

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.

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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

## 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

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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

## **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

# 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.

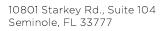
RevPOR up \$420.
Occupancy climbing.
CRM clarity achieved.
Sales conversion rates industry-leading.
Regional overhead slashed.
And every Executive Director thinking like a CEO.

#### **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.







#### 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.

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