

# 2024

# PRODUCT ROADMAP

Comfort  
life  
THE TRUSTED SOURCE.

We remain focused on building out Canada's most credible and trusted guide to retirement communities and senior care. We believe we serve you best when we make this challenging move easier for seniors and their families. The more valuable our platform is for them, the more benefit you get from it.

The projects we've chosen for 2024 will serve that dual purpose: They'll make our platform more useful for people and more effective for your marketing.

## 1. We'll strengthen your Comfort Life Report to differentiate you more clearly for people. This will increase your branding and conversion-generating power on our platform.

- ✓ **Expanded Brand Identity section:** This is where we ask you pointed yet open-ended questions like, "What do you do differently and uniquely well?" We can already see the impact this new section has on seniors and their families. So we'll build it out more, adding questions that further differentiate your brand and shape prospects' perceptions of you.
- ✓ **More information that's meaningful for people:** People want to know if they're going to fit in with a community, what a typical day is like, and how comfortable they're going to be with pricing. We'll add this information for them. Clarity and transparency will strengthen the trust prospects have in you. We'll also include things you've asked for, like sample menus, virtual tour links, and sample activity calendars.
- ✓ **Augmented one-to-one comparison tool:** We'll add data and context to our already popular comparison tool. This includes family and senior reviews, video interviews, and answers to your brand identity questions.

## 2. We'll deepen our authority with users.

- ✓ **A focus on the future:** We'll showcase the thought, research, and strategy shaping the future of retirement living in Canada. We'll do this by interviewing visionary leaders who will share insights on what's important to prioritize and delve into responses to pressing topics and questions Canadians have.
- ✓ **Revised core traffic-generating pages:** Our pages will provide a more authoritative survey of the landscape. We'll cover more useful ground, include charts and graphs, and structure the pages to facilitate easier reading.

## 3. We'll cultivate higher-quality interactions between prospects and you.

- ✓ **Free user accounts for seniors and their families:** They'll be able to save their favourites, filter upcoming events based on their shortlist, and compare all their options at once. They'll be able to research you deeper and connect with you more easily.



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