

THE WORLD DESK · COMMUNITY EDITION

A reason to follow up with every lead, daily, at no cost

Every prospect who tours can get The World Desk daily briefing free for 60 days, with your community's name on it every morning. You see who's reading, so you know who to call.

AT THE TOUR	Offer the free briefing. If the prospect would like it, send us their email. Their yes, given to you at the tour, is their consent, and every email has a one-click unsubscribe.
EVERY MORNING	The prospect sees "Courtesy of [Your Community]" on the daily email and on the briefing itself: 30–50 internationally sourced stories by 6 AM Eastern, starting with 3 To Know.
FOLLOW-UP	Sales gets a count of prospects reading and can see which prospects are reading, so you know who to follow up with.
60 DAYS, THEN 60 MORE	Free for 60 days, and the community can extend it once, for another 60 days, at the community's option.
ON TOURS	The 3-minute 3 To Know video on the lobby screen, four large-type stories set out each Saturday, and posters for the week's gatherings.
PASSPORT WEEK	A monthly theme residents can see and share (food, film, crafts, stamped passports), built around Coffee and a Country (Wednesday at noon), with a matching Coffee and a Story and Coffee and a Topic: up to three ready-made discussions that week. Photo-worthy for tours and newsletters. One per calendar month for each community, from a library that grows by a new Passport Week every week; special ones on request. Included at no additional World Desk fee.
THIS FALL	A free example of our monthly Special Report for residents and prospects: Medicare Part D, choosing a 2027 drug plan, for open enrollment, October 15–December 7. Free to read at theworlddesk.news/community/special-reports .
TRUST	No ads in anything we deliver, and we never sell anyone's information. Every edition is reviewed by a human editor, William Kohn.
COST	No cost to prospects or residents. The community subscribes, priced by its size; under \$1 per unit a month for communities over 75 homes. Sales and lifestyle can share it. Month to month; cancel anytime with 30 days' notice.

FOR YOUR BROCHURE AND WEBSITE

"Every prospect who tours with us receives The World Desk daily briefing free for 60 days, courtesy of [Your Community]."



See it for yourself: theworlddesk.news/community/for-sales

Sample Week, no sign-up: theworlddesk.news/community/sample-week

Questions: (645) 654-0684 · sales@theworlddesk.news

From: _____ To: _____