

# BILD X

SALES TECHNOLOGY

## CASE STUDY



## OPTIMIZING LEAD SOURCES FOR SENIOR LIVING MOVE-IN CONVERSIONS

### OVERVIEW

With marketing budgets under pressure, it's essential that every lead counts. But which sources actually convert? **Bild & Co.'s Research Department** analyzed multiple senior living community portfolios across the nation to determine the effectiveness of key lead sources—**Online, Professional Referrals, and Paid Aggregators**.

Many senior living operators allocate substantial budgets to paid aggregators and online marketing, assuming that a higher lead volume will result in more move-ins. However, the data clearly reveals that **professional referrals produce the highest-quality leads** and superior conversion rates.

Lead Source	Inquiry to Tour Conversion	Tour to Move-In Conversion	Effectiveness
Professional Referrals	76% (Highest)	38%	Strong source of high-intent leads
Online Leads	23%	24%	High volume, moderate conversions
Paid Aggregators	13% (Lowest)	28%	High inquiry numbers, lower efficiency

### THE STRATEGY

While paid aggregator sources generate a **high QUANTITY of leads**, their **QUALITY** is often lacking. By shifting the focus from quantity to quality, communities implement the following strategies:

- ✓ **Expanding Referral Networks** - Strengthening relationships with healthcare professionals, social workers, and local influencers to increase high-intent referrals.
- ✓ **Enhancing Online Lead Qualification** - Implementing pre-screening tools and personalized engagement to improve conversion rates for online leads.
- ✓ **Reducing Reliance on Paid Aggregators** - Allocating budget toward referral-building initiatives and digital strategies that nurture high-converting prospects.

### THE RESULTS

Data-driven decision-making is the key to success in senior living sales and marketing.

- ✓ **Higher Move-In Rates** - More efficient lead handling increased occupancy without increasing marketing spend.
- ✓ **Cost Savings** - By reducing reliance on low-converting lead sources, communities optimized their marketing investments.
- ✓ **More Effective Sales Efforts** - Sales teams focused on nurturing the right leads rather than chasing low-probability inquiries.

## Are YOU Optimizing Your Lead Sources for Maximum Move-Ins?



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