

Solutions Advisors: Relationship-Driven. Results-Focused.

Solutions Advisors knows senior living from the inside out. Founders Kristin Kutac Ward and Lauren Messmer have a shared passion for creativity and discipline that served as the catalyst for forming a company in 2009 that would become Solutions Advisors. Kristin has more than 20 years of management experience in the senior living industry and began her career as a nursing home administrator and Lauren was the account executive for a senior living advertising agency. The duo faced an uphill battle undertaking sales and marketing consulting assignments for communities reeling from the effects of the recession: low occupancy and dwindling wait lists. Early staff members, many unpaid, helped achieve hard won successes in a competitive environment. Thanks to their loyalty, the company was off the starting block.



From two staff members in 2009 to now over 45, Solutions Advisors has grown exponentially, just as the senior living industry has evolved. What has remained a constant over the years, however, is the determination, tenacity and spirit of entrepreneurship that grew Solutions Advisors from a small company to an industry leader in sales and marketing in less than a decade, which continues to motivate each team member to aim for excellence.

Solutions Advisors relies upon collaboration to transform a community into one that motivates, engages and inspires. On a national scale, Solutions Advisors provides sales and marketing consulting with expertise in both start-up and existing senior living communities and help with

occupancy in challenged communities to achieve their goals. At Solutions Advisors, our passion propels us to continually strive for excellence in what we do – not only for our own success, but for the success of our clients and their residents.



Solutions Advisors is deeply dedicated and passionate about delivering the best possible strategy, practices and programs to every partner relationship. With a unique blend of skills and experience in all facets of senior living, Solutions Advisors provides a holistic approach to problem solving. Our team provides a breadth of experience and services while being agile and nimble with a personal touch and unwavering commitment to our vision, mission and values.

From marketing and sales expertise to digital marketing and creative strategy, Solutions Advisors provides innovative solutions to the increasingly complex mature market. Get to know Solutions Advisors at www.solutionsadvisorsgroup.com and meet us at the AJAS Annual Conference at booth 305.