



## Online Sales and Marketing Educator Brings Best Practices and Ideas to Senior Housing

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**January 6, 2011** -A web-based sales and marketing education firm which will draw from top resources both inside and outside the senior housing industry has officially begun operations. Mature Market Sales Source, [www.maturemarketsales.com](http://www.maturemarketsales.com), is an online education and training firm dedicated to advancing the quality of senior housing sales. Mature Market Sales Source offers leading sales and marketing training, coaching, sales analysis, industry white papers, sales data and news.

Dwayne Clark, founder and CEO of Aegis Living, and considered one of the industry's most innovative leaders, will help host a "Virtual Party" and online Ribbon-Cutting ceremony celebrating the launch of Mature Market Sales Source. The event will be held Wednesday, January 19<sup>th</sup> at 10:00 AM, PST and will feature a short presentation on current trends in senior living sales and marketing. Register for this event at <https://www3.gotomeeting.com/register/676538086>

"While there are number of resources for senior housing sales and marketing professionals to gain general information – there are no clear cut leaders serving as a clearing house for ongoing sales education. Consultants typically present their personal styles and applications to the industry but Mature Market Sales Source will offer best practices and rich substance hosted by a variety of sales experts from both inside and outside the industry." states cofounder Stephen P. Wright.

"Our goal is to provide senior housing providers with innovative approaches to selling coupled with new training methods that will deliver the skills, knowledge and leadership required to improve bottom line through increased occupancy." adds Co-founder Deena Neste. "What's more is our programs are extremely cost-effective and delivered in a convenient method."

Wright and Neste are longtime sales and marketing professionals in the senior housing industry. Wright has consulted and headed up major corporate sales and marketing initiatives for over 25 years. Neste has spent over 18 year in both operations and sales for such Senior Housing leaders as Sunrise, Alterra/Brookdale and Leisure Care. Neste is also a partner with Paradox Productions – a leading video production studio that produces programs with Mature Market Sales Source.