



CCRC Marketing Director Salaries Increase in 2006

	2003	2004	2005	2006
Director of Marketing	53,620	52,787	56,763	61,544

Oakland, NJ, June 16--The national average salary of Director of Marketing in Continuing Care Retirement Communities (CCRCs) increased 8.42% in 2006 to \$61,544, according to the ninth annual **AAHSA Continuing Care Retirement Community Salary and Benefits Report**, just published by **Hospital & Healthcare Compensation Service (HCS)**. This represents an increase over the 2005 figure of 7.53%.

The **Report** is published in cooperation with the American Association for Homes and Services for the Aging (AAHSA).

While base salaries increased for Director of Marketing, bonuses declined. The national average percent of bonuses paid to salary in 2006 was 15.43%, compared with 20.05% in 2005. The national turnover rate for the Marketing Department remained fairly static. Turnover in 2006 was 33.71% and 33.80% in 2005.

449 CCRCs participated in the study and provided compensation data on 60,370+ employees nationwide. The **Report** covers 42 management and 41 nonmanagement positions. Data are reported according to revenue size, total unit size, geographic region and state. Also covered are 21 fringe benefits, turnover rates by department, and projected salary increases for 2006 to 2007. Data are effective as of March 2006.

The complete 264-page **Report** will be available on June 26th for \$295. The AAHSA Member price is \$225. To order call HCS at (201) 405-0075 or write to PO Box 376, Oakland, NJ 07436, or visit at www.hhcsinc.com. A separate **Report** covering nursing homes will be available in July.