

THE FACE OF NASMM

In November 2010, the National Association of Senior Move Managers (NASMM) conducted a second demographics survey of its membership. The association conducted its first survey in July of 2008. Over 210 NASMM member organizations, representing 40% of the membership, responded to the 2010 survey.

Member Location Responses

16 responses	7.51%	New England (ME, NH, VT, MA, RI, CT)
44 responses	20.66%	Middle Atlantic (NY, PA, NJ, MD, DC, DE, WV, VA)
34 responses	15.96%	South Atlantic (NC, SC, GA, FL)
21 responses	9.86%	Midwest (OH, MI, IN, WI, IL)
10 responses	4.69%	East South Central (KY, TN, MS, AL)
12 responses	5.63%	West North Central (MN, IA, MO, ND, SD, NE, KS)
22 responses	10.33%	Mountain (MT, ID, WY, UT, NV, CO, AZ, NM)
13 responses	6.10%	West South Central (OK, AR, LA, TX)
29 responses	13.62%	Pacific (AK, HI, WA, OR, CA)
8 responses	3.76%	Eastern Canada (ON, QC)
3 responses	1.41%	Western Canada (AB, BC)
1 response	0.47%	Other

Senior Move Management continues to grow and stabilize as profession.

- In 2008 – over 50% of NASMM’s membership has been in business for 2 or less years.
- In 2010 – just under 35% (34.74) has been in business for less than 2 years.
 - 36.62% has been in business for 3-5 years.
 - 28.645% has been in business for 6 or more years.

Gross Revenues

- Almost 50% of NASMM member organizations generate over \$50,000 annually in gross revenues.
- More than 25% of NASMM members report their gross revenues exceed \$100,000 annually.

Hourly Rates

- Almost 50% of NASMM members charge between \$41.00 and \$60.00 per hour.
- 20% charge \$26.00 – 40.00 per hour.
- 31% charge over \$60 per hour.

Move Costs

- The average cost of a move to a one-bedroom unit is less than \$2500 - comparable to the NASMM 2008 survey results.
- The average cost of a move to a two-bedroom unit ranges between \$1500 and \$4000 - also comparable to the NASMM 2008 survey results.

Employee Information

- 50% of NASMM Members hire independent contractors.
- Just over 20% of NASMM Members have employees, with the majority being part-time.
- 16% of respondents indicate they have both employees and independent contractors.
- Of those respondents who do not currently have employees, 45% are planning on adding staff in 2011.

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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. Downsizing
4. Disposal/distribution of remaining items
5. Sorting services
6. Customized floor plans
7. Other miscellaneous services

The majority of client moves by NASMM members are to the following types of residences:

1. Independent Living Communities (74.65%)
2. Assisted Living Communities (71.83%)
3. Continuing Care Retirement Communities (64.79%)
4. Active Adult Communities (46.01%)
5. Townhouse or Condo (43.19%)
6. Family Member's Home (11.74%)
7. Skilled Nursing Facility (11.27%)
8. Other (8.92%)
9. Adult Family Group Home (5.63%)

The Anatomy of the Move

- Over 98% of responding NASMM members report their clients are downsizing.
- Nearly 50% of responding NASMM members report they are contacted 2-4 weeks in advance of a move.
- 33% of responding NASMM members report they are contacted 1-6 months prior to a move.
- 30% of responding NASMM members report an average job takes between 17-24 hours.
- Nearly 25% of responding NASMM members report an average job takes between 25-32 hours.

Who is Contracting the Service?

- 44% of responding NASMM members report the older adult is making the initial contact with them for services, down from 50% in 2008.
- 31% of responding members report the older adult's child/family is making the initial contact.
- Responding NASMM members report that a senior housing community is making the initial contact 19% of the time – up from 11% in 2008.

NASMM Member Profile

- Nearly 86% of NASMM member organizations are owned by females – compared to 94% in 2008; 9% of NASMM's member organizations are owned by both males and females.
- 52% of NASMM members are between the ages of 51-60. 24% are between the ages of 36-50. 23% are aged 60 or older.

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

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