



## How Small Changes Increased This Portfolio Segment's Projected Revenue by \$2.3 Million...in Under Four Months

Think big wins take years to accomplish? Think again.

Discover how this senior living operator leveraged **small changes to accomplish big results** in less than four months.

### The Challenge

A large Midwest operator with properties across the United States, this senior living organization had over 100 locations in its portfolio.

Despite this large national presence, many of the organization's communities suffered from weak occupancy. Between high employee turnover and a lack of marketplace differentiation, occupancy numbers were far from robust.

Having worked with Bild & Co in the past, the operator knew that growing the organization required investing in its team members—and giving them the sales skills to accomplish change.

### The Bild Solution

To support our client, we coached a portfolio segment that possessed the regional leaders to effectively execute the strategies needed for growth. **However, we had a tight deadline for accomplishing sizable change.**

We didn't have time to overhaul our client's sales infrastructure.

But we could focus on a small change that makes a big impact...

#### **Fine-tuning the inquiry process.**

Working with the regional and site-level teams, we targeted our efforts for improving inquiry-to-tour conversions—with our goal being 60%. To increase this metric, we

Bild

(Case Study 2)

Final for Programming (Fully edited on 1-26-2018 @ 3:40 p.m. )

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coached team members on everything from asking questions to properly offering site tours.

## The Top-Line Revenue Results

It wasn't long before our client began to see success.

In less than four months, the portfolio segment had...

- Increased its **annual projected revenue by a net of \$2.3 million.\***
- **Improved lead generation** for a number of properties—which correlated to the improved inquiry process.
- Achieved a **5% net occupancy increase.**

When it comes to improving net operating income, in general, there's no such thing as a shortcut to success. In fact, to experience the full benefits of investing in your team, continuous training is a must.

At the same time, these numbers reveal how executing small changes—using the Bild Sales System—can quickly impact top-line revenue for your seniors housing portfolio.

## On a **Mission** to Increase Net Operating Income by Improving Your **Margins**?

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\*Annual projected revenue is calculated for each community by multiplying the unit increase by the average rent rate of the community for a 12-month period.

