

## Select Senior Housing Sales & Marketing Statistics *As of 2011*

	DESCRIPTION OF ACTIVITY	Assisted Living	Rental Senior Housing	Entrance Fee CCRC
1	Cost per Sale	\$2,000 to \$3,000	\$3,000 to \$5,000	\$7,000 to \$12,000
2	Conversion Ratio of Inquiries to Sales & Move-Ins	8-12%	6-8%	3-6%
3	Move-In Ratio for Referral Leads	20-40%	10-25%	10-25%
4	Ratio of Appointments to Completed Calls	20-30%	10-20%	5-15%
5	Ratio of Current Sales to Appointments	15-30%	10-20%	5-20%
6	Average # of Contacts Before Sale	3	4-6	20-30
7	Average # of Days-Initial Contact to Sale	~45	~75	nm
8	Average # of Days from Sale to Move-In	20+	~60	~90
9	Daily Goals for Complete Telephone Contacts	10-20	10-20+	15-20+
10	Top 3 Sources of Sales	- Referrals - Direct Mail - Internet	- Referrals - Direct Mail - Internet	- Direct Mail - Referral - Newsletter

Sources: Various sales & marketing consultants to the Senior Housing industry including, Jean Anwyll & Company, Greenbrier Development and Wright Mature Market Services and others.

Please Note:

- These figures are intended to be rough approximations and have been collected for the specific use at NIC's Regional Symposium
- Assumes stabilized or near-stabilized communities. All metrics, especially cost per sale, may be materially different in "fill-up" or turnaround communities.