

# 2026 WALA Annual Conference

## Where You Live Matters!

Cindy Robinson, SVP Sales & Marketing; Capri Communities  
Stephanie Kucher, Sales Specialist; Capri Communities

# ENCORE!

Creating **MORE** Success

# Where You Live Matters

There are two components of the program.



A provider platform – manage listings & use resources



A consumer facing educational platform – lead customers on their journey

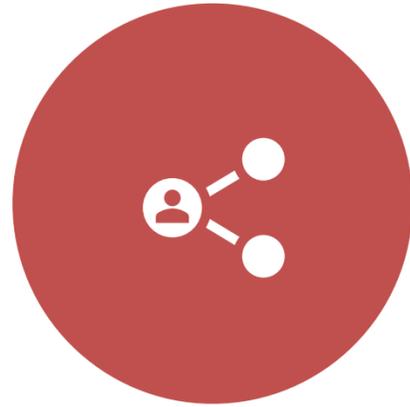
# Where You Live Matters: A Value Add

Use the tools within “Where You Live Matters” for educational content for customers to help them navigate the decision-making process. It sets you, your community and your company as a trusted source for unbiased and helpful information

Immediately use their resources to assist your sales teams in the sales process – offering tools and education to your prospects related to the concerns and issues they are facing

When used well, these educational tools will provide consumers an added layer of trust and confidence .  
Get started today!

# Where You Live Matters: Getting Started



Familiarize yourself and your sales teams with Where You Live Matters content



Designate an admin person to verify your listing(s).  
Update by going to:  
<https://www.wherelivematters.org/providers/>



Track your results

# Where You Live Matters: Verifying Your Listing(s)

1. Scan the QR code **OR** visit [whereyoulivematters.org/manage-your-listing](https://whereyoulivematters.org/manage-your-listing) **OR** visit [whereyoulivematters.org](https://whereyoulivematters.org), click on the Provider drop-down, and click Create an Account | Log In.
2. Identify your point person and have them Create an Account. ASHA will process the request and send a notification to the point person once their account is approved.
3. After logging in, you can begin to modify or update your community listing(s). If you need to add or delete a community, you can use the Community Request Form



Create an Account.

Select an Operator (required)  
Capri Senior Communities

Email (required)  
skucher@capricommunities.com

Name (required)  
First: Stephanie Last: Kucher

Password (required)  
Password strength: Strong

Success!

Create your account

My Communities [Add a Community](#)

You're logged in as *skucher@capricommunities.com*.  
[Log out](#)

Community	Verified	Actions
Ballard Glenn	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Carnegie Place	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Drumlin Reserve	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Grace Commons	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Harbor Campus	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Hyland Campus	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Killarney Kourt	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Mulberry Campus	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Regency Brookfield	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Regency Muskego	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Regency New Berlin	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
Ruby Commons	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>
St. Catherine Commons	✓	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Unpublish</a> <a href="#">Remove</a>

# Where You Live Matters: Editing Your Listing(s)

- Add an email address – either your point person or the salesperson at your community. This is where leads will be sent.
- Be mindful of the instructions for adding your service Location(s) and Address.
- Email [admin@whereyoulivematters.org](mailto:admin@whereyoulivematters.org) if you have any questions or difficulties.

To receive email leads directly for the community, you MUST include an email address. This email is NOT visible to consumers.

info@capricommunities.com

**Website \***  
This must be a full, valid URL including the protocol (https://). For example https://www.whereyoulivematters.org

https://www.capricommunities.com/ballard-glenn/

**Phone Number \***  
For consumers to contact your community directly, you MUST include a phone number. This can be the community number or a call center (should you have one).  
This field MUST be 10 numbers with no dashes, spaces or special characters.

9205742401

**Social Media**  
This section is used to feature links to community social media profiles. By clicking "Add Social Media Channel" you can select a channel and enter the URL to your social platform - once published an icon(s) will appear at the top of the page, linking to your social channels (options include Facebook, Instagram, YouTube, X/Twitter, and Google Business Profile).

	Service	URL
1	Facebook	https://www.facebook.com/BallardGlenn/

Add Social Media Channel

**Location(s) \***  
Type the city your community is located into the text box and the search will populate available results. If you see your city/state listed, select it. If you do not see your



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# Track Your Results

- WALA & ASHA are invested in learning your results. Every provider tracks inquiry, tour and move ins depending on their sales lead tracking system. Manually entering the source of Where You Live Matters is critical to measure success. Here's How:
- Once your listing is verified, interested customers can connect with you the following ways
  - Via a form fill on the WYLM page
    - If this is selected, an email will be sent to the designated marketing email for that community profile.
    - Make sure Where You Live Matters is captured in your CRM system as the lead source for these leads
  - Clicking your website link
    - If you use Google analytics, Where You Live Matters, should be visible as the lead origination. This process may be a matter of cross walking the leads from Where You Live Matters in comparison to your recent inquiries.
- **Once a Month send WALA Your Inquiry, Tour, and Move In Statistics with the source of Where You Live Matters**

# Where You Live Matters: Community Contact

**Contact Community**

Type of Request  
Request Pricing Insight

Name (required)  
First Name: Bob  
Last Name: Pancakes

Preferred Contact Method (check all that apply)  
 Email  Phone  Text

Email (required): pancakes4me@sbcglobal.net  
Phone:

Success! 

Submit

**From:** [do\\_not\\_reply@mg.wherewithyoulivematters.org](mailto:do_not_reply@mg.wherewithyoulivematters.org) <[do\\_not\\_reply@mg.wherewithyoulivematters.org](mailto:do_not_reply@mg.wherewithyoulivematters.org)>

**Sent:** Thursday, December 19, 2024 10:27 AM

**To:** info <[Info@capricommunities.com](mailto:Info@capricommunities.com)>

**Subject:** New contact request from ASHA - Where You Live Matters for “your community”

**Name:** Bob Pancakes

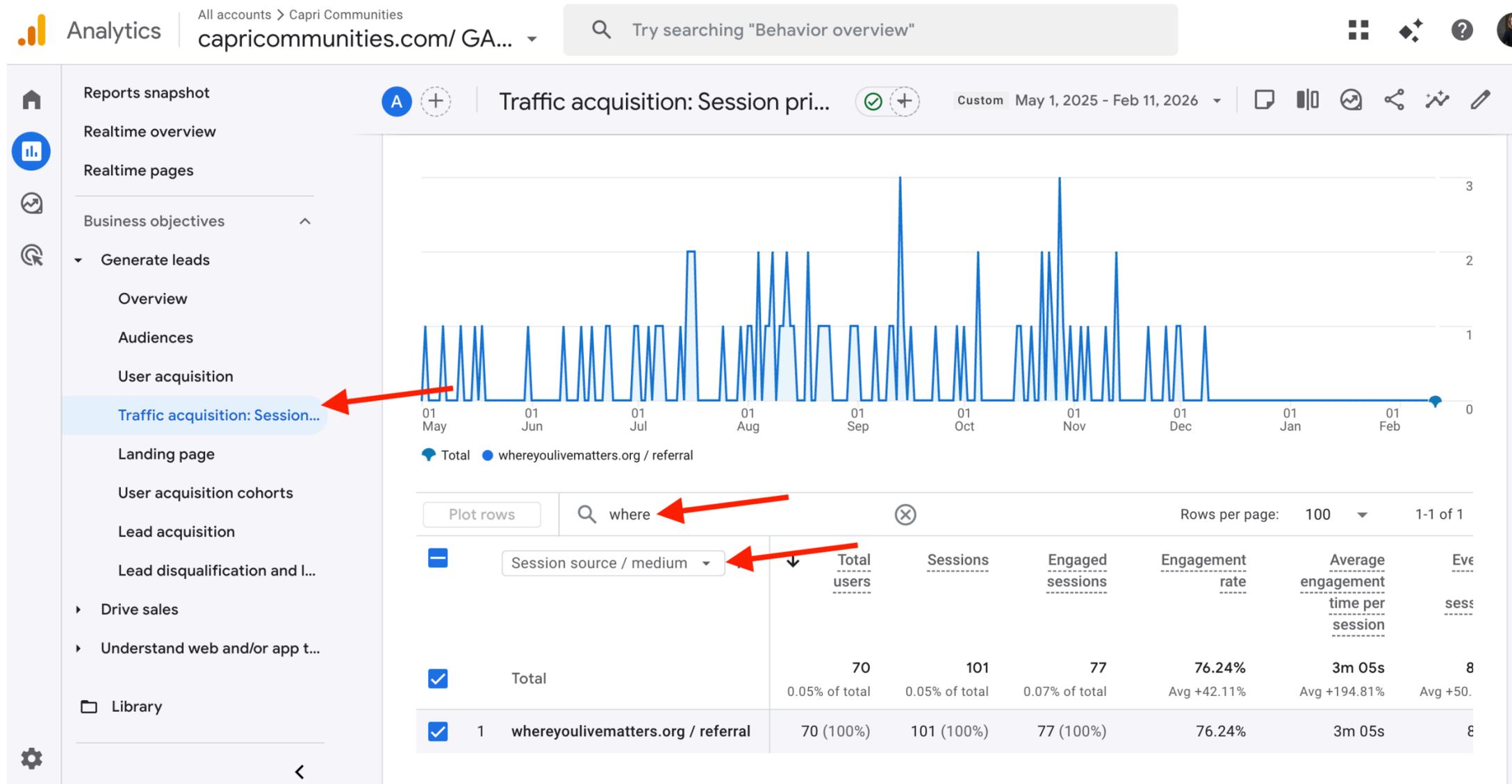
**Email:** [pancakes4me@sbcglobal.net](mailto:pancakes4me@sbcglobal.net)

**Type:** General Information

**Preferred Contact Method:** Email

**Phone:** ☐

# Where You Live Matters: Tracking on Google Analytics



1. Select "Traffic Acquisition" on the left-hand navigation
2. Click the drop-down menu to switch to "Session source / medium"
3. Search for "[whereyoulivematters.org](https://www.whereyoulivematters.org/) / referral"

# Where You Live Matters: Tracking on Further

The screenshot displays the 'All Conversations' page in the 'FURTHER' CRM. The left sidebar contains navigation options: Stats, AI Insights (BETA), AI Agents, All Conversations (selected), Phone Calls, Messaging, Communities, Management, and Settings. The main content area features a search bar, a 'Download .csv' button, and an 'Actions' dropdown. Below these are filter controls for Time (Last 12 months), View (Standard), Community, Channel (Chat), Status, Activity, and Traffic Sources (whereyoulivematters.org). The table below lists several leads with their respective details.

LEAD	CONTACT	COMMUNITY	SOURCE	STATUS	CREATED
YT	[REDACTED]	Vista West	whereyoulivematters.org Conversational Webform	Submitted Tour Requested: Oct 31 2025	Oct 29 2025 12:17 AM
JG	[REDACTED]	Mulberry Campus	whereyoulivematters.org Conversational Webform	Submitted	Oct 01 2025 4:47 PM
MH	[REDACTED]	Harbor Campus	whereyoulivematters.org Conversational Webform	Submitted	Sep 06 2025 6:05 PM
SD	[REDACTED]	Summit Woods	whereyoulivematters.org Chat	Submitted	Aug 13 2025 4:31 PM
TT	[REDACTED]	Ruby Commons	whereyoulivematters.org Web Form	Blocked	Aug 06 2025 1:03 PM
JS	[REDACTED]	Village Pointe Commons	whereyoulivematters.org Chat	Submitted Move-in: Oct 12 2025	Aug 01 2025 8:29 PM
SB	[REDACTED]	Mulberry Campus	whereyoulivematters.org Chat	Submitted	Jun 18 2025 5:44 PM
[REDACTED]	[REDACTED]	[REDACTED]	whereyoulivematters.org	[REDACTED]	Mar 22 2025

You may have to add <http://whereyoulivematters.org> as a Traffic Source (manually typed out instead of selected from the drop-down).