

CASE STUDY: Transforming a Senior Living Portfolio from Plateaued to Peak Performance

From 6 to 12 Communities in 12 Months—The BILD Effect

When a mid-sized senior living provider doubled its footprint from 6 to 12 communities in under a year, they faced the inevitable growing pains—stagnant revenue per occupied room (RevPOR), inconsistent sales performance, CRM chaos, and costly regional overhead. They needed a solution that would scale, unify, and drive revenue performance—fast.

That's when they brought in **BILD**, and everything changed.

The Mission: Rapid Integration and Scalable Revenue Optimization

In just **8 months**, BILD deployed a full-scale engagement across all 12 communities, plugging in our **entire ecosystem** of expertise to support:

- Revenue and NOI optimization
 - Sales segmentation and outsourced sales force
 - Executive Director training and incentive restructuring
 - CRM transition and intelligence enablement
 - Local and digital marketing strategy
 - Market-based revenue management
 - Performance measurement and operational leadership
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The BILDx Advantage: Sales Segmentation and Conversion Mastery

We launched **BILDx**, our outsourced salesforce solution, to immediately take ownership of the top-of-funnel lead capture, qualification, and conversion process. By segmenting the sales cycle, we were able to:

- Maintain a **39% conversion rate** from web inquiry to on-site tour
- Drive a **45% tour-to-move-in** conversion rate
- Ensure **CRM data integrity** and forecasting accuracy
- Deliver a seamless, humanized buyer experience powered by timely, data-driven follow-up

Each lead was handled with urgency and precision, with personalized discovery calls, advanced closing strategies, and **2-week follow-up handoffs** that ensured no lead ever went cold.

Sales Training & Leadership Development at the Core

Marketing with Surgical Precision: Strategic, Local, and Data-Driven

Working closely with each community and BILDX sales, we identified the **quality and quantity** of leads needed to meet monthly sales goals. We then executed **location-specific marketing plans** that prioritized:

- Cost-per-lead and cost-per-move-in ROI
 - Strategic local partnerships and grassroots visibility
 - High-converting digital campaigns for each service area
 - Messaging aligned to each community's unique positioning
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CRM Modernization for Intelligence and Forecasting

Outdated, clunky CRMs were replaced with **modern, intuitive platforms** that empowered teams with:

- Real-time dashboards
- Accurate pipeline visibility
- Conversion tracking
- Forecasting for strategic planning

Weekly KPI measurement ensured **flawless sales process execution** across all 12 communities.

Research-Backed Revenue Growth: Pricing Power & Differentiation

Our research division analyzed each market and repositioned pricing to maximize revenue:

- **75% of the communities increased rent and care fees** after re-evaluation and repositioning
- **25% adjusted select unit pricing downward** in highly competitive markets, creating velocity and occupancy growth

We differentiated each community with market-specific messaging, helping them stand out and resonate with their audience.

Operational Efficiencies & Cost Savings

- **RevPOR increased by \$420 portfolio-wide**
 - **Regional positions were eliminated**, saving hundreds of thousands annually
 - Executive Directors reported directly to the COO, creating streamlined decision-making and full accountability
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Resident Engagement & Reputation Flywheel

We implemented:

- **Post-tour surveys** for actionable feedback and conversion improvements
 - **Resident satisfaction surveys** to drive referrals and reputation
 - Ongoing messaging to nurture a **referral-minded resident base**
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The Result: Peak Performance, Empowered Teams, and Scalable Growth

In just 8 months, the organization went from scaling chaos to strategic control—with consistent KPIs, optimized revenue, lower overhead, and a deeply engaged team.

RevPOR up \$420.

Occupancy climbing.

CRM clarity achieved.

Sales conversion rates industry-leading.

Regional overhead slashed.

And every Executive Director thinking like a CEO.

Now It's Your Turn

If your portfolio is ready to scale—or stuck in a cycle of flat occupancy, outdated CRM use, and unmotivated sales teams—**you don't need another consultant.**

You need **BILD**.

With 25 years of unmatched expertise in senior living sales, marketing, and performance growth, our proven system will save you time, drive revenue, and build a foundation for long-term, profitable growth.



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Let's Talk.

Schedule a confidential call and get a **free Revenue Growth Diagnostic** to uncover your opportunities and build your custom 90-day action plan.