



Bild & Co

Q2-23 Sales Activity

Case Study

September 14, 2023
Seniors Housing Weekly Data Drips



Q2-23 Sales Activity Case Study

Bild & Co analyzed senior living community sales activity trends in Q2-2023 regarding calls, texts, emails, tours, move ins, and move outs. This study targets multiple states in the U.S.

Below is the executive summary and key findings.

Target: 33 States - (AZ, CA, CO, CT, GA, IA, LA, MA, NH, NJ, NY, PA, RI, TX, VA, WV)

Time Periods Data Analyzed: 4/1/2023 – 6/30/2023

Data Reviewed: Sales activity: calls, texts, emails, tours, move ins, and move outs

Below is a summary of the key findings:

- The average community saw 39.4 new leads per month, which is roughly 118.3 total new leads for Q2-2023.
- In Q2-2023, 25.36% of new leads converted to first tours each month. Which is 2% higher than Q1-2023.
- On average, a community received 2 deposits each month, with a total of 6 deposits in Q1-2023.
- The average move out per community per month was 2.7, while the average move in per month was 3.1.

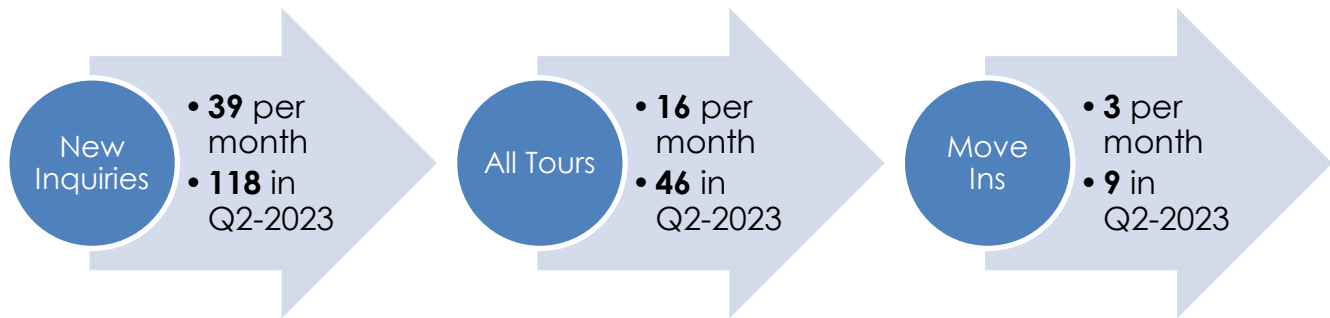
**MOVE IN AVERAGES
PER COMMUNITY**

- 4 per month(Q1)
- 3.1 per month (Q2)
- 13 in Q1-2023
- 9.2 in Q2-2023

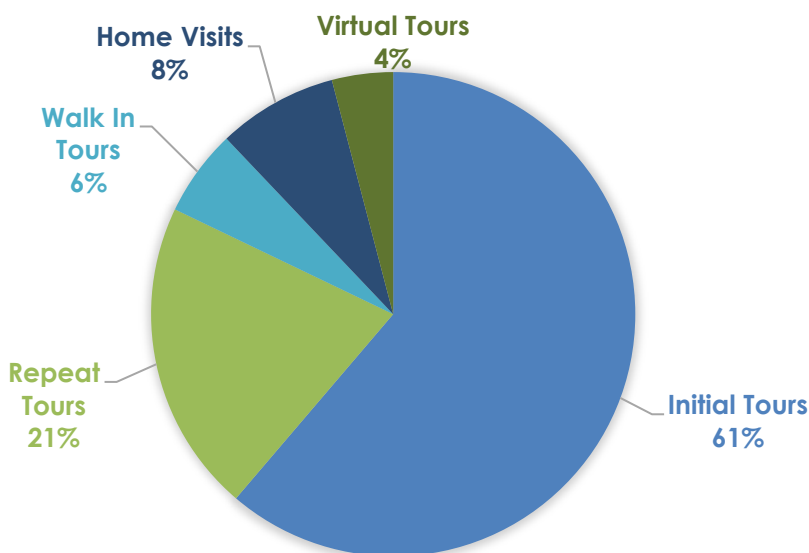
**MOVE OUT AVERAGES
PER COMMUNITY**

- 3 per month(Q1)
- 2.7 per month (Q2)
- 8 in Q1-2023
- 8.1 in Q2-2023

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Inquiries vs. Tours vs. Move Ins
Average Per Community

- Overall, 8.41% of new inquiries did not advance to move in because they were financially unqualified.
- On top of new leads, 97 old leads were worked per month (per community).
- 7% of new leads were rejected.
- There was an overall average of **57** new **HOT** leads, **186** **WARM** leads, and **85** **COLD** leads, in Q2-2023 per community.


Tour Types By Occurrence % Analysis
Average Per Community

- The most common tour type for a community is first tours at 61% of all tours completed in Q2-2023.
- Virtual tours have declined since COVID but have increased to 4% in Q2 from 1% in Q1-2023.


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

Phone Calls	
134 per month	403 in Q2-2023



Texts	
56 per month	168 in Q2-2023



Emails	
99 per month	295 in Q2-2023

- 50% of call outs made in Q2-2023 lead to the sales counselor leaving a voicemail.
- 3% of emails sent in Q2-2023 were bounced or declined by the recipient.
- 23% of prospects declined email as an option of communication.

*Excludes Marketing/Outreach Campaigns

DOES YOUR ORGANIZATION HAVE A GROWTH MINDSET?

Gain a competitive edge through our value-driven and educational content.

LET'S GET TO WORK: To grow your move ins, revenue, and NOI email revenue@bildandco.com

