



Bild & Co
2023 White Paper
Revenue Growth
Coaching Analysis

September 21, 2023
Seniors Housing Weekly Data Drips



September 21, 2023

Bild & Co 2023 Coaching Analysis

Bild & Co conducted a study on 2023 revenue growth coaching trends. This study targets all clients that went through coaching with Bild & Co in 2023 thus far.

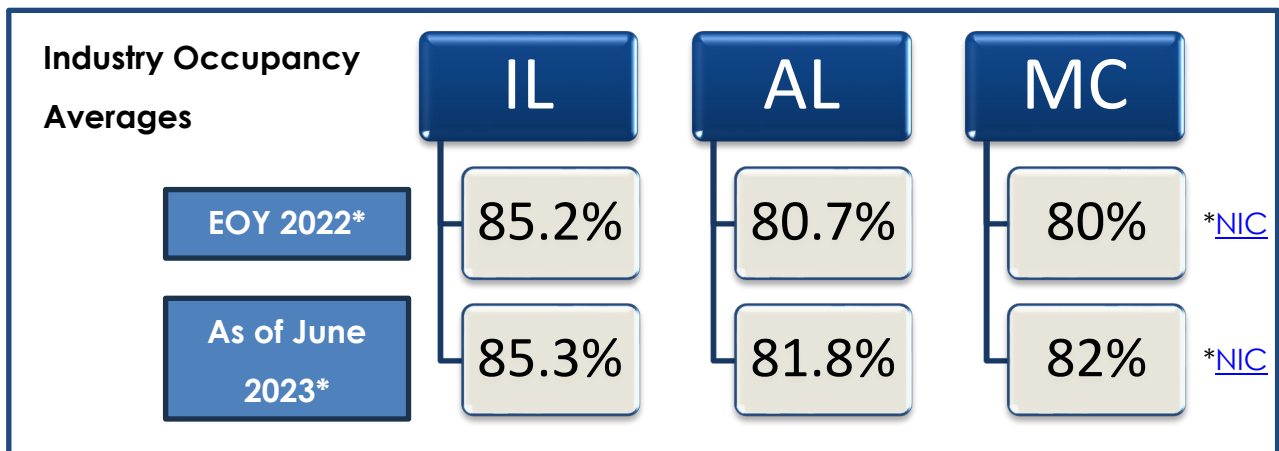
Target: 33 States - (AZ, CA, CO, CT, GA, IA, LA, MA, NH, NJ, NY, PA, RI, TX, VA, WV)

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

Data Reviewed: Coaching growth

Below is a summary of key findings:

- The average growth in a coached community's occupancy increased 5%+ within the first three months of implementation.
- Year to date, for 2023, the unit growth averaged **+19** units and an **11.09% occupancy** growth.
- In total, Bild & Co coached communities as of June 2023 saw an average Return on Investment (ROI) of **\$566,891**.
 - On average, coached clients spend about **\$4,000** per month per community on coaching.



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Bild & Co 2023 Coaching Analysis**Occupancy:**

- The 2022 average occupancy growth of a coached community increased 5%+(within a 3–6-month timeframe).
- As of June 2023, the ending occupancy of a coached team (or a team's occupancy who is still undergoing coaching) averaged 73.76%; with starting occupancy 68.76%.

Growth:

Overall coaching unit and percent growth year over year:

Year	Average Coaching Growth%	Average Coaching Unit Growth
Q1+Q2 2023	11.09%	19
2022	8.24%	16
2021	5.28%	13.08

Revenue Growth:

The table below shows the length of a coached community and the average revenue growth for that timeframe.

Timeframe Coached	2023 Revenue Growth	2022 Revenue Growth
1+ year	\$1,207,832	\$961,944
6 months	\$203,944	\$133,183
3 months	\$133,512	\$94,640

Total Bild 2022 ROI Average **\$327,526**, while the total 2023 ROI average **\$566,891**.

On average coached clients spend about \$4,000 per month on coaching services per location.



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Bild & Co 2023 Coaching Analysis**Sales Activity Growth:**

Category	Year	Monthly Average for period prior to coaching	Monthly Average for period of coaching or post coaching	Average monthly increase per community (from coaching)
Inquiries:	2022	33	37	12%
	2023	29	39	34%
Tours:	2022	13	14	8%
	2023	14	16	14%
Move Ins:	2022	2.7	3.1	15%
	2023	2.4	3.1	29%

Within roughly 3-6 months of coaching, Bild & Co saw a monthly increase in inquiries, tours, and move-ins. After the coaching period, the average growth rate for each category was:

- Inquiries 23%
- Tours 7%
- Move Ins 19%

**Data patterns from like-minded assets in AL/MC

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