



Bild & Co  
2023 White Paper  
Coaching Analysis

**January 18, 2024**  
**Senior Living Weekly Research**  
**Release**





January 18, 2024

## Bild & Co 2023 Senior Living Coaching Analysis

Bild & Co conducted a study on 2023 coached senior living community trends. This study targets all clients that went through coaching with Bild & Co in 2023. Below are some key findings.

**Target:** 29 different States – 9 U.S Regions

**Time Periods Data Analyzed:** 1/1/2023 – 12/31/2023

**Data Reviewed:** Coaching growth

Below is a summary of key findings:

- The average growth in a coached senior living community's occupancy increased 5%+(within a 3-month timeframe).
- In 2023, the coaching occupancy unit growth averaged **+23** units and an **9.49%** coaching growth.

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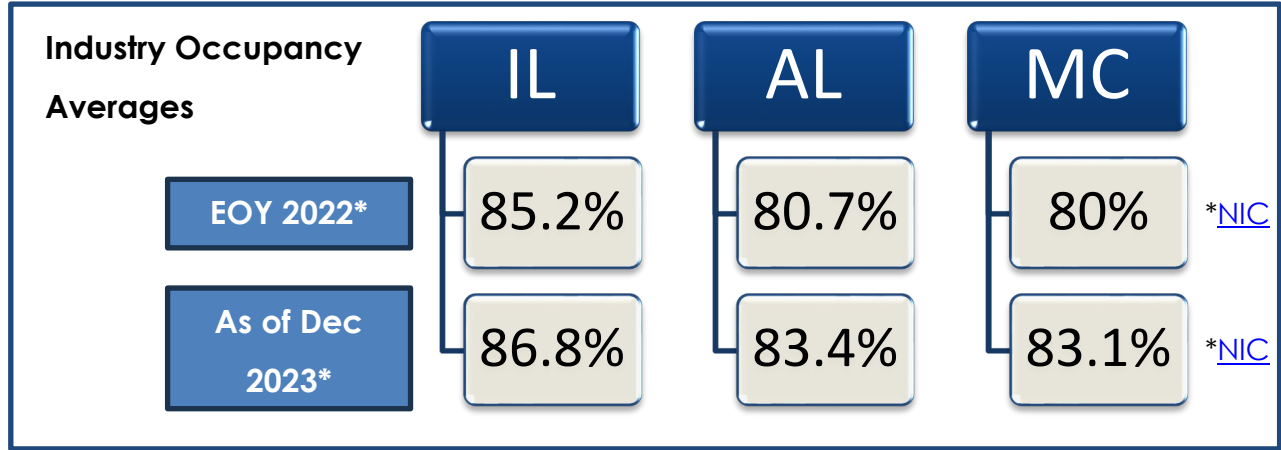
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**Bild & Co 2023 Senior Living Coaching Analysis**

- In total, Bild & Co coached senior living communities as of 2023 saw an average Return on Investment (ROI) of **\$539,573** per senior living community.
  - On average, coached clients spend about **\$4,000** per month per community on coaching.



**Occupancy:**

- The 2022 average occupancy growth of a coached senior living community increased 5%+(within a 3–6-month timeframe).
- In 2023, the ending occupancy of a coached senior living sales team (or a team’s occupancy who is still undergoing coaching) averaged 70%.

**Growth:**

Overall coaching unit and percent growth year over year:

Year	Average Coaching Growth%	Average Coaching Unit Growth
2023	9.49%	23
2022	8.24%	16
2021	5.28%	13.08



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#### Revenue Growth:

The below table shows the length of a coached senior living community and the average revenue growth for that timeframe.


Timeframe Coached	2023 Revenue Growth	2022 Revenue Growth
1+ year	\$1,246,010	\$961,944
6 months	\$238,062	\$133,183
3 months	\$254,364	\$94,640

Total Bild 2022 ROI Averaged **\$327,526**, while the total 2023 ROI averaged **\$539,573** per coached community. On average coached clients spend about \$4,000 per month on coaching.

**BILD & CO**

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Bild & Co 2023 Senior Living Coaching Analysis

Sales Activity Growth:

Category	Year	Monthly Average for period prior to coaching	Monthly Average for period of coaching or post coaching	Average monthly increase per community (from coaching)
Inquiries:	2022	33	37	12%
	2023	40	54	35%
Tours:	2022	13	14	8%
	2023	11	18	63%
Move Ins:	2022	2.7	3.1	15%
	2023	3.9	6.2	58%

Within roughly 3-6 months of coaching, Bild & Co saw a monthly increase in inquiries, tours, and move-ins. After the coaching period, the average growth rate for each category was:

- Inquiries 21%
- Tours 60%
- Move Ins 50%

\*\*Data patterns from like-minded assets in AL/MC

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