



2023 In Person Shops White Paper

April 11, 2024
Senior Living Weekly Data Drips

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2023 In Person Shop Results

BILD analyzed senior living community in person shops in 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: 10 different States - (AL, AZ, CA, IL, IN, KY, MI, OH, TN, TX)

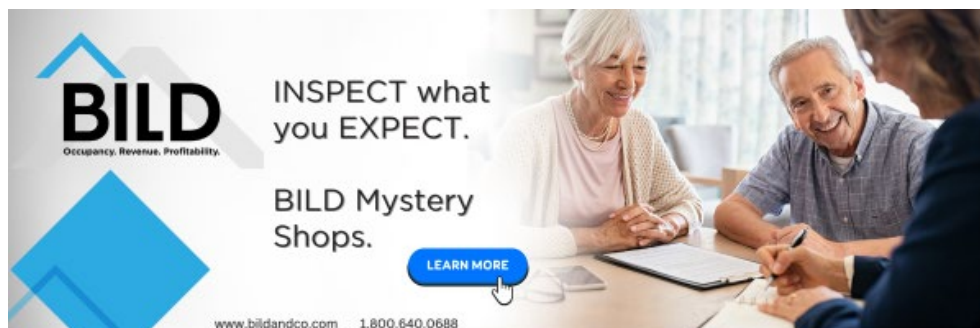
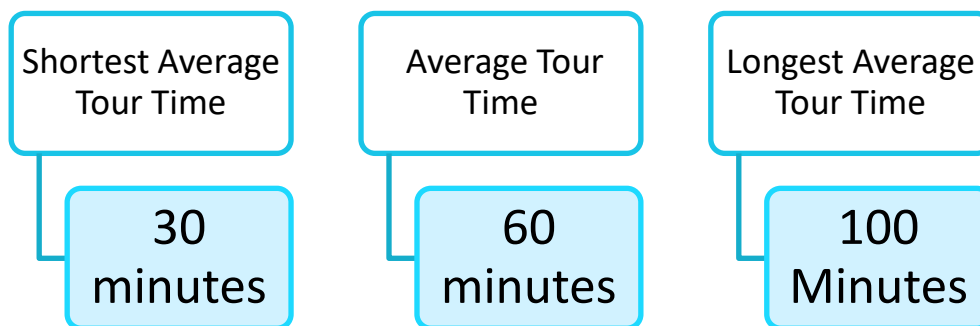
Time Periods Data Analyzed: 1/1/2023 – 12/31/2023

Data Reviewed: In Person Mystery Shop Results

Below is a summary of the key findings:

- 46% of shoppers felt very impressed with the tour.
- 57% of tours lasted an hour or longer.
- 32% of Sales Associates did not offer to follow up with the shopper after the tour.
- The average in person shop score for 2023 was 81%.

Building the relationship from the start of inquiry to the actual tour had the lowest average score of 53%. Appearance and interactions had the highest average score of 96%.



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2023 In Person Shop Results

Average In Person Shop Scores

Total Score
81%

Appearance/
Interactions
78%

Impression
While Touring
86%

End of Tour
89%

Closing
75%

Appearance and Interactions:

- 86% of shoppers were greeted upon entering the lobby.
- 14% of shoppers had to wait more than 5 minutes for a sales associate.

Impression While Touring:

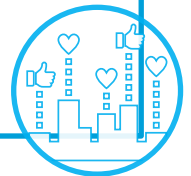
- 57% of the Sales Associates did something unique, that stood out to the shopper during the tour, that made them feel special?
- 54% of shops did not have residents involved in the tour.

- Felt comfortable and welcomed
- Appearance/cleanliness of the interior was important
- Most shoppers were shown an ongoing activity or given an activity calendar
- Financial and incentives weren't discussed enough

End of tour:

- 32% 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.).
- 21% of the Sales Associates did not share how living in a community has benefitted current residents.

Most Common feedback regarding tours:



Closing:

- The shopper's overall impressions were 46% very impressed, 50% favorably impressed and 4% had an average impression.
- On average, 45% of tours lasted 60-90 minutes. 10% of tours went over 90 minutes while 45% of tours lasted 30-59 minutes.

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