

Benchmark Snapshot Q2 2025

The Aline Sales & Marketing Benchmark Snapshot Q2 2025 is here to keep you informed on critical KPIs to optimize your performance throughout the year. Use these charts to see where the industry stands and compare your own community's performance.

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025
Inquiries	36	37	41	42	37	39	26	24
Tours	8	7	11	11	12	13	7	6
Move-Ins	3	3	4	5	7	8	2	2

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average Conversions (per 100 units/month)	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025
Inquiry-to-Tour (All)	29%	27%	29%	29%	36%	36%	30%	30%
Inquiry-to-Tour (Other/Call-In)	49%	47%	55%	54%	59%	58%	44%	45%
Inquiry-to-Tour (Unpaid Referrals Only)	29%	26%	30%	28%	35%	24%	28%	26%
Inquiry-to-Tour (Web)	66%	62%	61%	60%	60%	59%	54%	57%
Inquiry-to-Tour (Paid/Online Directory/Lead Aggregators)	23%	19%	27%	31%	36%	30%	26%	31%
Tour-to-Move-In	39%	39%	47%	49%	55%	58%	32%	31%

Urban	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025
Inquiries	37	38	45	47	39	42	26	25
Tours	8	7	11	12	12	13	7	6
Move-Ins	3	3	4	5	6	8	2	2

Rural	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025
Inquiries	15	23	26	27	30	30	21	19
Tours	4	5	8	8	12	12	5	5
Move-Ins	2	3	5	5	9	8	2	2

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Method of Inquiry (Percentage)	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025	Q2 2024	Q2 2025
Call-In	16%	15%	15%	12%	15%	20%	28%	26%
Paid	23%	31%	27%	29%	34%	28%	8%	6%
Unpaid	14%	6%	17%	11%	19%	13%	15%	14%
Web	47%	49%	42%	48%	32%	39%	50%	54%