



THE FACE OF NASMM - 2014

In March of 2014, the National Association of Senior Move Managers conducted its 4th bi-annual demographics survey of its membership. NASMM conducted its first survey in July, 2008. Over 200 NASMM member organizations, representing 25% of the membership, responded to the 2014 survey.

Member Location Responses

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|----------------|--------|--|
| • 14 responses | 6.93% | New England (ME, NH, VT, MA, RI, CT) |
| • 43 responses | 21.29% | Middle Atlantic (NY, PA, NJ, MD, DC, DE, WV, VA) |
| • 23 responses | 11.39% | South Atlantic (NC, SC, GA, FL) |
| • 23 responses | 11.39% | Midwest (OH, MI, IN, WI, IL) |
| • 6 responses | 2.97% | East South Central (KY, TN, MS, AL) |
| • 10 responses | 4.95% | West North Central (MN, IA, MO, ND, SD, NE, KS) |
| • 20 responses | 9.90% | Mountain (MT, ID, WY, UT, NV, CO, AZ, NM) |
| • 16 responses | 7.92% | West South Central (OK, AR, LA, TX) |
| • 32 responses | 15.84% | Pacific (AK, HI, WA, OR, CA) |
| • 10 responses | 4.95% | Eastern Canada (ON, QC) |
| • 4 responses | 1.98% | Western Canada (AB, BC) |
| • 1 response | 0.50% | Outside the US or Canada |

Senior Move Management continues to grow and stabilize as profession.

- 68% of responding NASMM members have been in business for 3+ years.

Gross Revenues

- 50% of responding NASMM member organizations generate over \$50,000 annually in gross revenues
- 30% of responding NASMM members gross over \$100,000 annually

Hourly Rates

- 50% of responding NASMM members charge between \$41.00 and \$60.00 per hour
- 16% of responding NASMM members charge \$26.00 – 40.00 per hour
- 34% of responding NASMM members charge over \$60 per hour

Employee Information

- 55% of responding NASMM Members hire independent contractors
- Just over 30% of responding NASMM Members have employees with the majority being part time
- 15% of respondents indicate they have both employees and independent contractors
- Of those respondents who do not currently have employees – 54% are planning on adding staff in the next year

The most popular services with responding NASMM customers are (in order):

1. Move planning and move oversight
2. Downsizing
3. Un-packing and setting up the new home
4. Disposal/distribution of remaining items
5. Sorting services
6. Customized floor plans
7. Other miscellaneous services

The Anatomy of the Move

- 51% of responding NASMM members report they are contacted 2-4 weeks in advance of a move
- 34% of responding NASMM members report they are contacted 1-6 months prior to a move
- 21% of responding NASMM members report an average job takes between 17-24 hours
- 22 % of responding NASMM members report an average job takes between 25-32 hours
- 39% of responding NASMM members report an average job takes over 33 hours
- 62% of responding NASMM members indicate they contact another NASMM member for assistance with a client's move 1-5 times a year

Who is Contracting the Service?

- Over 50% of responding NASMM members report the older adult is making the initial contact for services
- 30% of responding members report the older adult's child/family is making the initial contact
- Responding NASMM members report that a senior housing community or referral source is making the initial contact 20% of the time

NASMM Member Profile

- 83% of responding NASMM member organizations are owned solely by women
- 13% of responding NASMM's member organizations are owned by men and women
- 53% of responding NASMM members are between the ages of 51-60
- 24% of responding NASMM members are between the ages of 36-50
- 23% of responding NASMM members are aged 60 or older
- 87% of responding NASMM members operate their Senior Move Management company out of a home office

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

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