



2023 Move In and Move Out Analysis

April 25, 2024
Senior Living Weekly Data Drips

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BILD analyzed 80+ senior living communities in 2023. This white paper focuses on move-ins and their sources, move-outs and their reasons, and the average length of stay. This study targets multiple states in the U.S. Below is the executive summary and key findings.

Target: 24 different States

Time Periods Data Analyzed: 1/1/2023 – 12/31/2023

Data Reviewed: Move Ins, Move Outs, and Average Length of Stay

Below is a summary of the key findings:

- The most common move-out reason reported in 2023 (excluding death and unknown reasons), is residents needing higher level of care.
- Move-ins originated substantially from paid referral sources and digital sources, encompassing 55.5% of all 2023 move-ins.
- The average length of stay for a resident in 2023 is 662 days. Compared to 2022, which had an average length of stay of 282 days, 2023 increased by 380 days.

Move-INS Average

• **35.8** Move-Ins per community in 2023

Move-OUTS Average

• **34.8** Move-Outs per community in 2023

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Top 5 Reported Move-In Sources in 2023:

- Digital (28.8%), Paid Referrals (26.7%), Professional Referrals (11.7%), Call In (11.7%), Drive By (10.3%).

Source	2023	2022
Digital	28.8%	25.1%
Paid Referrals	26.7%	39.5%
Professional Referrals	11.7%	10.4%
Call In	11.7%	4.0%
Drive By	10.3%	6.8%
Family/Friend	8.1%	9.8%
Nearby Location	1.2%	1.5%
Word of Mouth	1.0%	1.5%
Other/Unknown	0.5%	1.4%

80+ communities sampled, with 2,824 total move-ins in 2023.

An average of 35.8 move-ins per community in 2023.

Roughly 3 move-ins per month per community.



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Top 5 Reported Move-Out Reasons in 2023:

- Death (46.8%)
- Needs Higher Level of Care (19.6%)
- Unknown (12.8%)
- Returned Home (10.4%)
- Financial (5.8%)


Reason	2023	2022
Death	46.8%	40.3%
Change in Care	19.6%	29.22%
Unknown	12.8%	6.1%
Returned Home	10.4%	11.0%
Financial	5.8%	6.5%
Location/Competitor	3.9%	6.8%
Dissatisfied	0.6%	0%



80+ communities sampled, with 2,749 total move-outs in 2023.

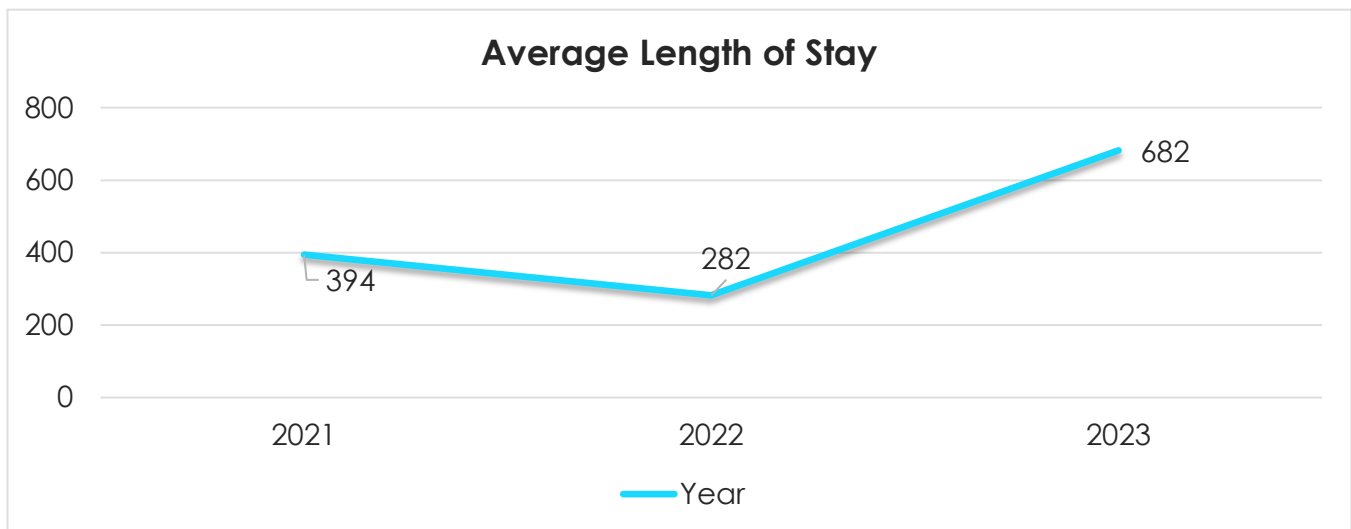


An average of 34.8 move-outs per community in 2023.



Roughly 2.9 move-outs per month per community.

2023 Average Length of Stay (LOS)



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Average Days from Inquiry to Move-In

2023: 170 days

Average Days from Inquiry to Tour

2023: 64 days

- In 2023 the average length of stay was roughly 662 days.
- The average number of days from inquiry to tour is 64 days. Earlier on in Q1-2023, the average was as high as 82 days. Compared to Q3-2023 and Q4-2023, which both saw an average of 64 days.
- The average number of days from inquiry to move-in is 170 days. Looking back to Q1-2023, the average was lower at 116 days but higher towards the end of the year.

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