

BILD^X

SALES TECHNOLOGY

CASE STUDY



How One Senior Living Operator Cut \$49K in Overhead - AND Boosted Move-Ins - Without Hiring More Staff

STRUGGLING TO STAFF YOUR SALES TEAMS WITHOUT BREAKING THE BANK? YOU'RE NOT ALONE.

One senior living operator with multiple communities faced a **common yet costly challenge**: maintaining a high-performing sales process **without the cost of hiring** another full-time sales director or assistant.

- Full-time Sales Director: Approximately \$85,000/year
- Full-time Sales Assistant: Approximately \$58,000/year
- **Occupancy at risk. Budgets tight. Time to get creative.**

THE SOLUTION: IMPLEMENTING BILD^X INSTEAD OF HIRING

Rather than expanding the on-site team, the operator engaged **BILD^X's off-site sales specialists** at a TOTAL investment of just \$36,000 per year.* These expertly trained professionals handled:

- ✓ All Inbound Lead Intake
- ✓ Initial Discovery and Qualification
- ✓ Follow-Up and Nurturing of Database Leads
- ✓ Real-Time Engagement Through AI-Driven Systems

This allowed **on-site staff to focus on what they do best**: giving personalized tours and closing deals.



THE BOTTOM LINE: MAXIMIZING PERFORMANCE WHILE REDUCING COSTS

Instead of spending more to do more, this operator learned how **to do more with less**—a perfect example of sales segmentation done right.

At **BILD^X**, we don't just "support" your team—we become a true sales partner, unlocking more revenue while cutting unnecessary cost.



Cost Savings

- \$49,000 saved annually vs. hiring a full-time sales director
- \$22,000 saved annually vs. adding a full-time sales assistant



Increased Conversions

- More qualified leads nurtured to tour
- Higher inquiry-to-move-in ratios
- No leads falling through the cracks



Greater Efficiency

- Freed up community teams to focus on walk-ins, referrals, and closings
- Shortened sales cycles, faster revenue impact

Ready to explore a **SMARTER** way to grow occupancy and NOI?

Let us mystery shop one of your communities - FREE of charge. You might be surprised by what we find.

*Based upon average monthly cost, depending on services provided by BILD^X.



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SCHEDULE A DISCOVER CALL TODAY!