

THE FACE OF NASMM

In July, 2008, the National Association of Senior Move Managers conducted a demographics survey of their membership. Over 40% of the membership responded.

MEMBER LOCATIONS:

16 responses 8.65%	(1) New England (ME, NH, VT, MA, RI, CT)
42 responses 22.70%	(2) Middle Atlantic (NY, PA, NJ, MD, DC, DE, WV, VA)
29 responses 15.68%	(3) South Atlantic (NC, SC, GA, FL)
32 responses 17.30%	(4) Midwest (OH, MI, IN, WI, IL)
4 responses 2.16%	(5) East South Central (KY, TN, MS, AL)
11 responses 5.95%	(6) West North Central (MN, IA, MO, ND, SD, NE, KS)
12 responses 6.49%	(7) Mountain (MT, ID, WY, UT, NV, CO, AZ, NM)
13 responses 7.03%	(8) West South Central (OK, AR, LA, TX)
23 responses 12.43%	(9) Pacific (AK, HI, WA, OR, CA)
3 responses 1.62%	(10) Canada

- Senior Move Management is emerging as a growing profession. Over 50% of NASMM members have been in business for two years or less.
- The average cost of a move to a one bedroom unit is less than \$2500.
- The average cost of a move to a two bedroom unit ranges between \$1500 and \$4000.
- Half of the members employ between 2 and 5 part time employees.
- The most popular services with NASMM customers are (in order):
 1. Un-packing and setting up the new home
 2. Move planning and move oversight
 3. Sorting services
 4. Disposal/distribution of remaining items
 5. Packing services
 6. Customized floor plans
- The majority of client moves by NASMM members are to the following types of residences:
 1. Assisted Living Communities (84.86%)
 2. Independent Living Communities (84.32%)
 3. Active Adult Communities (68.65%)
 4. Continuing Care Retirement Communities (65.41%)
 5. Townhouse or Condo (53.51%)
 6. Skilled Nursing Facility (26.49%)
 7. Family Member's Home (24.86%)
 8. Adult Family Group Home (11.35%)

The Face of NASMM continued

- Over 96% of NASMM members report that their clients are downsizing.
- Over 50% of NASMM members report that they are contacted 2-4 weeks in advance of a move. 37% report that they are contacted 1-6 months prior to a move.
- The majority of NASMM members report that an average job takes between 17-24 hours.
- 50% of NASMM members report the older adult is making the initial contact with them for services, while 39% of members report the older adult's child/family is making the initial contact. 11% of NASMM members report that a senior housing community is making the initial contact.
- 94% of NASMM members are female.
- 51% of NASMM members are between the ages of 51-60. 31% are between the ages of 36-50.

For more information on the National Association of Senior Move Managers (NASMM) visit www.nasmm.org.

Contact:

Jennifer Pickett, Associate Executive Director
PO Box 209, Hinsdale, IL 60522
877.606.2766
jennifer@nasmm.org

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