

Sample Community Compared to Averages

Updated 5.20.15



	Last 12 Months		Monthly Avgs		Comparison to Averages	
	Sample Community	TRS Averages	Sample Community	TRS Averages		
LEADS						
Total	New Leads (added in the last 12 mos)	1,102	675	91.8	56.3	more red = less effective than average more green = more effective than average
Per Counselor	New Leads (added in the last 12 mos)	315	299	26.2	24.9	
Per IL Unit	New Leads (added in the last 12 mos)	3.2	2.6	0.3	0.2	
Total	New Leads that are now Lost/Inactive (added in the last 12 mos)	292	202			
Total	% of New Leads that are still active	74%	70%			
Total	% of Entire database that is active	29%	29%			
ACTIVITY						
Total	Completed phone calls, in and out	9,517	3,750	793.1	312.5	
Total	Initial appointments	246	224	20.5	18.7	
Total	Follow-up appointments (only with leads, not depositors)	364	274	30.3	22.8	
Per Counselor	Average number of calls	2,719	1,596	226.6	133.0	
Per Counselor	Average number of initial appts	70	96	5.9	8.0	
Per Counselor	Average number of follow-up appts	104	115	8.7	9.6	
SALES						
Total	10% Deposits	60	34	5.0	2.8	
Total	10% Cancellations	3	4	0.3	0.3	
Per Counselor	Average number of sales (gross)	17	14	1.43	1.15	
CENSUS						
Total	Move ins/Closings (IL)	51	33	4.3	2.7	
Total	Move outs/Attrition (IL)	27	26	2.3	2.2	
Per IL Unit	Move ins/Closings (IL)	0.15	0.13			
Per IL Unit	Move outs/Attrition (IL)	0.08	0.10			
	IL Occupancy	94%	88%			
	Years from Inquiry to 10% Deposit	4.3	3.1			
	Years from 10% Deposit to Financial Move-in	0.1	0.3			
CONVERSION RATIOS						
	New Leads to initial appts	22.3%	33.2%			(Of all the people who come in for a presentation, what percent become a 10% depositor?)
	New Leads to 10% Deposits	5.4%	5.0%			
	New Leads to Move-ins	4.6%	4.9%			
	Initial appts to Deposits	24%	15%			
	Avg # of calls it takes to make a sale	158.6	111.9			
	Avg # of appointments it takes to make a sale	10.2	14.9			
COMMUNITY STATS						
	Number of Sales Counselors	3.5	2.4			red = less than average green = more than average
	Number of Units (IL)	341	255			
Total	Active Leads in Database (incl depositors)	2819	3187			
Per Counselor	Active Leads in Database	805	1321			
Per IL Unit	Active Leads in Database	8	12			
Total	Lost/Inactive Leads in Database	5769	7170			
	Total records in database	9573	11144			