

# BILD<sup>X</sup>

Bild & Co  
BILD<sup>X</sup> 2023 Case  
Studies

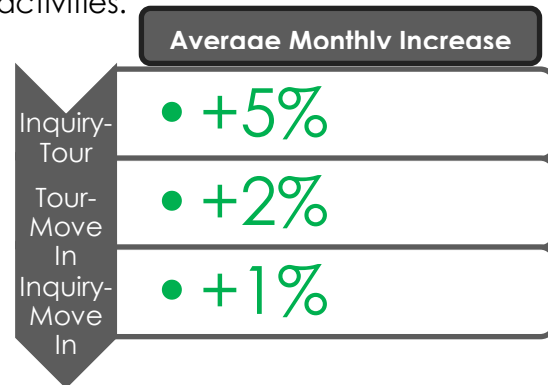
**November 21, 2023**  
**Seniors Housing Weekly Data Drips**



**BILDx Case Study Series****Case Study B: Lost Salesperson, Then Rehired, Continued BILDx**

This community started with BILDx when they lost their salesperson. Eventually they hired a new salesperson but kept BILDx services on. Services have been ongoing for 6+ months. On average they see **105 new leads** per month and an average of **76 new digital leads**. BILDx handles over 55% of this community's sales activities.

**Increased total community conversions:** Within 6 months, the community's total inquiry to tour conversion increased by 11%, the tour to move in conversion by 12%, and an increased inquiry to move in conversion by 3%.



**BILDx Live** team works with the community's digital leads. In the 6+ months of implementing **BILDx Live**, the team converted **27% of digital leads to tours and 23% of those tours converted to move ins**. Before

Category	Inquiry - Tour	Tour - Move In
BILDx Live	27%	23%
Community	12%	18%
Change in Conversion	<b>+15%</b>	<b>+5%</b>

BILDx, the community was converting 12% of digital leads to tours and 18% of those tours converted to move ins.



**BILDx Nurture** team works with old leads in the database. The BILDx Nurture team averaged a **66% worked lead to contact made conversion** ratio. 30% of those leads that had spoken with the Nurture team, resulted in a closed lead. While 2% of the lost leads were due to death, 43% were no longer interested, and 9% went to a competitor. The other 70% 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!](#)**

