

Make the Wait Great

Assisted Living On-Hold Message Ideas

Ready to get started? Use these ideas to share good news, answer questions, build loyalty, and inspire callers while they wait. We work with many assisted living communities and can help yours, too. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

GETTING TO KNOW YOUR COMMUNITY

- ☐ Community tours and how to schedule a visit
- ☐ Living options and current availability
- ☐ Your care philosophy and service values
- ☐ What families can expect during a tour
- ☐ How to discuss needs with your team
- ☐ Move-in planning and family preparation

SERVICES & FAMILY INFORMATION

- ☐ Assistance with daily activities
- ☐ How care plans are developed and reviewed
- ☐ Caregiver introductions and staff training
- ☐ Who to contact with questions or concerns
- ☐ Visiting information and family involvement
- ☐ Where to ask about pricing and included services

DAILY LIFE & AMENITIES

- ☐ Dining options and meal experiences
- ☐ Social activities, music, and creative programs
- ☐ Outdoor spaces and shared gathering areas
- ☐ Apartment features and personal touches
- ☐ Transportation and scheduled outings
- ☐ Ways residents stay connected with family

COMMUNITY NEWS & INVITATIONS

- ☐ Open houses and upcoming tours
- ☐ Family gatherings and community celebrations
- ☐ Seasonal activities and holiday events
- ☐ New amenities and community improvements
- ☐ Resident stories shared with permission
- ☐ Local partnerships and community involvement

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it relevant. Focus on information your callers need or want to hear.

Give callers a next step. Include a clear call to action in your messages.

Plan for updates. Decide when to change messages so content stays fresh.