

RAPID REVENUE ACCELERATION THROUGH CLUSTER-BASED SALES EXECUTION

36 additional move-ins and \$4.32M in projected 2-year revenue impact

THE CHALLENGE

A national senior living operator sought to improve census growth across a 14-community portfolio. While internal sales teams were in place, performance inconsistency, pipeline discipline, and conversion variability were limiting move-in growth.

THE SOLUTION: BILD X CLUSTER MODEL

BILD X was deployed using a **cluster-based sales execution framework**, allowing multiple communities to benefit from structured oversight, conversion coaching, and pipeline management.

Key components included:

- Structured daily follow-up cadence
- Inquiry-to-move-in conversion accountability
- Centralized pipeline tracking
- Cluster-level sales leadership
- Real-time performance monitoring and recalibration

Importantly, this engagement was still in its early months at the time of reporting.

THE RESULTS

71% of Communities Improved Move-In Volume

Within only the initial months of engagement:

- 10 of 14 communities achieved positive year-over-year move-in growth
- Net portfolio increase: +36 additional move-ins vs. prior year

This growth occurred during onboarding and early ramp-up – before full optimization maturity.



LEADERSHIP NEEDED:

- Stronger inquiry-to-move-in conversion
- Improved accountability and execution
- Faster census acceleration
- Scalable oversight across multiple communities

The goal was not incremental improvement – it was measurable financial impact.

REVENUE IMPACT

Using a conservative \$5,000 average monthly rent:

➤ **\$180,000 IN NEW MONTHLY RECURRING REVENUE**

36 additional move-ins × \$5,000 per month
= **\$180,000 in incremental monthly revenue**

➤ **\$2.16 MILLION IN ANNUALIZED REVENUE**

36 × \$60,000 annually
= **\$2,160,000 in annualized revenue impact**

➤ **\$4.32 MILLION IN 2-YEAR LIFETIME REVENUE**

Assuming a 24-month average resident stay:

36 × \$120,000 lifetime value
= **\$4,320,000 in projected 2-year revenue generated**

This revenue impact was achieved within months – not years.

ACTIVE OPTIMIZATION

Communities requiring refinement were immediately addressed:

- Service tiers adjusted where appropriate
- One cluster recalibrated
- One newly onboarded community in the early stage
- One community paused with on-site specialist deployment

The model is performance-driven and dynamically managed.

WHY THIS CASE MATTERS

This engagement demonstrates that:

- Structured sales execution drives measurable census lift
- Early-stage intervention can produce a rapid financial impact
- Cluster-level oversight scales across portfolios
- Incremental move-ins compound into multi-million-dollar revenue gains

Most importantly:

This was early performance – not long-term stabilization.

The revenue influence will continue compounding as conversion discipline and pipeline management mature.

STRATEGIC TAKEAWAY

Within months of implementation, the portfolio generated:

36 additional move-ins and \$4.32 million in projected 2-year revenue impact.

That does not include:

- Care level revenue growth
- Rate increases
- Reduced sales turnover disruption
- Improved long-term occupancy stabilization

BILDx does not simply improve activity metrics.

It drives census acceleration and revenue expansion.

INTERESTED IN SIMILAR RESULTS?

Proven support to help your portfolio deliver stronger results.

If your portfolio is experiencing:

- > **INCONSISTENT CONVERSIONS**
- > **SALES TEAM INSTABILITY**
- > **PIPELINE LEAKAGE**
- > **SLOWER-THAN-EXPECTED LEASE-UP**

Let's discuss how structured cluster-based execution can create measurable impact.



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