KNOW MORE. EARN MORE:
THE MARKET INTELLIGENCE STRATEGY THAT UNLOCKED $500K IN ANNUAL REVENUE

THE CLIENT

A private equity-backed senior living operator with communities across Texas, Arizona, and the Southwest (referred to here as Elevation Senior Living) engaged Bild & Co to conduct a third-party competitive analysis. The objective? Align pricing, care fees, and services with market demand and maximize financial performance.

THE CHALLENGE

In a rapid growth phase, Elevation Senior Living was juggling stabilized communities and new developments. However, internal comp reports were inconsistent, outdated, and lacked depth. Leadership needed real-time insight into:

- Competitor pricing by care level
- Market saturation and opportunity
- Service and amenity differentiation
- Optimal pricing and care model strategy

Relying on regionals and on-site sales teams for comp data introduced bias, lacked standardization, and left **revenue opportunities unexplored.**

THE SOLUTION:
A Live, Interactive Competitive Intelligence Platform

Bild & Co deployed a market-by-market competitive analysis across 50+ senior living communities in Texas, Arizona, Nevada, and New Mexico.

Data Points Collected:

- Rent by floorplan and care level (IL, AL, MC)
- Care fees: Tiered, point-based, and a la carte
- Community, second-person, and move-in fees
- Wellness, dining, lifestyle services
- Staff credentials and assessment protocols
- Digital presence, occupancy insights, and more

Deliverables Included:

- Interactive Tableau dashboard (filterable by state, care level, community)
- Executive-ready reports in PDF, Excel, and PPT formats
- Written recommendations on pricing, care structure, bundling, and value positioning

> "Without a trusted, third-party lens, you risk mispricing services, undervaluing your assets, and losing revenue you never knew existed."

WHY THIRD-PARTY RESEARCH MATTERS

Internal teams are overloaded and often biased. Our third-party analysis provides:

✅ Objectivity: Independent, accurate, and fully verified

✅ Expertise: Professionally trained researchers and strategists

✅ Clarity: Strategic insight that connects data to margin improvement

✅ Action: Recommendations with rollout support for pricing, packaging, and training

BILD
Occupancy. Revenue. Profit.

🔑 KEY INSIGHTS & IMPACT

📍 **Phoenix, AZ – Undervalued Memory Care**
Rent $650 below market despite superior amenities. Phased rate increase led to $312K in projected annual revenue gains.

📍 **Dallas, TX – Misaligned Care Model**
Flat care fee model was replaced with tiered pricing. Resulted in 14% increase in revenue per resident.

📍 **El Paso, TX – Overlooked Amenity Edge**
Chef-prepared meals and wellness concierge went unleveraged. New sales messaging and service bundling supported higher rents with fewer discounts.

📊 FROM DASHBOARD TO BOARDROOM

Bild & Co activated the research through:

- Regional leadership strategy sessions
- Market-by-market pricing rollouts
- Sales team training on new messaging
- Quarterly refresh cycles for comp data

RESULTS

- $500K+ in projected annualized revenue from just five communities
- Improved alignment between pricing, services, and demand
- Real-time visibility into market conditions for development and repositioning

Conclusion

Market Intelligence Isn't a Report — It's a Revenue Tool

Too many operators are flying blind, relying on stale data or internal guesswork. At Bild & Co, we don't just collect data. We deliver clarity, strategy, and measurable results.

Want to unlock hidden revenue across YOUR portfolio?

Email revenue@bildandco.com to schedule a personal strategy session.

BILD & CO
Competitive Intelligence | Revenue Optimization | Market Strategy