

The Waterford at Deer Park awarded top honors

By



The Waterford at Deer Park took top honors recently through a company-wide competition. From left to right: Duane Ness (regional director), Susan Jenson, Keith Johannessen (president and ceo), Lisa Smart (marketing director) and Gary Fernandez (regional marketing director).

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Tuesday afternoon, The Waterford at Deer Park was paid a visit by their President and CEO Keith Johannessen. His visit was to award Deer Park's only senior living facility top honors for sales and customer feedback.

For 2009, The Waterford's sales staff managed over 99 percent occupancy—a company best. The next closest competitor was at 97 percent. For their efforts, which are phenomenal given the relatively weak economy, merited a first place award from Johannessen. Leading the successful team at The Waterford is manager Susan Jenson and marketing director Lisa Smart.

The second award was based upon customer satisfaction, something Johannessen said is more important than the occupancy rate, was based on three parts: average occupancy (99 percent), resident satisfaction rating (95 percent) and staying within their budget. Once they meet these criteria, they are given the status of a "Shining Star Community," within the company. After ranking the top 10 communities, The Waterford finished up in second place.

The awards are particularly impressive given the size of Capitol Senior Living's size. The Waterford is but one of 66 communities in 23 different states around the nation that fall under Capitol's umbrella. According to Johannessen, the company serves some 10,000 seniors and employs around 4,000 people.

Capitol Senior Living Corp. was formed in 1990 with 10 communities, but quickly expanded to 23 in the late '90s. Continual growth around the nation as helped the company expand to 66.