

# BILD**X**

Bild & Co  
BILD X 2023 Case  
Studies

**November 16, 2023**  
**Seniors Housing Weekly Data Drips**



November 16, 2023

**BILDx Case Study Series**

**Case Study A: Replaced Salesperson With BILDx**

This community removed their salesperson and enlisted BILDx services. They are averaging **58 total new leads per month** and averaging **31 new digital leads per month**. BILDx handles over 70% of this community's sales activities.

**BILDx Live** team works with the community's digital leads. In the first 30 days of implementing **BILDx Live**, **the team converted 33% of digital leads to tours and 20% of those tours converted to move ins.** Before BILDx, the community was converting 22% of digital leads to tours and 18% of those tours converted to move ins.

Category	Inquiry - Tour	Tour - Move In
BILDx Live	33%	20%
Community	22%	18%
Change in Conversion	<b>+11%</b>	<b>+2%</b>



**BILDx Nurture** team works with old leads in the database. The BILDx Nurture team averaged a **31% worked lead to contact made conversion** ratio. 90% of those leads that had spoken with the Nurture team, resulted in a closed lead. While 86% of the lost leads were due to death, 11% were no longer interested, and 3% went to a competitor. The other 10% of those leads that had spoken to the Nurture team wanted to continue contact with a salesperson.

**Put *BILDx* to work for your community, [contact us now!](#)**

