



REVENUE



CASE STUDY

HIDDEN REVENUE IN PLAIN SIGHT: HOW MARKET INTELLIGENCE UNLOCKED \$400K IN SENIOR LIVING REVENUE

THE CLIENT

A privately held senior living provider with a national footprint (name confidential) engaged Bild & Co to conduct a competitive market analysis across Tennessee, Kentucky, Michigan, and Indiana. With a growing portfolio of Independent Living, Assisted Living, and Memory Care communities, the executive team needed **data-backed clarity** to optimize pricing, align care fees, and capture emerging demand.

THE CHALLENGE

Despite brand strength and occupancy momentum, the operator saw **gaps in revenue performance** due to:

- Inconsistent pricing by region
- Outdated internal comp sheets
- Unclear value positioning
- Over-reliance on anecdotal market insights

They were relying on regional leaders and on-site sales teams to collect competitive data—introducing bias, inconsistency, and missed opportunities.



THE SOLUTION:

Third-Party Comp Analysis with Strategic Advisory

Bild & Co executed a multi-state, multi-market competitive analysis across 50+ communities with a standardized methodology and strategic lens.

Key Data Points Collected:

- Market-rate rents by care level (IL, AL, MC)
- Care fee structures: a la carte, tiered, point-based
- Floorplan size comparisons
- Community and second-person fees
- Amenity offerings and unique programs
- Dining models, wellness services
- Public reputation (Google reviews)
- Online experience and CTA quality
- Assessment protocols and move-in processes

Deliverables Included:

- A detailed written report highlighting pricing patterns, gaps, and strategic positioning
- A smart dashboard—filterable and exportable for executive use
- Market-by-market pricing, packaging, and messaging recommendations

WHY THIRD-PARTY RESEARCH MATTERS

- ✓ Unbiased & Documented – No internal agendas, just facts
- ✓ Expert Interpretation – Data transformed into strategy
- ✓ Boardroom-Ready Deliverables – Actionable by operations, sales, and marketing
- ✓ ROI-Focused – We show you what to change and how it grows revenue

"In one market, the internal team believed they were the premium option. We uncovered 5 competitors charging more with fewer services—leading to a repositioning campaign and an 8% rent increase across 3 communities."



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MARKET INSIGHTS THAT DROVE GROWTH



Louisville, KY – Underpriced AL Studios

Base rents were \$400/month below competitors. We recommended a phased increase and repositioning strategy, delivering \$180K in new annual revenue.



Knoxville, TN – Outdated Care Model

Flat care fee replaced with 3-tiered pricing. Result: 9% increase in care revenue, and improved clarity for families.



Indiana – Unleveraged Amenity

A high-value wellness program was being offered for free. We recommended packaging and promotion, resulting in better rent justification and fewer concessions.



FROM INSIGHT TO ACTION

Bild & Co went beyond analysis, supporting rollout through:

- Strategic pricing meetings by region
- Messaging refreshes to reflect value and differentiation
- Staff training to equip sales teams with comp intelligence
- Quarterly refresh options for ongoing pricing optimization



- **\$400K+ in new projected annual revenue across 12 communities**
- **Rent and care fee increases without negative impact to lead flow**
- **Stronger market positioning and competitive differentiation**

Conclusion

The CEOs Who Know Their Market Win Their Market!

Most operators are leaving revenue on the table—relying on internal guesswork to set pricing and service strategy.

Bild & Co delivers professionally researched, insight-driven comp analysis that tells you what to change, why it matters, and how to do it.

Want to uncover hidden revenue in your markets?

Email revenue@bildandco.com to get started.

Comp studies start at just \$500/location with **bulk discounts for portfolio-wide insights.**



BILD & CO

Competitive Intelligence | Revenue Optimization | Market Strategy

