

Elite BEAT: Janis Ehlers: Redefining 'full-service' marketing and communications

Q: What is your out-of-the-box, break-the-mold marketing philosophy?

JE: At The Ehlers Group, our mission is to ensure our clients' success by taking a uniquely comprehensive approach to assessing unique needs - rather than syndicating a standard package of marketing and public relations strategies.

Q: Do you provide undivided attention to a wide range of clients?

JE: We provide a full spectrum of integrated marketing, advertising and public relations services to satisfy the most exacting requirements of clients from diverse industries including senior housing, real estate, financial institutions, law firms, medical and healthcare, hospitality, architecture and design, sports and recreation, state and municipal agencies, as well as other non-profit groups and associations.

Q: Is The Ehlers Group contributing to a "Classic" success story?

JE: One of our premier clients, Classic Residence by Hyatt in Aventura, recently welcomed residents moving into the first new continuing care retirement community of its kind to open in Miami-Dade since 1962. Heralded as a "flagship property" boasting magnificent architecture and a prestigious Aventura location, the new Classic Residence is among a network of 17 other upscale Hyatt lifecare communities throughout the nation.

Q: Do you take a full service "soup to nuts" approach?

JE: The Ehlers Group can

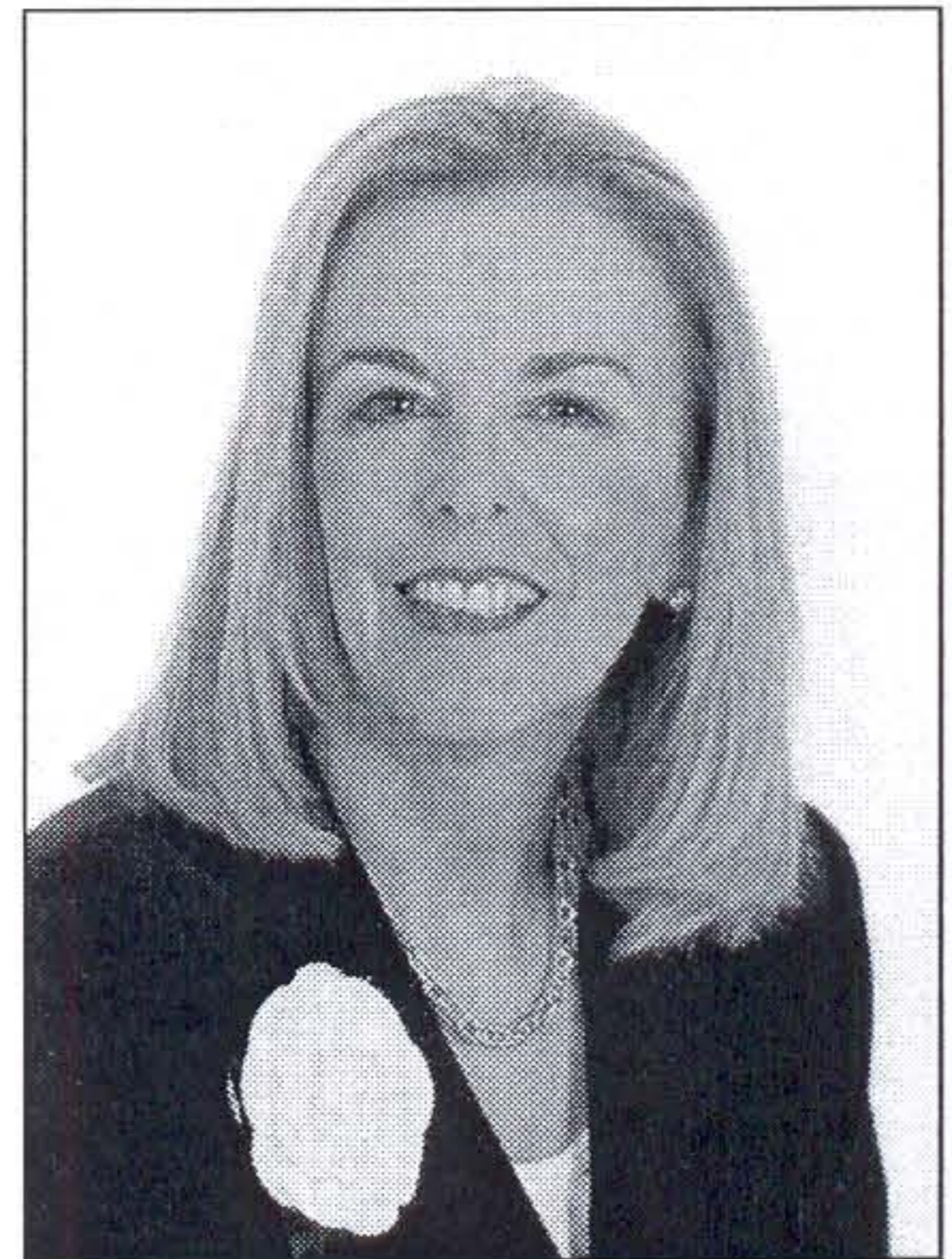
provide a full array of marketing and communications programs ranging from consulting services and marketing research to marketing management and specialized corporate identity, product positioning, branding and data base marketing programs. We also offer capabilities including corporate and product positioning, traffic-building events, "blanket the media" promotions, press kits, market trends and analysis, focus groups and technology-driven services such as website development and on-line research/tracking.

Q: Are you always right on target?

JE: We take pride in consistently developing the right mix of highly targeted, creative programs, fine-tuned to optimize unique marketing and public relations objectives - yet all of our clients benefit from the same commitment and expertise of Ehlers' associates who collaborate to achieve results-oriented objectives. Each project we take on is tackled with intelligence, creativity, dedication and urgency because we see ourselves as true business partners with each of our clients.

Q: How do you create positive perceptions?

JE: Since marketing is often about altering behaviors in order to motivate consumers, we sometimes find it necessary to change "mind-sets," expanding a client's marketing comfort zone in order to break through to success. Some of the most notable increases in market share we've helped clients attain have resulted from identifying tired ideas and approaches that haven't worked and suggesting fresh and compelling new ones that will.



Q: What is your personal profile?

JE: Prior to forming The Ehlers Group in 1994, I served as a marketing and public relations professional for two of the country's best-known development corporations. As a consultant specializing in senior communities, I routinely travel around the country to speak on understanding the needs of seniors - the topic of a book I've written call *Marketing Seniors Housing*, which was recently published by Builder Books, a division of the National Association of Home Builders.

Q: Do you believe "good isn't good enough"?

JE: Our award-winning programs reflect an unwavering pledge to "extra mile" full service and outstanding performance. I feel this is why a large percentage of our business comes from referrals and our work is respected by our clients and peers.



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