

THE LEADING TOP LINE GROWTH EXPERTS FOR THE SENIOR HOUSING INDUSTRY

At Bild & Co, we partner with senior living providers, owners, and investors to create the infrastructure needed to drive occupancy, revenue and net operating income.

Every client is unique - therefore, we work collaboratively as an organization *with* our clients to build a program that will ensure they are receiving the best services possible to maximize their investment.

If you have a question about one of our services, or don't see something you need, give us a call at 800.640.0688! We customize to what our clients need!



ASSESS

Take a deep dive into your business to identify challenges and establish long-term goals.

STRATEGIZE

Develop a plan to address obstacles and support both long and short-term goals.

LAUNCH

Live seminars to launch new strategies, systems, and expectations.

EXECUTION

12 week sales leadership coaching for Executives to help implement accountability.

COACH

6 month performance base coaching to ensure execution of new strategies and systems.

REPORT

Weekly communication and progress updates to ensure collaboration and alignment of initiatives.

FOR MORE INFORMATION VISIT US AT BILDANDCO.COM

THE
**BILD & COMPANY
EXPERIENCE**



BILD TALENT

*The Answer to Senior
Housing's Rising
Workforce Challenge*

At Bild Talent, we automate your hiring process to ensure consistency and objectivity to free up your valuable time! Our proprietary process assesses candidates and benchmarks those with key indicators for success.

Our senior housing recruiting solution leverages Bild's 20+ years of insight into cultivating top-tier talent. The net result will gain you access to A-player candidates at a fraction of the investment of costly recruiting firms and association fees.



EMPOWERING CLIENTS TO SOURCE PROPER TALENT WHILE INCREASING RETENTION AND PERFORMANCE RESULTS.

- ▶ Proper talent selection the first time with proper onboarding and performance results
- ▶ Works in conjunction with your HR department and utilizes internal resources
- ▶ Elimination of costly recruiting firms and associated fees
- ▶ Support proactive recruitment of executive directors, sales and more

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BILD SALES TRAINING

*The Proprietary System
Responsible for Occupancy
Growth of Over 25,000
Communities Since 1999*

At Bild Sales Training, we institute a simple, turnkey sales system that empowers teams to work smart, not hard. Our recession-proof, market-proof training is proven to shore-up occupancy across all levels of care. A sustainable investment into your talent returns long-term dividends and a solid return on investment through a multi-channel training solution that integrates at all levels of leadership.



**CREATING THE SALES INFRASTRUCTURE, SYSTEMS AND ACCOUNTABILITY NEEDED
TO DRIVE TOP LINE REVENUE, WHILE DRAMATICALLY IMPROVING THE CUSTOMER EXPERIENCE.**

- ▶ Properly trained Executive and Sales Directors who are able to produce results in highly competitive markets
- ▶ Ownership at the site level over sales performance reducing the need for expensive regional oversight
- ▶ On average, 10% occupancy growth per stabilized community trained
- ▶ Increased value and cap rates for the community itself

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BILD MARKETING

*The Voice of your Community
that Speaks to Your Audience
through an Integrated,
Measurable Campaign*

At Bild Marketing, we develop an integrated plan designed to generate leads. We've perfected the art of online lead generation through accurate cost per lead metrics. Every marketing touchpoint must deliver results and we must remain nimble to adjust our focus on the efforts that are working most effectively.



AUTOMATING ANNUAL MARKETING PLANS TO LEVERAGE THE POWER OF DIGITAL MARKETING.

- ▶ Shift from ineffective traditional marketing to high impact content rich digital marketing
- ▶ Eliminate costly marketing spends that produce little to no traffic
- ▶ Leverage the power of educational content
- ▶ Differentiate from competitors with strong focus on your brand promise

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BILD RESEARCH

*Providing Strategic Insights
Integral to Senior Housing
Providers Growing Faster,
Smarter and with Greater
Profitability*

At Bild Research we utilize real time data on your competitors to uniquely position yourself in the market. With accurate reporting and quick turnaround, we empower critical decision making. We will measure your customer experience and gain an edge by understanding your buyer's journey. Our proprietary methodology allows us to assess your total sales process and eliminate marketing waste.



**PROVIDING IN-DEPTH COMPETITIVE ANALYSIS, MYSTERY SHOP SERVICES AND DIGITAL SURVEYS FOR
BETTER DECISION MAKING AND STRATEGIC INITIATIVES.**

- ▶ Real time data on competitors to include rental rates by level of care, actual discounts offered during the sales process, occupancy by care level and more
- ▶ Fast, affordable, timely information that is accurate and empowers better decisions as it relates to rate increases, acquisitions or new development in a market
- ▶ Insight to the customer experience and how it compares to competitors

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