



Bild & Co
2023 Sales Activity &
Conversions Analysis

March 28, 2024
Senior Living Weekly Data Drips



2023 Sales Activity & Conversions

Bild & Co analyzed senior living community's sales conversion and activity trends for 2023 regarding inquiries, tours, deposits, move ins, calls, texts, etc. This study targets multiple states in the U.S. Below is the executive summary and key findings.

Target: 29 different States – 9 U.S Regions

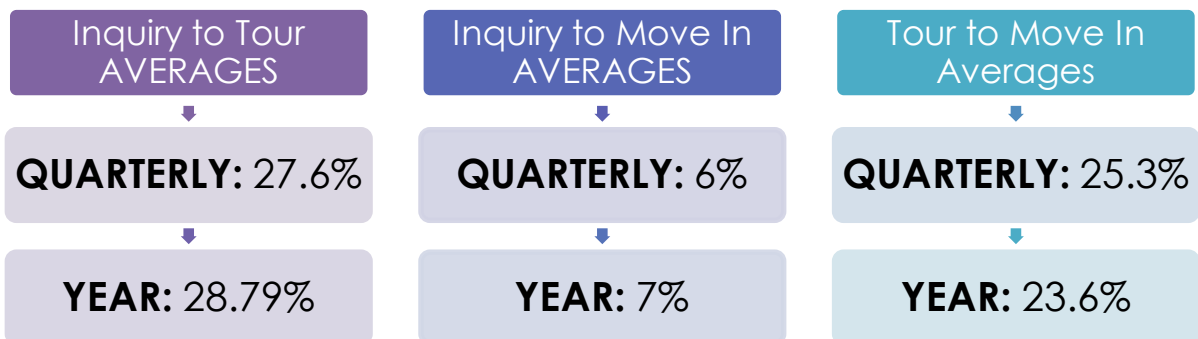
Time Periods Data Analyzed: 1/1/2023 – 12/31/2023

Data Reviewed: Sales conversions and activity

Below is a summary of the key findings for 2023:

- The average senior living community was **converting 28.79% of new leads to tours per month**, which is trending roughly 3% below the 2022 conversions.
- **15%** of new leads that inquired through 2023 were **HOT**, **32%** were **WARM**, and **29%** were **COLD**. The other 24% were categorized in another stage.
- On average, senior living communities had **1 hour and 20 minutes of time in the selling zone**.

Conversion Averages Per Community for 2023



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Conversions – Previous Years vs. 2023 Average Per Community

Conversions	Inquiry to Tour	Tour to Move In
2023	28.79%	23.6%
2022	31.61%	33.51%
2021	32.98%	38.18%
2020	20%	29%
2019	29%	29%

- Overall, in 2023 there was an average of **28.79%** of NEW leads converting to tours, while **23.6%** of tours converted to move ins. When accounting for all leads worked (new and established) throughout 2023, only **14.36%** of leads converted to tours.
- The average inquiry to move in has leveled out at **7%**, a 1% increase since the beginning of Q1-2023.



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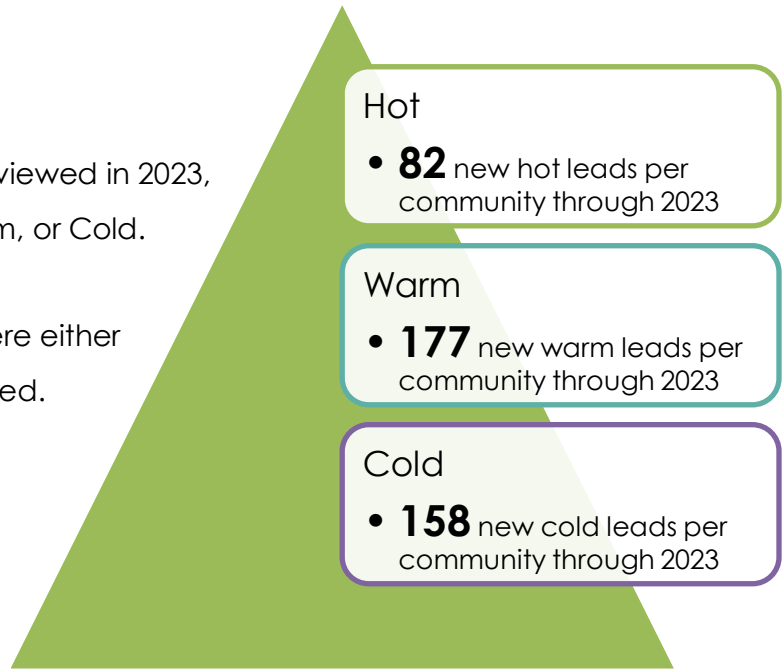
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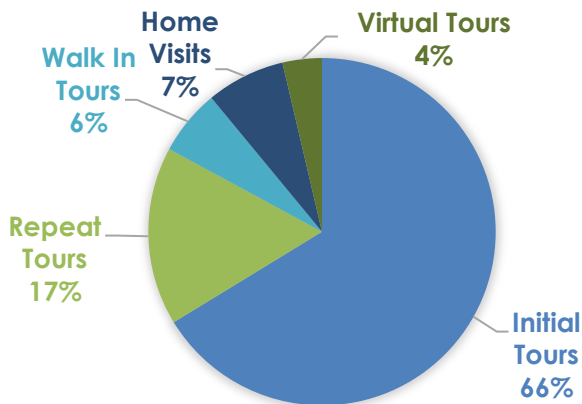
Lead Status and Results

Average Per Community

- 76% of new leads that were reviewed in 2023, were categorized as Hot, Warm, or Cold.
- The other 24% of new leads were either pending, unknown or disqualified.
- 5,5% of new leads resulted in a deposit in 2023.
- On average there were 4 move ins and 3.5 move outs per month per community during 2023.



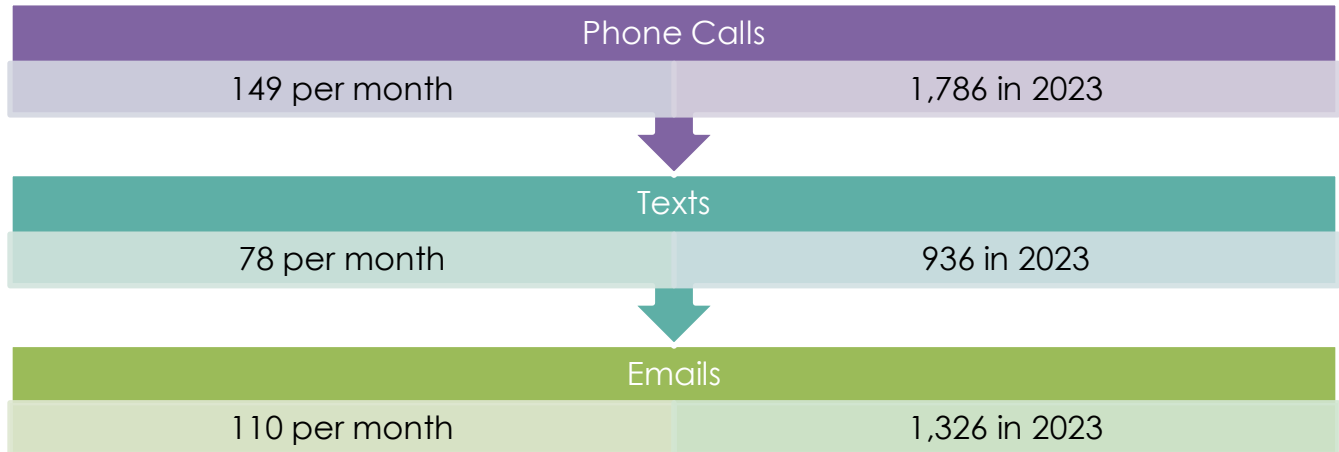
Percent of Visit/Tour Types Average Per Community



- The most common tour type for a community is first tours at **66%** of all tours completed in 2023. Home visits and walk-ins averaged **13%**
- Virtual tours have declined since COVID but have increased to **4%**.

2023 Sales Activity & Conversions

Phone Calls, Texts, Emails (Completed) Average Per Community



- 40% of call outs made in 2023 lead to the sales counselor leaving a voicemail.
- 4% of emails sent in 2023 were bounced or declined by the recipient.
- ***Excludes Marketing/Outreach Campaigns**

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