



SENIOR LIVING OCCUPANCY LEAKAGE INDEX 2026

Senior Living Occupancy Leakage Index 2026

Most communities don't have a lead problem.
They have a follow-up problem quietly costing 8–12%
occupancy.

1. Executive Summary

Senior living communities are under constant pressure to fill beds. Most operators believe the solution is more marketing or more leads. The reality is different.

The **Occupancy Leakage Index** reveals a simple truth: the majority of occupancy loss occurs between **inquiry and move-in** due to follow-up inefficiencies.

Across small, medium, and large communities, this leak costs tens of thousands of dollars per month. By identifying gaps and implementing best practices, communities can recover **8–12% occupancy** without additional marketing spend.

This report provides benchmarks, revenue modeling, and a simple self-assessment to help operators understand where they are losing revenue and what top performers do differently.

2. The 7 Occupancy Leakage Metrics

Metric	Industry Average	Top 20% Performers	Revenue Impact Example
Speed to First Response	12–24 hours	<5 minutes	Reducing response time can reclaim 3–5 move-ins per month
Contact Rate Within 24 Hours	65%	90%	Each 1% improvement = 1 additional tour
Inquiry to Tour Conversion	18–22%	30–35%	100 inquiries → 30 tours instead of 20 = 10 extra tours
Tour to Move-In Conversion	18–25%	30–40%	30 tours → 9–12 move-ins instead of 5–6
Average Follow-Ups Before Contact	2–3	6–10	Top follow-up converts otherwise lost leads

Metric	Industry Average	Top 20% Performers	Revenue Impact Example
Average Days from Inquiry to Tour	4–7 days	<2 days	Faster scheduling improves tour attendance
Leads per Move-In	5–6	3–4	Better conversion reduces lead volume needed, saving marketing spend

Key Insight: Improving follow-up efficiency is the single most effective lever to increase occupancy and revenue.

3. Revenue Math by Community Size

Modeled for three community sizes:

Community Size	Units	Avg Rent	Avg Occupancy	Empty Units	Potential Lost Revenue	Units Recovered	Recovered Revenue
Small	50	\$4,500	85%	7	\$31,500	3	\$13,500
Medium	100	\$5,000	85%	15	\$75,000	4	\$20,000
Large	200	\$5,500	85%	30	\$165,000	5	\$27,500

Note: These numbers are modeled to show the financial impact of improving follow-up. Small improvements in the lead-to-move-in process translate to meaningful revenue gains.

4. What Top Performers Do Differently

- **Immediate first contact (<5 minutes):** Captures lead intent before it cools.
- **Automated multi-touch follow-ups:** Email, text, and phone calls, ensuring no lead falls through the cracks.

- **Tour nurturing:** Reminders, value reinforcement, and decision guidance keep families engaged.
- **Stage-based accountability:** Sales and marketing teams follow a defined process with visibility on every lead.
- **Pipeline visibility:** Leaders can see where leads are, who is contacting them, and what the next steps are.

Insight: These practices separate communities in the top 20% from the rest.

5. Self-Assessment Scorecard

Evaluate your community across these metrics:

Metric	Excellent	Average	Needs Improvement	Points
Speed to First Response	<5 min	5–12 hrs	>12 hrs	5/3/1
Follow-Up Attempts per Lead	6–10	3–5	1–2	5/3/1
Inquiry to Tour Conversion	30–35%	18–22%	<18%	5/3/1
Tour to Move-In Conversion	30–40%	18–25%	<18%	5/3/1
Pipeline Visibility	Real-time & fully tracked	Partially tracked	No visibility	5/3/1
Total Points	21–25 = Low Leakage	13–20 = Medium Leakage	≤12 = High Leakage	-

Interpretation:

- **Low Leakage:** Following top-performer practices. Opportunity for incremental gains.
 - **Medium Leakage:** Significant revenue lost monthly. Immediate process improvement recommended.
 - **High Leakage:** Occupancy loss is substantial. Revenue recovery possible with automation and structured follow-up.
-

6. Call to Action

Your next step is simple:

1. **Download the Full Senior Living Occupancy Leakage Index** – Use it as your benchmark.
2. **Book a 6-Minute Revenue Gap Analysis** – I'll show you exactly where occupancy is leaking in your community.

Every community has opportunity. The question is, will you act before your competitors do?