



Essential knowledge and skills needed to operate senior housing communities

Certified Manager of Senior Housing (CMSSH®) teaches the key concepts and skills needed to effectively manage senior housing. It addresses both the nuts and bolts of site-level management and the unique issues facing managers of senior housing.

Who should attend:

- Site-level housing managers
- Regional property managers and other supervisory staff
- Senior executives and owners
- Asset managers and regulators

CMSSH is equally suitable to those involved in either affordable or market-rate senior housing.

DURATION:	Three days
CERTIFICATION / EXAM:	Includes certification exam
INSTRUCTION FORMAT:	Lecture with group exercise and discussion
PREREQUISITES/LEVEL:	None/Suitable for all levels
INTENDED AUDIENCE:	Managers and others involved in senior housing
OFFERED:	Regularly scheduled; also Private Group
PILLAR COURSE:	Meets RHM® community mgmt. requirement
MATERIALS PROVIDED:	Course book
MATERIALS TO BRING:	Calculator; No. 2 pencil; pen; notepad

OVERVIEW

Managing senior living facilities requires the same know-how as managing any type of rental housing, *plus* it takes some special skills and knowledge. CMSSH teaches both. Participants learn how to measure and improve the core functions of property management and address unique issues that are common to senior housing. They also learn how the senior market is changing and the steps needed to stay ahead of the curve.

LEARN HOW TO:

- Create and sustain a positive residential community
- Address issues unique to senior housing including impacts of the aging process
- Handle difficult situations such as bullying and other inappropriate or detrimental behavior
- Match services to the property’s mission and resources
- Achieve the best possible results on such key metrics as vacancy loss, unit turnaround, revenue collection, unit turnover, and maintenance productivity
- Develop an effective site-level team
- Identify critical problems, drill down to root causes, set achievable goals, and take action to achieve those goals

Course topics

- The Housing Management Performance System: A property-level scoreboard
- The Four-Quadrant Model: A proven method for identifying and solving key operational issues
- Managing the occupancy function
 - Fundamentals of occupancy performance, from rent collection to vacancy loss
 - The decision to move: forces impacting seniors
 - Managing the transition of new residents
- Team leadership
- Understanding and addressing non-constructive behavior in staff and residents
- Managing the resident community
 - Characteristics of a healthy community
 - Bullying: Causes and solutions
- Managing the Maintenance Function
 - The essentials of an effective maintenance program
 - Special issues in maintaining senior housing
- Housing and services
 - The new housing and services paradigm
 - Developing service plans that meet your mission and purpose
- Special topics in aging

Course schedule

- Class starts at **8:30 a.m.** each morning
- Class concludes at **4:30 p.m.** on Days 1 and 2
- On Day 3, class ends at 11:30 a.m., with exam starting at 12:15 p.m. Exam must be completed within 2 1/2 hours.

Note: meals are not provided



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