



# Bild & Co 2023 In Person Shops White Paper

**October 5, 2023**  
**Seniors Housing Weekly Data Drips**



## 2023 In Person Shop Results

Bild & Co analyzed senior living community in person shops in Q1-2023 and Q2-2023. This white paper focuses on the first impressions, needs development, relationship building, sales presentation, and next steps scheduled. This study targets multiple states in the U.S. Below is the executive summary and key findings.

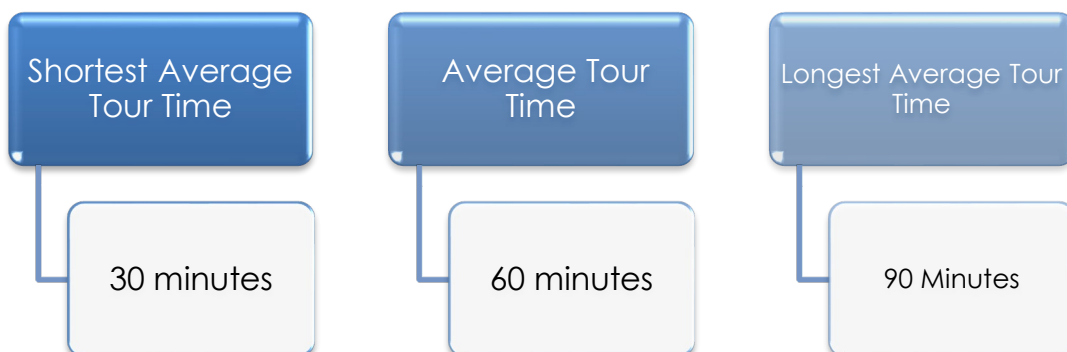
**Target:** 33 States - (CA, IL, IN, KY, MI, OH, TN, TX)

**Time Periods Data Analyzed:** 1/1/2023 – 6/30/2023

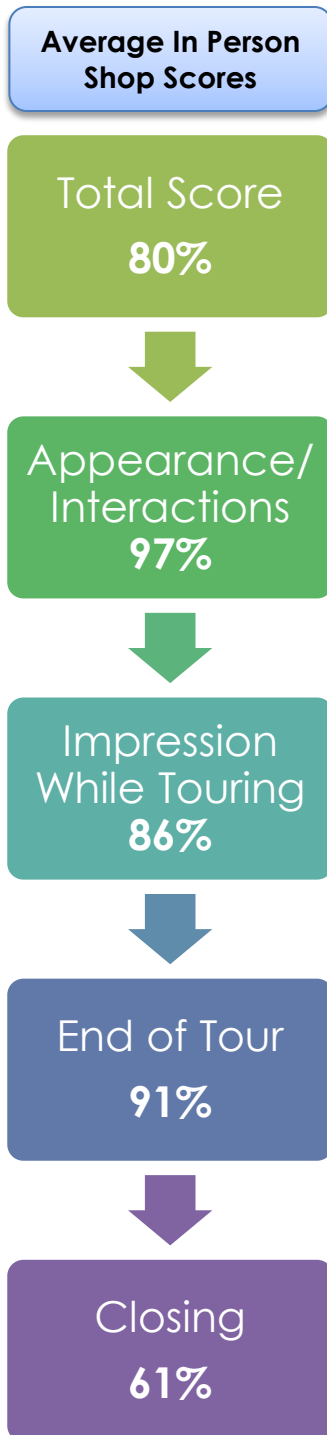
**Data Reviewed:** In Person Mystery Shop Results

Below is a summary of the key findings:

- 50% of shoppers felt very impressed with the tour.
- 60% of tours lasted an hour or longer.
- 35% of Sales Associates did not offer to follow up with the shopper after the tour.
- The average in person shop score for 2023 was 80%.
  - Closing had the lowest average score of 61%.
  - Appearance and interactions had the highest average score of 97%.



## 2023 In Person Shop Results

**Appearance and Interactions:**

- 95% of shoppers were greeted upon entering the lobby.
- 20% of shoppers had to wait more than 5 minutes for a sales associate.

**Impression While Touring:**

- 55% of the Sales Associates did something unique, that stood out to the shopper during the tour, that made them feel special.
- 55% of shops did not have residents involved in the tour.

**End of tour:**

- 30% of tours did not provide options to finance the move or discussed any potential incentives (ex: VA benefits, long term care insurance, discounts offered, etc.).
- 30% of the Sales Associates did not share how living in a community has benefitted current residents.

**Closing:**

- The shopper's overall impressions were 50% very impressed and 50% favorably impressed.
- On average, most tours lasted 1 hour. Some tours went over 90 minutes while only a couple of tours lasted 30-40 minutes.

- Felt comfortable and welcomed
- Sales person focused on what was important to the shopper
- Most shoppers were shown an ongoing activity or given an activity calendar

**Most Common feedback regarding tours:**