

## Sharon Brooks

As president of SB&A Integrated Marketing and partner in Brooks Adams Research, Sharon Brooks provides 3B with a wealth of knowledge and 30 years of experience in the senior living field. Through her expertise in integrated marketing, research and capital campaign promotion, Sharon offers a unique perspective and thorough insight into for-profit as well as not-for-profit sponsors in each of these areas.

Throughout the years, Sharon has worked successfully with hundreds of retirement communities, has spoken at numerous conferences including AAHSA and IAHSA, and is a frequent guest lecturer at Virginia Commonwealth University. She also serves as a consultant to numerous organizations and authored *Thinking Partner Selling™*, a systematic, highly successful approach to senior living sales.



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