



Sales & Marketing Benchmark Snapshot Q2 2026

See how your inquiry volumes, tour conversions, and move-in rates compare across care types and markets, and where your community stands heading into the second half of the year.



	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026
Inquiries	35	28	42	36	38	34	25	28
Tours	7	7	11	10	13	14	6	6
Move-Ins	3	3	5	4	8	9	2	2

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average Conversions (per 100 units/month)	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026
Inquiry-to-Tour (All)	27%	32%	29%	30%	37%	36%	30%	27%
Inquiry-to-Tour (Other/ Call-Ins)	49%	50%	54%	55%	59%	58%	46%	42%
Inquiry-to-Tour (Unpaid Referrals Only)	26%	32%	27%	28%	24%	30%	25%	24%
Inquiry-to-Tour (Web)	62%	55%	59%	57%	58%	51%	54%	51%
Inquiry-to-Tour (Paid/Online Directory/ Lead Aggregators)	19%	29%	30%	34%	31%	38%	34%	40%
Tour-to-Move-In	39%	42%	49%	46%	58%	52%	31%	29%

Rural	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026
Average (per 100 units/month)								
Inquiries	19	14	26	23	30	23	19	24
Tours	5	3	7	8	12	13	5	5
Move-Ins	3	2	5	4	8	9	2	2

Urban	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026
Average (per 100 units/month)								
Inquiries	36	29	46	39	41	37	26	29
Tours	7	8	12	11	13	14	6	6
Move-Ins	3	3	5	4	8	8	2	2

Method of Inquiry (Percentage)	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026
Call-Ins	14%	15%	12%	13%	20%	18%	24%	29%
Paid	30%	24%	30%	26%	29%	21%	5%	4%
Unpaid	6%	8%	11%	11%	14%	23%	17%	15%
Web	50%	54%	47%	51%	38%	38%	53%	52%