



Hospital & Healthcare Compensation Service

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Press Release

CCRC Directors of Nursing Receive 4.07% Salary Increase in 2025

Oakland, NJ, July 2025 – Directors of Nursing (DONs) in Continuing Care Retirement Communities (CCRCs) and Life Plan Communities received a 4.07% salary increase in 2025, according to the newly released **2025-2026 CCRC Salary & Benefits Report**. The national Report is published annually by **Hospital & Healthcare Compensation Service (HCS)** in cooperation with **LeadingAge**.

While DON salary increases saw a notable uptick (4.07% in 2025 compared to 3.53% in 2024), other key nursing roles experienced moderate increases when compared to the previous year. Registered Nurse (RN) rates increased by 3.59% in 2025, a decrease from the 5.28% increase observed in 2024. Similarly, Certified Nurse Aides (CNAs) received an average hourly increase of 3.96%, down from a 5.03% increase last year.

DON Salary Comparison by Revenue Size

Job Title	\$10,000,000 to \$14,999,999	\$15,000,000 to \$19,999,999	\$20,000,000 to \$29,999,999	\$30,000,000+	Combined
DON	\$111,110	\$118,638	\$125,000	\$128,794	\$121,073

National salaries by revenue size from the 2025-2026 CCRC Salary & Benefits Reports.

*Salaries represent the national 50th percentile of data.

Sign-on bonuses continue to be used to attract new staff, with 55.70% of respondents reporting they currently offer sign-on bonuses, though the average dollar amounts are slowly decreasing. The average sign-on bonus for DONs decreased from \$7,886 in 2024 to \$7,164 in 2025; RN sign-on bonuses decreased from \$5,134 in 2024 to \$4,933 in 2025; and CNAs dropped slightly to \$2,053 from \$2,107 last year.

Sign-on Bonus Data

Sign-On Bonuses	2024 Average Sign-on Bonus	2025 Average Sign-on Bonus	2025 % of Participants Offering Bonus
DON	\$7,886	\$7,164	16.75%
RN	\$5,134	\$4,933	33.49%
CNA	\$2,107	\$2,053	28.23%

National data: 2024-2025 CCRC Salary & Benefits Reports.

This year marks the 28th annual year of publication of the **Report**. 528 CCRCs participated and provided compensation data on more than 90,170 employees, covering 47 management and 55 nonmanagement positions. 80.11% of study participants were not-for-profit facilities; 63.12% of not-for-profit respondents were religiously affiliated. The effective date of study data is March 1, 2025. Findings are reported according to revenue size, total unit size, region, state, and CBSA. The **Report** also includes 19 fringe benefits, turnover rates by department, shift differentials, and projected salary increases by department for 2025 to 2026.

The **CCRC Report** is available for \$400. To order, visit the **HCS** website at www.hhcsinc.com or call (201) 405-0075.

The **HCS Nursing Home Salary & Benefits Report** will be published in late July. The **Assisted Living Report** was released earlier this year. The studies are supported by **AHCA/NCAL**.

HCS, founded in 1971, is recognized as the leader in national healthcare salary and benefits research. **HCS** conducts national and custom marketplace studies, publishing more than ten specialized **Reports** each year.

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