

\$4.6M Revenue Impact From \$1,071 Per Community Per Month

*How One Operator Closed an 8.8-Point Occupancy Gap Without
Increasing Marketing Spend*

THE REALITY

A seven-community operator was stuck at 72% occupancy—15 points below the national average of 88.7%¹ while investing \$7,500 monthly in Google Ads. That's \$1,071 per community. Their leadership team couldn't answer basic questions: Which communities are converting? What's our cost per lead? Are we capturing families ready to decide, or just early browsers?

THE APPROACH: PERFORMANCE-BASED OPTIMIZATION

BILD didn't add budget. We reallocated it based on three performance drivers: market demand, cost efficiency, and occupancy capacity.

What we discovered: A 2.5x performance gap. The best community achieved an 11.29% click-through rate at \$50 per conversion. The worst managed 4.53% at \$103 per conversion. Both were getting equal budget.

WHAT WE DID

Phase 1 - Diagnostic (Month 1)

1

- Implemented conversion tracking across all 7 websites
- Established baseline metrics by community
- Identified which communities were converting 2-3x more efficiently

Phase 2 - Strategic Reallocation (Months 2-5)

2

- Shifted keywords from generic awareness ("senior living options") to late-stage intent (brand searches, competitor comparisons, local urgency)
- Reallocated budget to high-performers (+30-50%), reduced low-performers (-20-30%)
- Applied learnings from top performers across the portfolio

Phase 3 - Continuous Refinement (Months 6-7)

3

- Fine-tuned based on 30-45 day lag effects
- Launched conversational webforms and mobile optimization
- Concentrated investment in communities with growth capacity

Most agencies would say:



"You need to spend more."

BILD said:



"You need to spend smarter."



The Outcome: 7-Month Transformation

| | Before BILD | After BILD | Impact |
|----------------|-------------|-------------|--------------|
| Occupancy | 72.2% avg | 80.8% (Dec) | +8.6 points |
| Occupied Units | 644 (May) | 730 (Dec) | +86 units |
| Move-Ins/Month | 31.8 avg | 50.1 avg | 57.60% |
| Investment | \$7,500/mo | \$7,500/mo | \$0 increase |

THE FINANCIAL IMPACT ✓

Revenue Generated:

- 86 additional units × \$4,500-\$6,000 monthly rent
- \$387K-\$516K additional monthly revenue
- \$4.6M-\$6.2M annualized

December Validation:

- 51 move-ins (+31% from November)
- 185 active prospects in pipeline (+44%)
- 98 high-intent conversions from \$7,523 spend

Marketing Efficiency:

- Total 7-month investment: \$52,500
- Annual ROI: 88x to 118x
- Cost per high-intent lead: \$68 (67-85% below industry benchmark of \$200-\$450²)
- Investment per unit: \$8.33/month (92% below industry standard)

WHAT MADE THIS WORK ✓

1. Portfolio-Wide Optimization, Not Community-by-Community Guessing

Most operators allocate budget equally or based on "flagship" status. BILD allocated based on performance data. When Community A converts at \$50, and Community B converts at \$103, an equal investment is irrational.

2. Late-Stage Intent Targeting

Families research 5-10 communities over 30-45 days before deciding. Our goal wasn't to create demand; it was to capture demand when families were ready to act. We dominated brand searches, appeared in competitor comparisons, and owned local intent keywords. Result: December's 98 conversions came from decision-ready families, explaining improved conversion rates.

3. Honest Attribution

Of December's 51 move-ins, 2 were directly traced to Google Ads. Does that mean the other 49 had nothing to do with marketing? No. With 30-45 day sales cycles, December move-ins originated from October/November leads. Families interact with multiple touchpoints before deciding.

Our position: We don't claim marketing "delivered" all 51 move-ins. We demonstrate systematic optimization drove pipeline health (185 active prospects, up 44%), cost efficiency (\$68 vs. \$200-\$450 benchmark), and correlation between marketing optimization and occupancy trajectory (72% → 80.8%).

Why This Matters to Your Executive Team

For CEOs & Owners

The question isn't "how much should we spend?"

The question is "how efficiently are we spending what we invest?"

This operator invested just \$8.33 per unit per month—92% below industry standards, yet achieved an 8.8-point gain while the national average grew +0.7 points per quarter.¹ Strategic allocation beats budget size.

For COOs & VPs of Operations

The asset management math:

- 86 units gained = **\$5.16M annual revenue** from **\$52,500 investment**
- No CapEx required (vs. renovations, expansions, repositioning)
- First-month break-even on marketing investment

Marketing optimization is one of the highest-ROI levers in senior living—when done systematically.

For VPs of Sales

Performance variation is your biggest opportunity. This operator's 2.5x CTR gap between communities revealed exactly where to concentrate resources. The result: 57.6% increase in monthly move-ins, 185-prospect pipeline entering 2026.

THE BILD DIFFERENCE

Most agencies pitch: "We'll generate X leads for \$Y investment."

Why that fails: Leads ≠ occupancy. No accountability for lead quality or business outcomes.

BILD delivers:

- **Outcome focus** - Occupancy points, units occupied, revenue impact
- **Cost discipline** - Maximum efficiency from existing investment
- **Honest attribution** - Clear about what marketing controls vs. what sales controls
- **Continuous optimization** - Weekly data reviews, monthly strategic adjustments
- **20+ years senior living expertise** - We've positively impacted 80% of the top 100 operators

THE BOTTOM LINE

Not magic. Just systems.

No dramatic budget increases. No "secret strategies." Just systematic, data-driven optimization applied consistently over seven months with \$1,071 per community per month.

The proof:

- 8.8-point occupancy gain
- 86 units filled
- \$4.6M-\$6.2M revenue impact
- \$1,071 per community per month



Next Steps

Stop leaving revenue on the table. If you're investing in marketing without systematic performance tracking and strategic allocation, you're leaving money—and seniors—behind.

Get your Free Revenue Analysis. BILD will audit your current marketing performance, identify gaps, and show you exactly where efficiency gains exist.

Contact BILD & Co:

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About BILD & Co.

For over two decades, Traci Bild and her team have been redefining senior living sales and marketing, establishing systems that simplify complexity while accelerating performance. BILD has consulted with over 600 communities across all 50 states, the U.K., and Canada, delivering over **\$5.4B in client revenue growth**.

Our core belief: Business should bring increased happiness, satisfaction, and financial abundance—not overextension and stress. Our mission is to help operators work smart, not hard; work less yet produce and make more.

Traci is the author of four books, including industry favorite *Zero Lost Revenue Days*, and her insights are regularly featured in the Wall Street Journal, BBC, Senior Housing News, and McKnight's Senior Living. BILD has earned accolades including Great Place to Work and Inc. 5000's Fastest Growing Private Companies.

References

¹ National Investment Center for Seniors Housing & Care (NIC). (2025). Senior Housing Occupancy Rate Continues Rising. NIC MAP Q3 2025 Data Release.

² Industry research from Creating Results (2025) and Senior Housing News (2024) on senior living cost per lead benchmarks.

Note: All performance data based on actual 7-community client results from June-December 2025 engagement. Client identity anonymized per confidentiality agreement