

HOME CARE CON 2026

STOP CHASING, START ATTRACTING

**Becoming the Agency
Families Choose**

presented by
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GET TO KNOW *Becky Reel*

-  Home care leader turned growth strategist
-  Built and scaled a thriving agency with over 300% YoY growth + ranked the #1 agency in North America by Activated Insights (2022)
-  Helps agencies get started + break through growth plateaus
-  Passionate about sustainable, human-centered leadership



QUESTION....

Raise your hand if you got into home care because you love sales and marketing...



THE GRIND NOBODY SIGNED UP FOR



The referral calls where they're polite but never send anyone



The "just checking in!" emails that go nowhere



Dropping off cookies and hoping someone remembers your name



Watching the agency down the street win families you know you'd serve better



**The agencies families choose
*aren't the ones working the hardest.***

**They're the ones who learned how to
be FOUND instead of how to chase.**

You don't need more tactics.
You need a different approach.

THE WAITLIST MINDSET

- ✓ You are NOT for everyone.
- ✓ Demand is built before the phone rings.
- ✓ Trust compounds, tactics expire.



WHY A WAITLIST *ACTUALLY WORKS*

UNDERSTAND THE PSYCHOLOGY *BEHIND* THE WAITLIST

- ♥ The restaurant with the line: families want what other families are waiting for. **A wait signals "worth it."**
- ♥ Scarcity reads as quality
- ♥ Calm converts when you're not desperate, families feel it.



HOW POSITIONING *CREATES DEMAND*

- You stand for something specific
- Specific is easy to remember
- Remembered is easy to refer
- Referrals outgrow your capacity

The waitlist itself becomes your *proof*



BECOME THE *ONLY* CHOICE

THE PROBLEM:

- ♥ "Compassionate, quality care you can trust."
Client hears: "Same as the other nine tabs I have open."
- ♥ "All levels of care, 24/7, any schedule."
Client hears: "They have no specialty. I'm a number."
- ♥ "We treat your family like our family."
Client hears: "Everyone says that. Prove it."



EXPERIENCE THE COMPETITION

- How many rings before a human answered?
- Did they ask for a name?
- Did the person ask about the family member, or jump straight to services and rates?
- Did it feel warm or transactional?
- *If it went to voicemail during business hours, that's an automatic fail. A scared daughter does not leave a voicemail. She calls the next agency on the list.*



THE DONUT DROP IS *DEAD*.

Referral relationships are friendships, not routes

- ♥ Pick three people.
- ♥ Learn what makes their job hard.
- ♥ Send business that isn't yours.
- ♥ The monthly no-ask touch.
- ♥ Build Ambassadors + Be One Back



CONVERSATIONS THAT *CONVERT*

A genuine approach to talking with families that builds trust and fills your waitlist with the **RIGHT** clients.



CONVERSATIONS THAT *CONVERT*

- ♥ Listen for: **What that caller is actually carrying**
- ♥ Say: " **Tell me about your mom.**"
- ♥ Pay Attention: **Listen for the fear under the question**



TRANSLATING THE FEAR

- *How do you screen your caregivers?*
- *What if the caregiver doesn't show up?*
- *Can we start with just a few hours?*
- *How much does it cost?*



HUMANIZE, *HUMANIZE*, HUMANIZE

Answer the money question **like a human**.

Families can smell evasion on pricing from a mile away.

"It depends, we'd need to do an assessment first" sounds like a car dealership.

**Instead: give an honest range on the first call,
explain what changes it, and say this sentence:**

"I never want cost to be a surprise for your family."

***Being the only agency in town that answers the money
question directly IS a differentiator***



THE *MINDSET* SHIFT

FROM:
**I just need more
referral sources**



TO:
**I need to be easier
to refer.**

FROM:
**Can't afford to turn
anyone away.**



TO:
**We can't afford to
say yes to the
wrong fit.**

FROM:
**We have to get our
name out there.**



TO:
**We have to give
people a reason to
remember it.**



Final Thoughts

You don't need a bigger marketing budget.

The best marketing you will ever do is becoming impossible to confuse with anyone else.



You can't chase your way into being chosen.

You don't have to figure this out alone.



SCAN ME



Let's Connect

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