Almost every senior care story starts the same way.

Someone decides to stay home as long as possible. A caregiver comes in. Trust is built over months, sometimes years. Then the needs grow. The family starts asking questions.



Home Care Begins

Independent living with support. A caregiver enters the picture. Routines, trust, and relationship build over time.



Trust Is Established

12 to 18 months in. The care manager knows the family. They know the medical history. They are the most trusted voice in the room.



Needs Evolve

Care requirements increase. Conversations begin about what comes next. The family is looking for guidance.



The Transition

A move to a senior community becomes the right answer. This moment happens. It is not a loss. It is the next chapter.

SuiteBird is going to redefine the journey.

WHAT HAPPENS TODAY

- Family faces a health event or decline
- They turn to Google at their most vulnerable moment
- A referral company intercepts the search
- Three phone calls later, a placement is made
- The referral company collects a significant fee
- The home care relationship ends without a handoff

WHAT SHOULD HAPPEN

- Needs begin to evolve — the care team already knows
- A trusted advisor guides the family through options
- A trial stay lets the senior experience the community
- The decision is made from comfort, not crisis
- The relationship continues — it does not end
- The placement stays inside the care ecosystem

A $500M market built on a moment The Home Care industry already owns.

Over 450 referral companies collect placement fees on senior housing transitions every year. None of them were in the room when trust was built. The home care provider was.



The Relationship Advantage

Home care providers spend 12 to 18 months building trust before a transition ever happens. No referral company has that relationship. No referral company can buy it.



The Market Is Ready

Major operators are actively walking away from the dominant referral platforms. The infrastructure that built their moat is eroding. The window to own this space is open right now.



The Continuity Play

Owning the transition means owning the relationship forever. Trial stays. Family visits. Community events. Revenue that exists whether or not a move-in happens.

SuiteBird is the hospitality layer that makes the journey seamless.

An invite-only operating system for senior housing > built to turn the transition from home care to community into a guided, dignified, hospitality experience.

Invite-Only Trial Stays

The care manager initiates a structured stay at a partner community. The senior arrives as a guest, not a prospect.

AI Guided Nurture

Every touchpoint tracked. Every follow-up automated. The relationship never drops. The decision never feels rushed.

Micro-Occupancy Analytics

Guest nights count toward blended occupancy. Communities see real value before a single move-in occurs.

Friends and Family Stays

Loved ones can visit and experience the community. Vacant suites generate revenue and create familiarity.

Operator-Owned Pipeline

Every lead, every conversion, every data point stays inside the partnership. Zero dependency on outside referral platforms.

CRM to Move-In Conversion

From first inquiry to signed lease, every step is tracked and managed inside SuiteBird. Nothing falls through the cracks.

The lead does not start when someone Googles senior living.

It starts the day a home care client signs on, this is the timestamp. SuiteBird makes sure that when the time comes, the family never needs to look anywhere else.

01 **Home Care Begins**

Client onboards. Caregiver assigned. The care relationship and data collection begin from day one.

02 **SuiteBird Activates**

Community partnerships established. Trial stay inventory made available. The hospitality layer goes live.

03 **Needs Begin to Shift**

Care manager identifies the early signals. The family conversation begins — guided by someone they already trust.

04 **Trial Stay Initiated**

The senior spends time in a partner community as a guest. The experience is designed around comfort and dignity.

05 **Family Visits. Familiarity Builds.**

Friends and family experience the community. The decision becomes a natural progression, not a crisis response.

06 **Move-In. Journey Complete.**

The client transitions with the people they trust. The placement stays inside the partnership. The fee stays too.

From the first visit to the day they move in.

WITHOUT SUITEBIRD

Home care relationship built	Internal
Needs escalate	Internal
Family searches Google	Lost
Referral company intercepts	Gone
Placement made elsewhere	Gone
Fee paid to third party	Gone
Relationship ends	Lost

WITH SUITEBIRD

Home care relationship built	Owned
Needs escalate	Owned
Care manager guides the family	Owned
Trial stay initiated	Owned
Community selected by the client	Owned
Placement fee captured	Owned
Journey continues	Owned