MIX NETWORKS

Senior Living Sales Playbook

POTS Replacement + Hosted Voice for Assisted Living, Memory Care, SNFs, and Multi-Community Operators

Buyer Map | Compliance Triggers | Objection Matrix | Outreach Sequences | Discovery Scripts | Proposal Template

July 2026 | Internal Sales & Channel Enablement | Pricing per MSRP Guide updated 5/29/26

Contents

Contents 2
1. Why Senior Living, Why Now 3
2. Buyer Map 4
3. Compliance Triggers 6
3.1 Fire Alarm Communications — NFPA 72 / UL 864 / Life Safety Code 6
3.2 CMS Emergency Preparedness Rule — the Senior-Living-Specific Wedge 6
3.3 Elevator Emergency Phones — ASME A17.1 6
3.4 HIPAA and Clinical Communications 7
3.5 Door Access, Wander Management, Pool Phones, and Ancillary Systems 7
3.6 Compliance Trigger Quick Card 7
4. Line Inventory: Where the Copper Hides 9
5. Solution Packaging and Deal Math 10
5.1 The Two-Product Motion 10
5.2 Reference Deal: 100-Unit Assisted Living Community 10
5.3 Reference Deal: Add Hosted Voice 10
6. Objection Matrix 12
7. Sequenced Outreach 14
7.1 Sequence A — Community Level (ED / Business Office Manager) 14
7.2 Sequence B — Regional / Corporate (VP IT, CFO, Regional Ops) 16
8. Discovery Scripts 17
8.1 First Meeting Script (20–30 minutes, ED or Business Office Manager) 17
8.2 On-Site Audit Checklist 17
8.3 Qualification Standard (exit criteria for a real opportunity) 18
9. Proposal Template 19
Section 1 — Cover and Executive Summary 19
Section 2 — Current State (from Site Survey Report) 19
Section 3 — Proposed Solution 19
Section 4 — Implementation Plan 19
Section 5 — Investment 20
Section 6 — Why MIX Networks 20
Section 7 — Acceptance 20
10. Running the Play: First 90 Days 21

1. Why Senior Living, Why Now

Senior living is MIX Networks' home-court vertical. The largest senior living operator in the country has used MIX as a preferred telecom vendor for over five years, and referenceable single-community installs round out the proof set. No other vertical lets a rep walk in with proof this direct: *“the biggest operator in your industry already trusts us with this exact problem.”*

The structural opportunity mirrors dealerships but with higher stakes and stickier accounts:

- **Life-safety density is the highest of any commercial vertical.** A licensed community runs fire alarm communicators, elevator phones, pool and common-area emergency phones, door access and wander-management systems, kitchen hood and sprinkler supervisory circuits, and emergency call infrastructure — most of it still on carrier copper, all of it inspected, and all of it protecting a population that cannot self-evacuate. When copper fails here, it is a licensing event and a liability event, not an inconvenience.
- **The copper sunset deadline is identical.** AT&T began decommissioning copper wire centers in June 2026 and has filed to discontinue legacy TDM voice across 18 states as of November 15, 2026, with 90-day customer notice under the FCC's streamlined framework. Remaining copper is priced at $100–$200 per line per month and climbing.
- **Regulatory oversight is continuous, not annual.** SNFs are surveyed by CMS against the Life Safety Code with communications-relevant K-tags; assisted living communities face state licensing surveys; and every CMS-certified facility must maintain an Emergency Preparedness communication plan that identifies primary AND alternate modes of communication. A community that loses its phone lines in a storm has an EP plan finding waiting to happen. MIX's architecture — broadband primary, 4G/5G secondary, 48-hour battery — is literally the redundancy the EP Rule contemplates.
- **Multi-community operators multiply the win.** Regional operators run 5–50 communities; REITs and management companies standardize vendors across portfolios. One corporate win can be a 100+ site rollout — and MIX has already executed exactly that motion with the industry's largest operator.
- **Occupancy economics fund the deal.** A single move-in is worth $50,000–$100,000+ in annualized revenue. Communities miss admissions inquiry calls constantly — after hours, weekends, during shift change. Hosted Voice with queues, mobile apps, and after-hours routing is an occupancy tool, not a phone system. That framing gets the Executive Director's attention faster than any line-item savings.

The MIX advantage in one paragraph

MIX Networks is a Managed Facilities-based Voice Network (MFVN) provider delivering POTS-IN-A-BOX (DataRemote 90X1/90X2) — UL 864 (10th Ed.) compliant, California State Fire Marshal listed (Listing No. 7305-2384:0002), FDNY MFVN-recognized (Record ID 2025-TMFRAL-007143-VRNC), NFPA 72-aligned with dual pathways (WAN + 4G/5G), up to 48-hour battery backup, 24/7 proactive monitoring, geo-redundant data centers, HIPAA-aligned secure fax, and turnkey managed installation with line-by-line test documentation. Plus the proof point no competitor in this vertical can match: a five-plus-year preferred-vendor relationship with the largest senior living operator in America, including their “No Upfront Cost” program and extended hardware warranty structure.

2. Buyer Map

Senior living has two distinct buying centers: the community (Executive Director and department heads) and corporate (regional and portfolio leadership). Single-community operators buy locally; chains buy centrally but pilot locally. Know which motion you are in before the first call.

Role	What They Own	What They Care About	Lead With	Deal Role
Executive Director (community)	Community P&L, census, survey results, all vendors locally	Occupancy, survey deficiencies, family satisfaction, staff turnover, budget variance	Missed admissions calls + survey-ready life-safety documentation; single-community references	Economic buyer (independent) / champion (chain)
VP/Dir. of IT or Telecom (corporate)	Portfolio-wide infrastructure, vendor standards	Standardization, support quality, rollout execution across dozens of sites, cost per community	The flagship account story: multi-year, multi-site analog-to-IP conversions for the industry's largest operator, with on-site training and no-upfront-cost structure	Economic buyer (chains)
CFO / VP Finance (corporate)	Portfolio opex, capex approvals	Predictable per-line pricing, opex vs. capex, consolidated billing	Fixed 12–60 mo per-line pricing vs. $100–$200 escalating copper; no-upfront-cost options	Economic buyer (chains)
Regional Director of Operations	5–15 communities' performance	Consistency, EDs not distracted by vendor problems, survey readiness across the region	Regional audit pilot at 2 communities; one playbook for every building	Champion / mobilizer
Maintenance / Facilities Director	Fire panel, elevators, doors, pool, kitchen; walks with every inspector	Passing inspections, not being blamed, response time when things break	AHJ-ready cert package; NFPA 72 Ch. 14 retest coordinated; 24/7 monitoring so a dead line is found before the inspector finds it	Influencer / source of truth
Business Office Manager	Bills, vendor invoices, resident billing	The phone bill nobody can explain; fee creep	Free line audit; orphan-line disconnects are instant savings	Access point / champion

Role	What They Own	What They Care About	Lead With	Deal Role
Director of Nursing / Wellness	Clinical operations, pharmacy/lab fax flows	Pharmacy orders arriving, records moving securely, staff reachable on the floor	HIPAA-aligned secure fax; staff mobility via UCFone	Influencer (clinical)
Sales/Marketing Dir. (community)	Inquiries, tours, move-ins	Every inquiry call answered; speed-to-lead	Call queues, after-hours routing, recording for coaching; occupancy math	Influencer (Hosted Voice)
Owner / REIT asset manager	Asset value, capex, operator performance	NOI, liability exposure, deferred maintenance risk	Life-safety modernization as risk reduction and NOI improvement	Economic buyer (owner-driven deals)

Access strategy

- **Independent / 1–3 communities:** call or visit the Executive Director; the Business Office Manager controls the bills and is often the easier first meeting. Tour-friendly buildings mean walk-ins work — schedule around mornings (surveys, care conferences) and mealtimes.
- **Regional operators (4–20 communities):** target the Regional Director of Operations and corporate IT simultaneously; propose a two-community audit pilot with a findings readout at corporate.
- **Large chains and REITs:** this is an enterprise motion — VP IT/Telecom and CFO, referencing MIX's multi-year relationship with the industry's largest operator. Expect RFPs, pilot phases, and a rollout calendar; price for portfolio scale on 60-month terms.
- **Industry channels:** Argentum and state assisted living association events, LeadingAge for nonprofits, and management-company conferences. Executive Directors move between operators constantly — a happy ED is a walking referral across three future employers.

3. Compliance Triggers

Senior living compliance pressure comes from four directions at once: the fire AHJ, the elevator inspector, the state licensing surveyor (or CMS for SNFs), and HIPAA. Every one of them touches a phone line. Use these triggers precisely — facilities directors and administrators live with surveyors and will discount a rep who overstates code.

3.1 Fire Alarm Communications — NFPA 72 / UL 864 / Life Safety Code

- **The trigger:** licensed communities are protected premises under the Life Safety Code (NFPA 101), and their fire alarm panels transmit to central stations over copper POTS via DACT — typically two lines per panel, sometimes multiple panels per campus. SNFs are surveyed against Life Safety Code requirements by CMS-contracted surveyors; assisted living faces the state fire marshal and licensing agency. A dead or degraded monitoring path is a citable deficiency in a building where residents cannot self-evacuate — the highest-consequence version of this problem in any vertical.
- **The standard:** NFPA 72 governs signal transmission, enforced by the AHJ. NFPA 72 (2016) Chapter 26.6 defines the MFVN pathway allowing a managed provider to replace the copper path at the demarc while the separately listed fire alarm control unit operates unchanged.
- **The MIX answer:** 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 and exceed NFPA 72 (2025) technical requirements — dual pathways (WAN + 4G/5G), UL 864 (10th Ed.) compliance, UL 62368-1 and UL 2054 listings, standby power monitoring, up to 48-hour battery. CSFM Listing No. 7305-2384:0002 and FDNY MFVN recognition (Record ID 2025-TMFRAL-007143-VRNC) are the two documents that end the credibility conversation.
- **The trust-building caveat:** final approval rests with the local AHJ, and the alarm system must be retested per NFPA 72 Chapter 14 after cutover by authorized fire-alarm personnel. MIX coordinates that retest — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode. Volunteer this before they ask.

3.2 CMS Emergency Preparedness Rule — the Senior-Living-Specific Wedge

- **The trigger:** every CMS-certified facility (SNFs; many CCRC health centers) must maintain an Emergency Preparedness program with a communication plan reviewed annually — and surveyor guidance is explicit that facilities cannot rely solely on a telephone system that might fail in an emergency. The plan must identify primary and alternate modes of communication with staff, physicians, families, and emergency officials.
- **Where MIX fits:** the 90X1/90X2 architecture is a textbook alternate-pathway answer — broadband primary, cellular secondary, 48-hour battery through extended power outages, 24/7 monitored with proactive notification. Hosted Voice adds off-premises survivability: if the building is dark, calls reroute to mobiles and alternate sites. Position the MIX design document as an exhibit for the facility's EP communication plan — an artifact the administrator can hand a surveyor.
- **Precision note:** MIX does not make a facility “EP Rule compliant” — compliance is the facility's program, not a product. MIX provides the redundant communications infrastructure the plan documents. Say it that way.

3.3 Elevator Emergency Phones — ASME A17.1

- **The trigger:** virtually every community is multi-story with 1–4 elevators, each requiring monitored two-way emergency communication under ASME A17.1, tested at the annual elevator inspection. Copper elevator lines are among the first casualties of wire-center retirement, and a failed phone red-tags the elevator — an operational crisis in a building full of residents with walkers and wheelchairs.
- **The MIX answer:** Specialty Voice & Elevator lines at $19.95–$34.95/line/month by term, with MODEM-mode FXS, enhanced DID over customized SIP trunks, and loop-current compensation — engineering most VoIP providers cannot articulate, plus battery and cellular backup the copper never had. Defer A17.1-2019 video/text edition questions to the site survey and the elevator contractor.

3.4 HIPAA and Clinical Communications

- **The trigger:** communities move PHI by fax all day — pharmacy orders, lab results, hospital transfers, admissions packets. Analog fax machines on copper lines offer no encryption, no access control, and no audit trail. HIPAA technical safeguards apply to communities handling PHI, and corporate compliance officers know it.
- **The MIX answer:** secure fax with TLS-encrypted transfer, authenticated portals, protected storage, and audit-ready delivery confirmation — virtual ($15.95/mo), via ATA preserving existing machines ($15.95–$16.95/mo), or fax-enabled users ($5.95/mo). Supports HIPAA technical safeguards when configured with proper access controls and retention policies — that exact phrasing, no more.

3.5 Door Access, Wander Management, Pool Phones, and Ancillary Systems

- Memory care door alarms and delayed-egress systems, wander-management auto-dialers, pool and spa emergency phones (required by many state/local codes), gate and entry boxes, kitchen hood suppression monitoring, sprinkler supervisory circuits, resident emergency pendant base stations with dial-out, and the postage meter in the business office. Individually small; together they are the 10–20 line count that makes the community a strong 90X2 deal.

3.6 Compliance Trigger Quick Card

System at the Community	Governing Standard / Enforcer	Forcing Event	MIX Answer
Fire alarm panel(s) (DACT)	NFPA 72, NFPA 101 / AHJ; CMS LSC survey (SNF); state fire marshal (AL)	Copper retirement notice; survey deficiency; insurer audit	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
EP communication plan	CMS EP Rule / CMS surveyor	Annual plan review; post-storm findings; mock drills	Dual-path architecture + 48-hr battery documented as the alternate-comms exhibit
Elevator phones	ASME A17.1 / elevator inspector	Annual inspection; dead line red-tag	Voice & Elevator lines $19.95–$34.95/mo; elevator-specific FXS engineering

System at the Community	Governing Standard / Enforcer	Forcing Event	MIX Answer
Pharmacy/lab/records fax	HIPAA / OCR; corporate compliance	Compliance review; breach scare; new pharmacy contract	Secure fax w/ encryption, authentication, audit trail
Doors, wander mgmt, pool phone	State licensing regs; local code	Licensing survey; incident	Specialty lines on 90X2 w/ battery + cellular failover
E-911 from any station	Kari's Law / RAY BAUM'S Act	Any phone system replacement	Hosted Voice with dispatchable location provisioning

4. Line Inventory: Where the Copper Hides

Communities are worse than dealerships at line inventory because ownership and management have often changed hands two or three times, and each transition orphaned lines. The audit routinely finds billed lines with nothing attached — instant savings and instant credibility.

Zone	Likely Analog Lines	Typical Count
Fire/life-safety	Fire alarm panel(s) x2 lines each, sprinkler supervisory, kitchen hood monitoring	3–6
Vertical transport	Elevator phone per car, lift/dumbwaiter lines	1–4
Security & egress	Delayed-egress/door alarms, wander-management dialers, gate/entry boxes, burglar alarm	2–5
Amenities	Pool/spa emergency phone, fitness room phone, salon, courtesy phones	1–4
Clinical	Pharmacy fax, nursing station fax, lab/records fax, e-call base station dial-out	2–5
Business office / admissions	Admissions fax, postage meter, credit card/POS, alarm for med room	2–4
Plant & misc	Boiler/generator monitoring, HVAC telemetry, resident room legacy lines, modem lines to corporate	2–6

Rule of thumb: a 60–120 unit community yields 10–20 specialty lines for POTS replacement plus 15–35 hosted voice seats (front desk, admissions, nursing admin, department heads, activities, maintenance). A 10-community regional operator is a 120–200 line portfolio on one contract.

5. Solution Packaging and Deal Math

5.1 The Two-Product Motion

- **Wedge — POTS Replacement (POTS-IN-A-BOX):** 90X2 (4G/LTE, 8 FXS) or 90X1 (5G, 8 FXS) at the demarc; every analog device — panel, elevator, pool phone, fax — operates unchanged. Fixed per-line term pricing replaces escalating copper; certified for the life-safety circuits.
- **Expansion — Hosted Voice:** seats at $14.95/mo with DID and features; auto attendants; admissions/front-desk queues; UCFone mobile/desktop at $6.95/user so nurses and maintenance answer anywhere in the building; call recording for admissions coaching; Yealink T54W/T57W amortized; managed QoS router ($15/mo) with 4G LTE failover ($30/mo).
- **Attach — Secure Fax:** HIPAA-aligned virtual and ATA-based fax for pharmacy, nursing, and admissions flows; fax-enabled users at $5.95/mo.

5.2 Reference Deal: 100-Unit Assisted Living Community

Assumptions: 14 specialty lines (2 fire alarm, 2 elevator, 1 pool phone, 2 door/wander, 3 fax, 2 alarm/supervisory, 2 modem/telemetry), two 90X2 units, 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Specialty line — Fax/Modem/Alarm/Data	9	$39.95	$359.55
Specialty line — Voice & Elevator	5	$24.95	$124.75
PIAB 90X2 hardware (amortized)	2	$12.00	$24.00
90X2 maintenance	2	$6.00	$12.00
POTS replacement subtotal			$520.30/mo
vs. copper at $100–$200/line x 14 lines			$1,400–$2,800/mo
Indicative monthly savings			$880–$2,280 (63–81%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum) per Statement of Work. At 60 months, line rates drop to $29.95/$19.95. For chains, reference the no-upfront-cost structure used with large operators.

5.3 Reference Deal: Add Hosted Voice

Component	Qty	Unit	Monthly
User seats (features, DID, user)	22	$14.95	$328.90
Auto attendant (main + after-hours)	2	$14.95	$29.90

Component	Qty	Unit	Monthly
UCFone mobile/desktop (nursing, maintenance, admissions)	10	$6.95	$69.50
QoS router monitoring & management	1	$15.00	$15.00
4G LTE failover (basic)	1	$30.00	$30.00
Peplink B One Plus license (InControl)	1	$9.00	$9.00
Yealink T54W phones (36-mo amortized)	22	$7.80	$171.60
Hosted Voice subtotal			$653.90/mo

Combined community MRR: roughly $1,175/month — typically below current copper spend alone, while adding EP-plan-grade redundancy, admissions call handling, and staff mobility. The occupancy kicker: if better after-hours answering and queueing captures **one additional move-in per year**, that is $50,000–$100,000 of revenue against ~$14,000 of annual telecom spend. Lead the ED conversation with that ratio.

6. Objection Matrix

Objection	What It Really Means	Response
“Our residents depend on these phones — we cannot risk a cutover.”	Legitimate duty-of-care concern; the ED is personally accountable.	“That is exactly why this exists. Today your fire panel and elevator phones have zero backup — one copper cut and they are dead until a carrier truck shows up. After cutover they have two paths and 48 hours of battery. The cutover itself is staged: nothing is disconnected until every line is tested, documented, and photographed, and we schedule around care operations. The largest operator in this industry has run this playbook with us across their communities for five-plus years.”
“Our nurse call / alarm vendor handles that.”	Vendor-lane confusion between the device and the transport.	“They own the panel and the monitoring contract — we own the phone line their equipment dials out on. Nothing about their system or contract changes. We coordinate the NFPA 72 Chapter 14 retest with them at cutover so every signal path is verified end to end.”
“Corporate decides on vendors.”	Real in chains; also a deflection.	“Perfect — who at corporate owns telecom? Here is what would help them: we will do the free line audit here first, so corporate gets real numbers from a real building instead of a sales deck. EDs who bring corporate a documented savings-and-compliance finding look good doing it.”
“Cellular is not reliable enough for a fire alarm.”	Sophisticated facilities directors ask this; respect it.	“Agreed — a bare cellular dialer is not. This is a managed MFVN: broadband primary, cellular secondary, 48-hour battery, monitored 24/7, UL 864 10th Edition, accepted by the California State Fire Marshal and FDNY. Your AHJ receives the full certification package before anything is touched.”
“No budget until next fiscal year.”	Real in nonprofit/CCRC settings; test it.	“Two things usually change that math: this is opex, not capex — and it is usually a net reduction against your current copper bills, so it improves the budget rather than competing with it. Ask us about no-upfront-cost structuring. And the carrier's retirement schedule does not follow your fiscal calendar.”
“We're under contract with our phone provider.”	Assumes the contract covers the specialty lines; it usually does not.	“For the phone system, possibly. The analog specialty lines — fire, elevator, pool, fax — are usually month-to-month tariff services outside that contract, and they move regardless. When does the agreement end? We will scope the lines now and time the voice piece to the renewal.”

Objection	What It Really Means	Response
“The building is being sold / management is changing.”	Ownership churn is constant in this industry.	“All the more reason to have a clean line inventory — buyers and new managers inherit the copper problem and the compliance exposure either way. A documented, modernized life-safety comms plant is an asset in due diligence, and our agreements can transfer.”
“We tried VoIP and quality was bad / our internet is unreliable.”	Prior unmanaged deployment; older buildings with thin IT.	“Bad VoIP is an unmanaged-network problem. We install a managed QoS router, monitor it 24/7, and back it with LTE failover — and the life-safety lines have their own cellular path independent of your office internet. That is also why we survey before we quote.”
“We'll wait until the carrier forces us.”	No perceived deadline.	“The notice window is 90 days, and every community in your wire center hits the same installers at once. Acting now means you choose the schedule around surveys and inspections, lock $19.95–$39.95 term pricing instead of $100–$200 copper, and never carry an unmonitored panel in a licensed building.”
“Send me something.”	Polite exit.	“Happy to. So it is useful rather than generic: how many buildings, roughly how many elevators, and do you know if your fire panel lines are still copper? That is all I need to send a savings-and-compliance snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets community Executive Directors and Business Office Managers. Sequence B targets regional/corporate operators. Both run 8 touches over ~21 days. Personalize with the community's star rating, recent survey history (public for SNFs), building age, and operator affiliation. Never cold walk-in during survey week, state inspections, or mealtimes.

7.1 Sequence A — Community Level (ED / Business Office Manager)

Day	Channel	Touch
1	Email 1	Life-safety trigger: copper retirement + fire/elevator lines (copy below)
3	Call + VM	Reference Email 1; offer the free line audit (script below)
5	LinkedIn	Connect with ED; no pitch
8	Email 2	Cost + orphan-line angle (copy below)
10	Visit	Drop-in with one-page compliance sheet; ask for Business Office Manager if ED unavailable
14	Email 3	Occupancy angle: missed admissions calls (copy below)
17	Call	Direct ask: 20-minute audit meeting; propose two time slots
21	Email 4	Breakup with audit checklist attached (copy below)

Email 1 — Life-safety trigger (Day 1)

Subject: The copper lines behind your fire panel at [Community]

[First name] —

AT&T began permanently retiring copper phone infrastructure in June and has filed to end legacy service across 18 states this November. In senior living, the lines that go first are the ones residents' safety rides on: the fire alarm panel, elevator phones, the pool phone, and door alarm dialers.

If your panel still dials the central station over two copper lines — most do — that monitoring path disappears with the copper. In a licensed community, that is a survey finding and an insurer problem, not just a telecom item.

We replace those lines with fire-marshal-listed, monitored equipment — your panel, alarm company, and elevator vendor stay exactly as they are. The largest senior living operator in the country has used us as a preferred telecom vendor for over five years for exactly this work.

Worth 20 minutes for a free line inventory? We will walk the building with your maintenance director and hand you a map of every analog line you are paying for — most communities have never seen one.

[Signature]

Email 2 — Cost and orphan lines (Day 8)

Subject: What [Community] is probably paying for 14 phone lines

[First name] —

Communities your size typically run 10–20 legacy analog lines — fire, elevators, pool phone, pharmacy fax, door alarms, and a few nobody can identify. Copper lines now run $100–$200 each per month, and most buildings that have changed management once or twice are still paying for lines with nothing attached to them.

Our replacement runs $19.95–$39.95 per line on fixed terms, on equipment certified for fire alarm and elevator use, with battery and cellular backup the copper never had.

The audit is free, takes about an hour with your maintenance director, and finds orphan lines more often than not. Worst case: you get a clean inventory and disconnect what you should not be paying for. When works — mid-morning or early afternoon?

[Signature]

Email 3 — Occupancy angle (Day 14)

Subject: The inquiry call that rang at 6:40 on a Saturday

[First name] —

Different topic from my earlier notes. When a family calls about placement after hours or during shift change, what happens to that call today? For most communities the honest answer is voicemail — and that family calls the next community on their list.

One move-in is worth $50,000–$100,000 a year. Our hosted platform routes inquiry calls to a queue, overflows to mobiles, records for coaching, and gives you an after-hours answer path — and it rides the same project as the line replacement. One vendor, one bill.

Happy to show you what your current answer pattern looks like before changing anything. 20 minutes?

[Signature]

Email 4 — Breakup (Day 21)

Subject: Closing the file on [Community] — one thing before I do

[First name] —

I will stop reaching out after this. Attached is the one-page checklist we use to audit analog lines in senior living — fire panel, elevators, pool phone, door alarms, pharmacy fax. Hand it to your maintenance director; if everything is accounted for on copper that is not scheduled for retirement, you genuinely do not need me.

If anything is uncertain — especially the fire panel lines — my number is below. The carrier timelines will not wait, but the audit is free whenever you want it.

[Signature]

Cold call / voicemail script (Day 3)

Live: “Hi [name], [rep] with MIX Networks — I will be brief. We replace the copper lines senior living communities have on fire panels, elevator phones, and door alarms before the carriers retire them — we are fire-marshal listed for that work and the largest operator in senior living has

used us for over five years. I am not asking you to change your phone system; I am asking for 20 minutes to walk the building with your maintenance director and hand you a free inventory of every analog line you are paying for. Would Tuesday or Thursday afternoon be better?"

Voicemail (under 25 seconds): "Hi [name], [rep], MIX Networks. The copper lines most communities still have on their fire alarm and elevator phones are being retired by the carriers. We replace those with fire-marshal-listed equipment — the industry's largest operator has trusted us with this for five-plus years. Email is in your inbox; [callback number]. Thank you."

7.2 Sequence B — Regional / Corporate (VP IT, CFO, Regional Ops)

Day	Channel	Touch
1	Email 1	Portfolio framing: consolidated line audit across all communities; the largest-operator reference; fixed per-line portfolio pricing vs. copper escalation
3	LinkedIn	Connect; engage with operator content substantively
5	Call + VM	Reference audit; cite comparable finding ("a 9-community operator we audited found 141 billable analog lines and could map 96 of them")
9	Email 2	Risk framing: unmonitored panels and failed elevator inspections across N licensed buildings are portfolio liability; EP Rule alternate-comms documentation as a standard exhibit for every community
12	Email 3	Standardization: identical hardware, per-line pricing, and support at every community; no-upfront-cost structuring; add-a-community pricing locked for the term
16	Call	Direct ask: 30 minutes with IT + facilities leadership; propose 2-community audit pilot at the oldest buildings
19	Email 4	Pilot proposal in writing: free audits at 2 communities, findings deck at corporate, no obligation
23	Email 5	Breakup + reference offer: a multi-site operator contact willing to take a call

Cadence discipline: stop the sequence on engagement; log everything. Regional operators compare notes at Argentum and state association meetings — one sloppy sequence travels.

8. Discovery Scripts

8.1 First Meeting Script (20–30 minutes, ED or Business Office Manager)

Open (2 min):

"Thanks for the time — I know survey season and census keep you busy. My goal is to understand what rides on your analog phone lines, what you pay, and whether we can take cost and compliance risk off your plate. If we cannot, I will say so. Fair?"

Situation — life-safety inventory (6 min):

1. Is your fire alarm monitored, and do you know what it dials out on? Multiple panels or one? When was your last fire inspection or state survey, and did life-safety communications come up?
2. How many elevators? When is the next elevator inspection? Has an inspector ever flagged the phone?
3. Pool or spa on site — is there an emergency phone? Memory care — door alarms or wander management with dial-out?
4. Who actually knows the building's wiring — maintenance director? (Get the introduction; the audit needs them.)

Situation — clinical and business flows (4 min):

1. Where does fax still happen — pharmacy orders, labs, hospital transfers, admissions packets? How many machines, and has HIPAA come up in relation to fax?
2. Any letters from AT&T/[ILEC] about copper retirement? Who opens carrier mail here?
3. Can we pull 2–3 months of telecom bills? Total spend across carriers? Any lines nobody can identify?

Situation — phone system, occupancy, and continuity (5 min):

1. What phone system, how old, and who supports it? What breaks most often?
2. When a family calls about placement after 5pm or on Sunday, what happens to that call? Who answers overflow during shift change?
3. What is the plan when internet or power fails — how do staff communicate, and what does your EP communication plan list as the alternate method?
4. Are you part of a group? Who at corporate owns telecom decisions, and is there a standardization push underway?

Quantify and close (5 min):

"Based on what you described — roughly [N] specialty lines, [M] elevators, a [age] phone system, and [compliance gap] — here is the proposal: a free site survey with your maintenance director. We inventory every analog line, identify the life-safety circuits, and return a building-by-building replacement plan with firm pricing. You own that document regardless — it is useful for your next survey either way. Can we get [maintenance director] and a bill copy together next [day]?"

8.2 On-Site Audit Checklist

- Walk the demarc/MPOE with maintenance: photograph 66 blocks, count active pairs, trace tags.

- Fire alarm panel(s): make/model, monitoring company, dial-out line count, last test date, any past survey citations.
- Elevator machine rooms: line per car, phone test (with permission), inspection certificate dates.
- Pool/spa phone, fitness, salon, courtesy phones: test and log.
- Memory care doors, delayed egress, wander management: identify any dial-out paths.
- Clinical: nursing station fax, pharmacy fax volume, e-call base station connectivity.
- Business office: admissions fax, postage meter, POS, med-room alarm.
- Bills: reconcile every billed line to a device; flag orphans.
- Network: internet provider(s), bandwidth, switch/PoE capacity, UPS condition, cellular signal at the demarc.
- EP plan: ask to see the communication plan's alternate-comms section — note what is currently listed.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement notice, upcoming survey/inspection, EP plan annual review, PBX failure, renovation, or ownership/management transition.
- **Line count validated:** 8+ specialty lines (community) or 40+ (operator) makes economics decisive.
- **Power mapped:** ED aware and supportive; corporate owner identified if chain; maintenance director engaged.
- **Spend known:** bills in hand or committed for the survey.
- **Next step dated:** site survey scheduled with the maintenance director present.

9. Proposal Template

Same discipline as every MIX proposal: under 10 pages, every number anchored to the Site Survey Report, bracketed fields filled from the audit. Senior-living-specific additions are flagged.

Section 1 — Cover and Executive Summary

Title: Life-Safety Line Replacement and Voice Modernization for [Community / Operator Name]

Prepared for: [Name, Title] | Prepared by: [Rep, MIX Networks] | Date: [Date] | Valid: 30 days

Executive summary (5 sentences max): [Community] operates [N] analog lines across [buildings], including [X] life-safety circuits (fire alarm, elevator, pool, egress) on carrier copper scheduled for retirement. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed POTS replacement platform and [optionally] modernizes voice on MIX Hosted Voice with admissions call handling and staff mobility. Monthly spend moves from approximately $[current] to $[proposed], a [%] reduction on fixed [term]-month pricing. Every life-safety circuit gains dual-path transport, up to 48-hour battery, and 24/7 monitoring — documentation suitable for the community's Emergency Preparedness communication plan and AHJ file. Installation is managed end to end, tested line by line, and scheduled around care operations, surveys, and inspections.

Section 2 — Current State (from Site Survey Report)

- Line inventory table: number, location, purpose, carrier, monthly cost, disposition (replace / port / disconnect).
- Orphan lines for disconnection: [N] lines, $[amount]/mo immediate savings.
- Compliance exposures, stated factually: [panel on copper with no secondary path; elevator line untested since [date]; fax handling PHI without encryption].
- Carrier retirement status for the serving wire center, if known.

Section 3 — Proposed Solution

- **POTS Replacement:** [N] x 90X2/90X1 at [locations]; circuit-by-circuit FXS mapping; broadband primary, 4G/5G secondary; up to 48-hour battery; 24/7 monitoring with proactive notification.
- **Compliance package:** UL 864 (10th Ed.), UL 62368-1, UL 2054; NFPA 72 Ch. 26.6 MFVN architecture; CSFM Listing 7305-2384:0002; FDNY MFVN recognition (2025-TMFRAL-007143-VRNC); FCC Part 68/15; AHJ documentation packet; NFPA 72 Ch. 14 retest coordinated with [alarm company]; architecture summary formatted as an exhibit for the community's EP communication plan.
- **Hosted Voice (if in scope):** [N] seats, auto attendants (day/after-hours), admissions queue with overflow-to-mobile, call recording [retention noted], UCFone for nursing/maintenance/admissions, [N] Yealink handsets, managed QoS router with LTE failover.
- **Secure Fax (if in scope):** HIPAA-aligned virtual/ATA fax for pharmacy, nursing, and admissions with encrypted transfer and delivery confirmation.

Section 4 — Implementation Plan

1. Install Prep: provisioning, staging, SIM activation, SIP registration before shipment; cutover calendar agreed with [ED/Maintenance], avoiding surveys, inspections, and care-sensitive windows.
2. Install / Test-and-Turn-Up: field installation, DMARC/66-block cross-connect, functional test on every line, photographed and documented.
3. Life-safety verification: alarm Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode; NFPA 72 Ch. 14 retest with authorized personnel; elevator phone verification with [elevator vendor].
4. Porting and disconnects: MIX manages LNP; copper disconnected only after verified service on every circuit; orphan lines disconnected on [date] for immediate savings.
5. Training and handoff: on-site training for front desk, admissions, and department heads (the model proven across MIX's largest multi-community deployments); 24/7 U.S.-based support; quarterly reviews; EP-plan exhibit delivered to the administrator.

Section 5 — Investment

Reproduce the Section 5 deal-math tables with surveyed quantities across 36/48/60-month columns, side-by-side against documented current spend. Itemize one-time charges (provisioning $45/device; installation per SOW at $165/hr, 2-hr minimum) separately. For operators, include the portfolio schedule: per-community pricing, add-a-community terms, and no-upfront-cost structuring if applicable. Close with:

“Pricing is firm for 30 days and based on the Site Survey Report dated [date]. Line counts verified at installation; additions priced at the same per-line rate for the term.”

Section 6 — Why MIX Networks

- Preferred telecom vendor for 5+ years to the largest senior living operator in the United States — administrative phone upgrades, analog-to-IP conversions, on-site training, no-upfront-cost program, extended hardware warranty. Named reference available under NDA upon request.
- MFVN provider with CSFM and FDNY recognition for the life-safety replacement path — ask competing bidders for their fire marshal listings.
- Geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target.
- Managed installation with photographed line-by-line documentation; senior living references available — from the industry's largest national operator to single-community assisted living installs.

Section 7 — Acceptance

Signature block, term selection (36/48/60), billing details, and: “Upon acceptance, MIX will schedule Install Prep within [X] business days and assign a named project coordinator familiar with licensed-facility scheduling constraints.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Build territory list: state licensing databases (AL/SNF license lookups are public), CMS Care Compare for SNFs, Argentum/LeadingAge member lists; flag 15+ year-old buildings, multi-story communities, and regional operators; note wire centers with announced retirements	80 communities listed, 20 flagged priority
2–6	Run Sequence A on 20 priority communities; Sequence B on 5 operators; visit every priority community within 20 minutes' drive (afternoons, never survey week)	8 audit meetings booked
4–10	Deliver audits with maintenance directors present; produce Site Survey Reports; proposals within 5 business days; every audit report must surface orphan lines and at least one compliance finding	5 proposals out
8–13	Close and install first communities; harvest immediately: operator expansion, ED referrals (EDs change employers often — stay with the person, not just the building), quarterly review calendar	2 closed communities; 1 operator pilot

KPIs: audits delivered, audit-to-proposal rate (target 60%+), proposal-to-close (target 40%+), lines per community, operator expansion revenue at 12 months, and referrals per closed ED.

Final discipline note: this vertical punishes overselling harder than any other. The administrator's license, the residents' safety, and the surveyor's checklist are all in the room. The rep who says “the AHJ approves, we bring the documentation and coordinate the retest” and “we support your EP plan, we do not replace it” wins the trust that closes multi-community deals. Precision is the pitch.