

Benchmark Snapshot Q3 2025

The Aline Sales & Marketing Benchmark Snapshot Q3 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)	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025
Inquiries	44	32	42	42	40	40	28	26
Tours	8	7	11	11	12	12	7	6
Move-Ins	3	3	5	4	7	8	2	2

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average Conversions (per 100 units/month)	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025
Inquiry-to-Tour (All)	28%	30%	29%	29%	35%	33%	29%	29%
Inquiry-to-Tour (Other/Call-Ins)	49%	49%	55%	54%	51%	49%	45%	44%
Inquiry-to-Tour (Unpaid Referrals Only)	29%	29%	29%	27%	31%	24%	26%	26%
Inquiry-to-Tour (Web)	66%	64%	62%	61%	61%	57%	52%	57%
Inquiry-to-Tour (Paid/Online Directory/Lead Aggregators)	22%	26%	27%	30%	34%	37%	25%	31%
Tour-to-Move-In	38%	39%	46%	45%	59%	63%	34%	31%

Urban	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025
Inquiries	46	32	46	46	43	44	28	26
Tours	8	8	12	12	13	13	7	7
Move-Ins	3	3	4	4	7	7	2	2

Rural	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Average (per 100 units/month)	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025
Inquiries	19	25	26	27	31	29	28	21
Tours	4	5	8	9	10	8	5	5
Move-Ins	3	2	5	5	11	10	2	2

	Independent Living		Assisted Living		Memory Care		Life Plan Residential	
Method of Inquiry (Percentage)	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025	Q3 2024	Q3 2025
Call-Ins	36%	14%	12%	13%	18%	23%	27%	26%
Paid	18%	28%	27%	29%	32%	23%	7%	6%
Unpaid	10%	6%	16%	9%	17%	15%	15%	14%
Web	36%	51%	44%	48%	33%	39%	51%	55%