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LEAD INTEL

CASE STUDY

16 communities pulled away from the rest of the portfolio

GRACE MANAGEMENT · Q2 2026

Grace Management (gracemanagement.com) rolled out Lead Intel across part of its portfolio. At the end of the quarter, those pilot communities were winning move-ins and converting more inquiries into residents, with similar lead volume, in the same quarter compared to the rest of the portfolio.

Same lead volume. Same quarter. Different trajectory.

GRACE MGMT INC.

KEY RESULTS OVERVIEW

+16%

More Move-ins
(vs the control group)

+22%

Inquiry-to-move-in conversion
(vs the control group)

+39%

Conversion Lift
(vs the control group)

<2 days

Time to break even

HOW LEAD INTEL CREATES A CONTROLLED COMPARISON



THE OPERATOR'S OWN PORTFOLIO IS THE CONTROL GROUP

Grace Management runs one operating model across many local markets. Every community operates under the same management company, though pricing, staffing, and marketing still vary building to building, as they must in different markets, and that variation sits on both sides of the comparison. Sixteen of Grace's communities use Lead Intel; 41 do not. Both groups started from the same inquiry-to-resident conversion rate.

ONE SCORE, BUILT FOR THAT SPECIFIC BUILDING

Lead Intel segments each community's best-fit leads; it does not generate them. Drawing on Occulytics' Data Platform and the community's own CRM data, it builds a custom predictive model for each building. Every prospect and influencer then receives a single fit score specific to that community, so sales teams can focus their efforts on the prospects most likely to become residents.

This optimization through Lead Intel ensures that communities can maximize their conversion potential by focusing resources on prospects most likely to move-in.

THE RESULTS

Coming out of that quarter, the 16 Lead Intel communities are converting more inquiries into move-ins, and doing it faster. Move-ins are up 16%, inquiry-to-move-in conversion is up 22%, and the effect keeps building: communities on the platform the longest are seeing conversion lift climb to 39%.

WHY CONVERSION LIFTED: THE SCORE PREDICTS THE OUTCOME

2.9%
Below 50

18.6%
Score 70+

6.4x Leads scored 70+ move in at 6.4x the rate of leads scored below 50, ***the score is telling communities exactly where to spend their time.***

WHAT'S STILL AHEAD

Grace Management currently has ~800 open leads scored 70 or higher across its Lead Intel communities. Based on this quarter's conversion pattern, that pipeline represents roughly $17.6M in additional lifetime revenue still to be captured.

$17.6M in identified move-in value still open in the pipeline

THE ECONOMICS

Grace Management's investment in Lead Intel **broke even in under 2 days** of the platform going live, every day since has been pure upside.

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Building the Foundation for Action.

What would this look like across your communities?