# 2024 BILDX Case Study

May 9, 2024

2024 BILDX Case Study Results

The following results reflect the overall growth in sales activity, tours, conversions, and response rate regarding a BILDX client's experience. The below data compares 2 months prior to BILDX and then 2 months after BILDX has been implemented. Locations that are implementing BILDX reside in the Eastern, Western and Midwestern Region of the U.S.
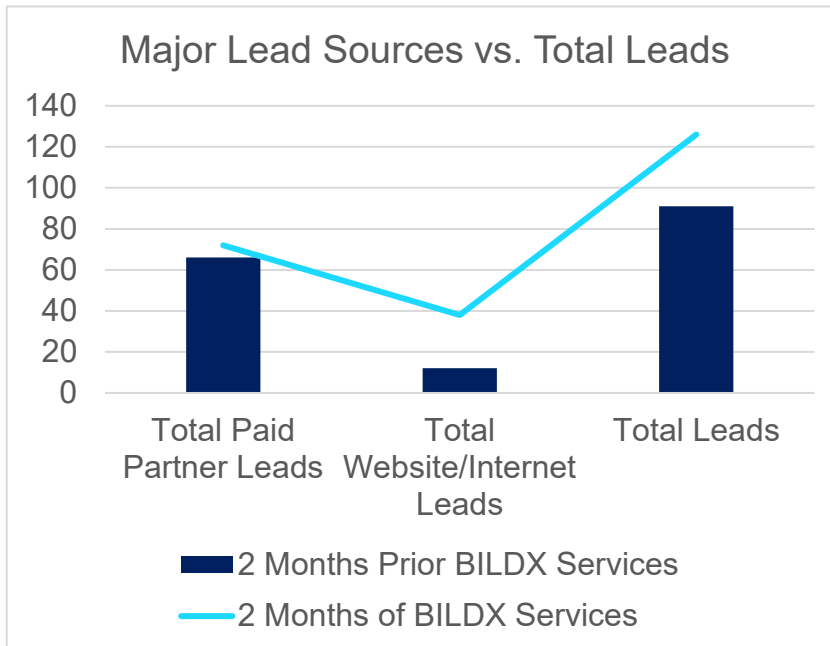
Target: GA, MI, OR, NV, FL, NJ
Time Period: Jan-Feb '24 vs. Mar-Apr '24
Data Reviewed: Before BILDX and after BILDX regarding, response rates, sales activity, tour volume, and lead sources.
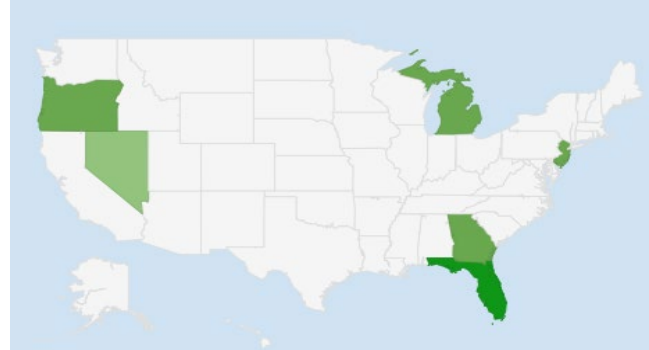
Below is a summary of lead volume and response rates:

Lead Source Analysis

Major Lead Sources vs. Total Leads

- Overall, each community saw a 40% average increase in total leads. 87% of those new leads were digital.

- A Place For Mom was 65% of the paid partner leads.

- 90% of the Website/Internet Leads were from the website.

Response rate for an individual community overall decreased **177 minutes**, 2 months after BILDX was implemented!

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Response Rate:

2 months prior to BILDX implementation, this client had over a 3-hour average response rate for digital leads. After 2 months of BILDX implementation, the average response rate for an individual community was **3 minutes**.

Tours:

2 months prior to BILDX implementation, the average community completed 19 tours. After BILDX, there was a 32% increase in successful tours.

Tours strictly from digital leads, increased by 27%.

BILDX was able to schedule over 140+ tours within those first two months!

Conversions:

The client saw an average 21% inquiry to tour prior to BILDX, afterwards the community increased to 23%. *The client saw a 20% increase in tour to move in, just in 2 months of BILDX services!*

Sales Activity Summary:

- Calls and emails increased over 170% after BILDX services.

- On average, a community was conducting 124 calls per month. After BILDX was implemented, the monthly phone calls increased to 337.

- Text messages averaged 9 per month per community but increased to 178 texts per month after BILDX was implemented.

- Emails averaged 70 per month per community before BILDX, and then increased to 192 per month per community after BILDX.

Total Community Sales Activity - Before and After