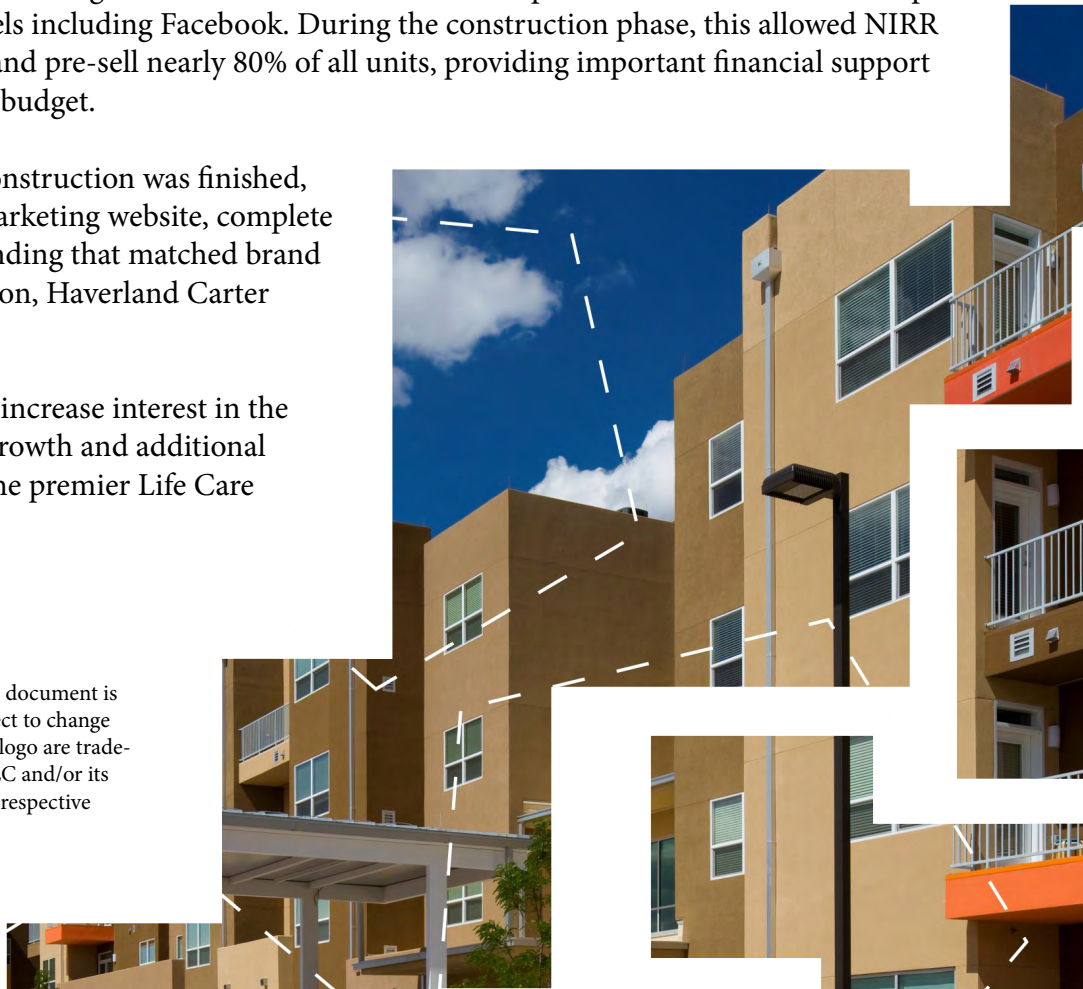
Acira Group developed an initial marketing website in a matter of weeks and provided consultation to set up additional online marketing channels including Facebook. During the construction phase, this allowed NIRR to achieve a strong sales backbone and pre-sell nearly 80% of all units, providing important financial support to keep the project on track and on budget.

After the initial sales success and construction was finished, Acira Group built a full-featured marketing website, complete with high-quality graphics and branding that matched brand standards and the parent organization, Haverland Carter LifeStyle Group.

This helped further boost sales and increase interest in the community, resulting in dramatic growth and additional phases of expansion. NIRR is now the premier Life Care CCRC in Rio Rancho.

© 2020 Acira Group LLC. All rights reserved. This document is provided without warranty and all content is subject to change without notice. Acira Group and the Acira Group logo are trademarks or registered trademarks of Acira Group LLC and/or its affiliates. All other marks are the property of their respective owners.

Published and printed in the U.S.A.



Headquarters

5901 Wyoming Blvd NE
Suite J-369
Albuquerque, NM
87109 U.S.A.

Inquiries

office@aciragroup.com
+1 877.99ACIRA
aciragroup.com

acira group