

Select Senior Housing Sales & Marketing Statistics *As of 2009*

	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 2009 Regional Symposium. Please direct any feedback to NIC or Ryan Frederick at CoastWood (frederick@cwshp.com).
- Assumes stabilized or near-stabilized communities. All metrics, especially cost per sale, may be materially different in "fill-up" or turnaround communities.