



TRENDS | Q1-2022, Q2-2022, & Q3-2022

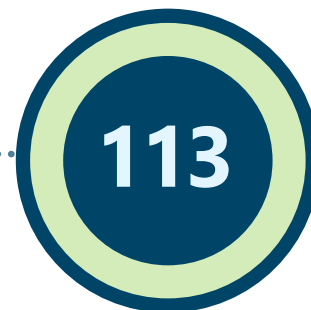
Case studies conducted across Pennsylvania, West Virginia, and Ohio

Q1-22

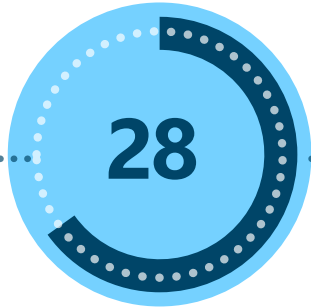
Q2-22

Q3-22

NEW
Inquiries



TOTAL
Tours



Financial
Move
Ins



YTD - TRENDS

New inquiries, total tours*, and actual financial move ins all increased since Q1-2022 compared to the end of Q3-2022.

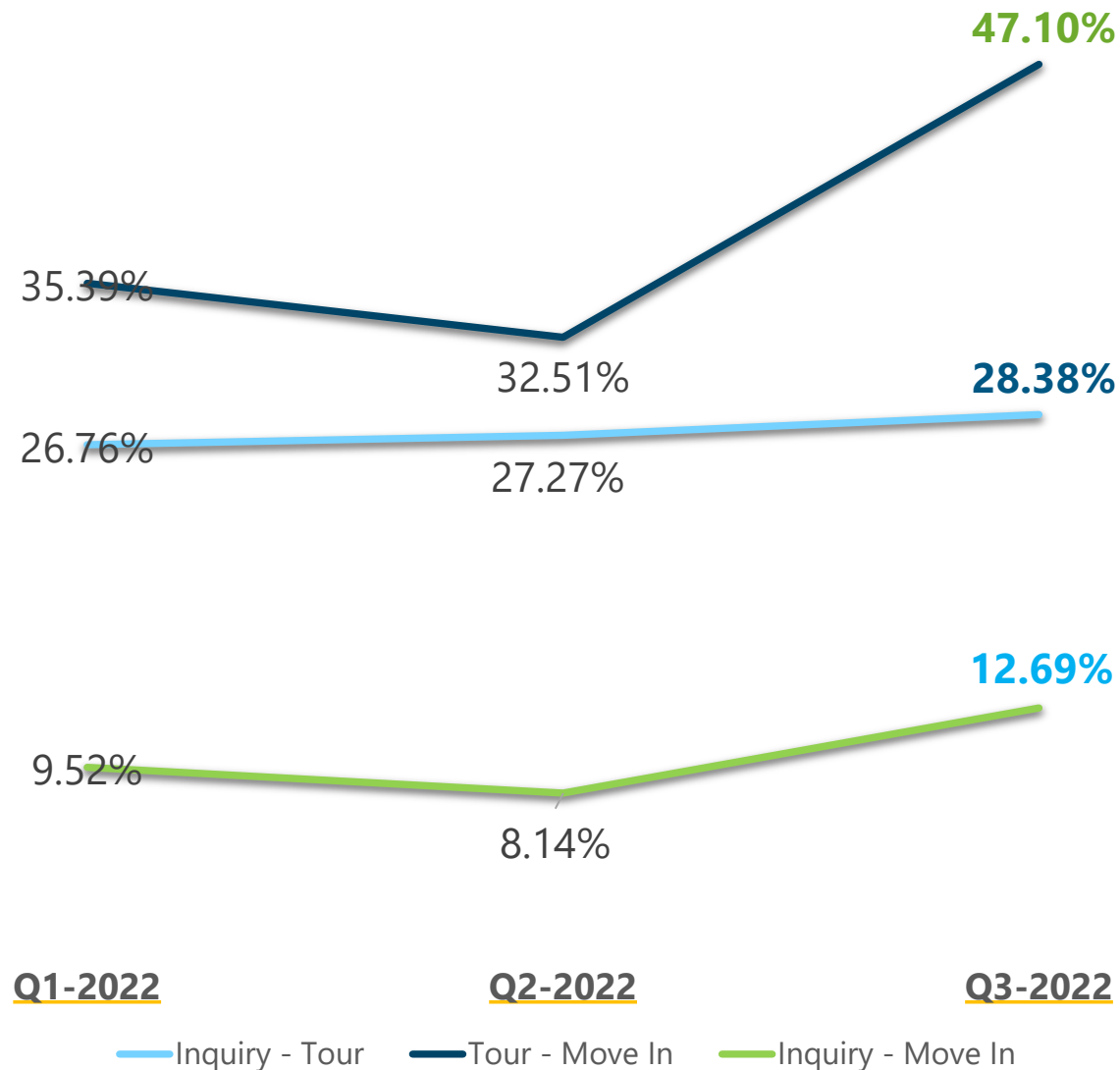
- Inquiries increased an average of **26**
- Tours increased an average of **3**
- Move ins increased and average **0.7**

*This includes; new tours, retours, 2nd tours, other tours, virtual tours etc.)



CONVERSIONS | Q1-2022, Q2-2022, & Q3-2022

Case studies conducted across Pennsylvania, West Virginia, and Ohio



Conversions	Inquiry to Tour	Tour to Move In	Inquiry to Move In
Q1-2022	26.76%	35.39%	9.52%
Q2-2022	27.27%	32.51%	8.14%
Q3-2022	28.38%	47.10%	12.69%

Average Conversion Increases YTD

+1.62%

+11.71%

+3.17%