



Bild & Co
Recruiting Services
White Paper

January 4, 2024
Seniors Housing Weekly Data Drips



Recruiting Services Analysis

Bild & Co analyzed their senior living recruiting services and reviewed 35+ recruiting case studies during 2022 and 2023. This study targets multiple states in the U.S. Below is the executive summary and key findings.

Target Regions: U.S Market Areas – E. Central, W. Central, Pacific, South Atlantic, Mountain

Target States: AZ, CA, CO, IA, IL, KY, LA, MO, NC, OH, TX

Hiring Details: Sales Directors, Executive Directors, and Regionals

Time Periods Data Analyzed: 2022 - 2023

Data Reviewed: Recruitment for multiple senior living positions, candidate breakdown, application process and hiring results.

Below is a summary of the key findings:



- There are, on average, **34 applicants applying for a sales position, 42 for an executive director position and over 100 for a regional position.** After screening applicants, there is an average of 9 candidates interviewed before a position is filled.



- From the beginning of recruitment services, the position is **filled within roughly 2 months.**



- New hires have a retention rate of **75% that surpass 90 days** and 42% that are longer than 9 months or still in the position.

Recruiting Services Analysis

Candidate Breakdown

BILD & CO.

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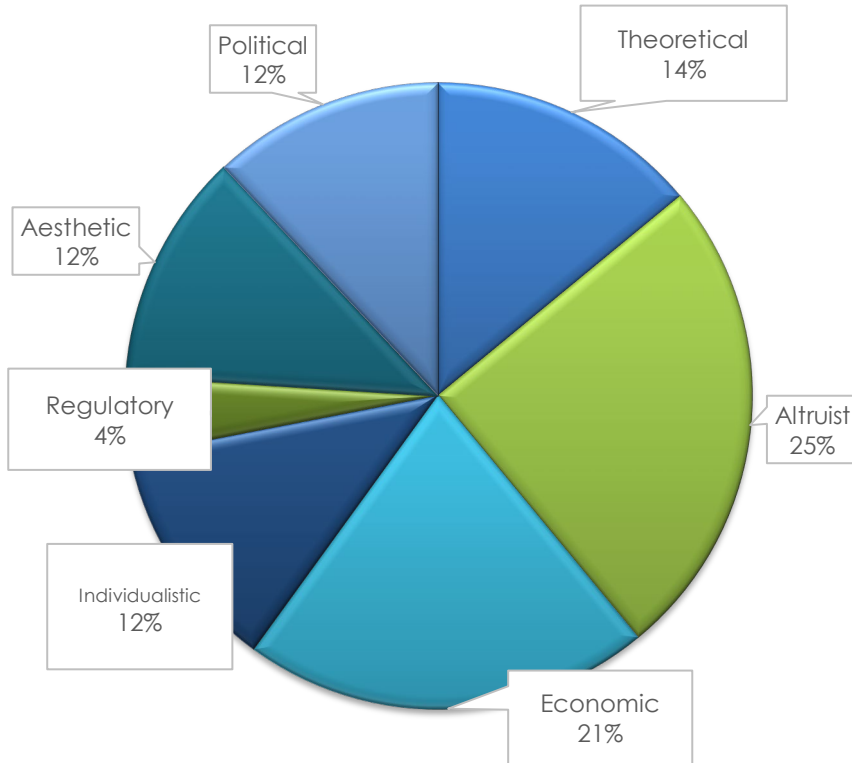


Applicants ⇒ **Candidates** ⇒ **New Hires** ⇒ **Retention Rate**

- Bild & Co's job posts have an average of **206 clicks and 2,522 impressions**.
- About **80%** of total applicants start and finish their applications through Bild & Co.
- After being hired, employees felt that on a scale of 1 – 10 (10 being the best), the initial onboard training provided was an **8.7**.

Talent Assessment

Percent of Characteristics



25% of candidates rank highest in the **altruist** category, meaning they have a high sincerity-factor and a high empathy for others' needs.

21% had a high drive for **economic** gain which helps provide motivation through long projects and assignments.

Highest ranking traits are, interactive and gregarious with people, also very patient, passive, and complacent.

Other common traits candidates had included being deliberate, agreeable, independent, and balanced.



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