

What happens after a senior living tour CTA?

A transparent review of 100 public community website journeys across 28 operator groups and 23 US states.

100

community pages reviewed

28

operator groups represented

23

US states represented

62%

manual or delayed signal

62 of 100 reviewed senior living pages exposed a manual or delayed step somewhere in the public inquiry-to-tour journey.

The direct answer

A tour button does not reveal whether the visitor is booking a confirmed visit or beginning another round of coordination. In this purposive benchmark, 62 pages exposed a form, preferred-time request, staff-arranged step, or other visible pause. Forty-seven pages exposed an automation signal. Fourteen exposed both.

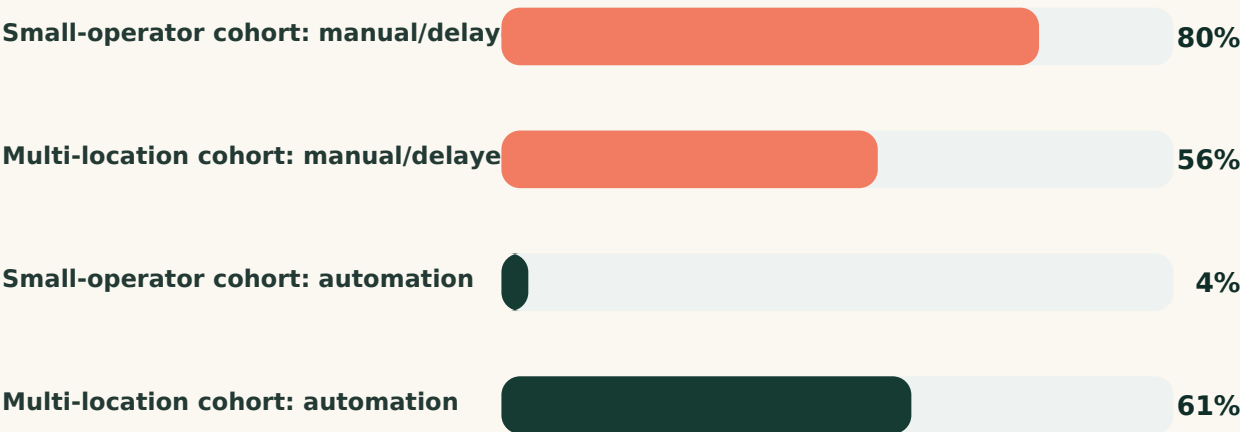
The practical question is not whether a page has a form or a chatbot. It is whether the full journey gives a family a clear next step while giving staff ownership, safe handoffs, and visibility into what is stuck.

Important: this is a targeted, operator-clustered website benchmark, not a randomized estimate of all US senior living communities.

COHORT COMPARISON

Small operators show more visible coordination friction

The 25-page independent and small-operator cohort exposed more forms and staff-arranged steps. The 75-page multi-location expansion exposed substantially more embedded automation. The cohorts should be read separately because pages from the same operator may share technology and design.



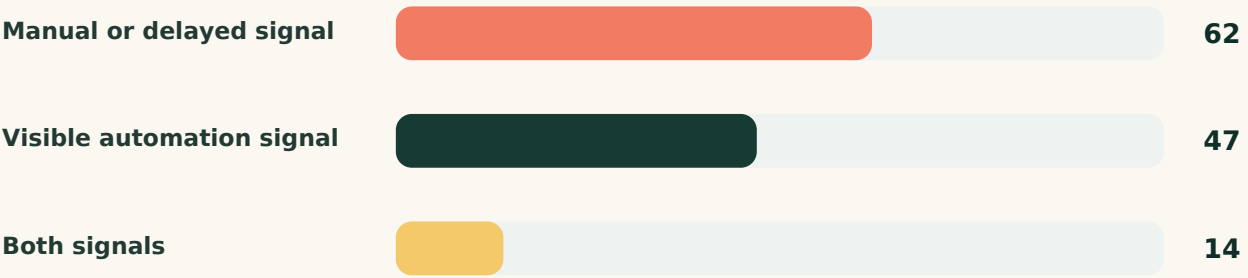
Percent of reviewed pages. Signals are not mutually exclusive.

Cohort	Pages	Manual / delayed	Automation
Independent and small operator	25	20 / 80%	1 / 4%
Multi-location template expansion	75	42 / 56%	46 / 61%
Combined benchmark	100	62 / 62%	47 / 47%

What the contrast suggests

Larger templates more often expose automation, but visible staff follow-up and preferred-time requests remain common. Automation presence alone does not prove a confirmed tour, complete integration, or better conversion. The useful audit unit is the whole journey, not the widget.

The same CTA can lead to five different journeys



Counts across 100 reviewed pages. Fourteen pages exposed both signal types.

01	Form and staff-arranged	The visitor provides information; a person or team handles the next step later.
02	Time requested, not reserved	The page accepts a preferred date or time without visibly confirming a booking.
03	Embedded inquiry assistant	An automated assistant is exposed and can continue the conversation.
04	Automation plus staff follow-up	An assistant is present, while the page still promises later staff contact.
05	Immediate scheduling visible	Availability, supported selection, and confirmation are clear to the visitor.

THE REVENUE PROBLEM

Families may contact more than one community. Every unnecessary pause between inquiry and a clear next step gives another community an opening.

A controlled fix should acknowledge the request, expose only approved availability, confirm the visit, notify the staff owner, pause for sensitive questions, and show managers what is still stuck.

HOW TO USE THIS RESEARCH

Transparent enough to verify; restrained enough to trust

25-page initial cohort	Independent and small-operator pages evaluated July 12-13, 2026. Public rows remain anonymized to separate research from outreach identities.
75-page expansion	Fifteen public community pages from each of five operator clusters: Brookdale, Sunrise Senior Living, Benchmark Senior Living, Merrill Gardens, and Leisure Care.
Review protocol	One public page per row. No form submission, impersonation, response-time test, private-system access, or resident or medical information.
Evidence recorded	CTA category, visible journey category, manual or delayed signal, automation signal, state, operator-size band, and review date.

Limitations

This is a purposive, operator-clustered sample. It must not be cited as the share of all US communities. Public HTML can expose scripts and language but cannot prove response speed, implementation quality, availability, integrations, conversion, occupancy, revenue, or clinical performance.

SUGGESTED CITATION

Quid Research. "2026 Senior Living Inquiry-to-Tour Benchmark: 100 Communities." Quid Admissions, July 14, 2026.

Read the full methodology and download the data

100-row anonymized dataset | 75-page named source register

Media and interviews: Umair Q., Founder, Quid Admissions

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