



Key Trends in Senior & Specialty Move Management: Findings from the 2025 RoomSketcher Survey

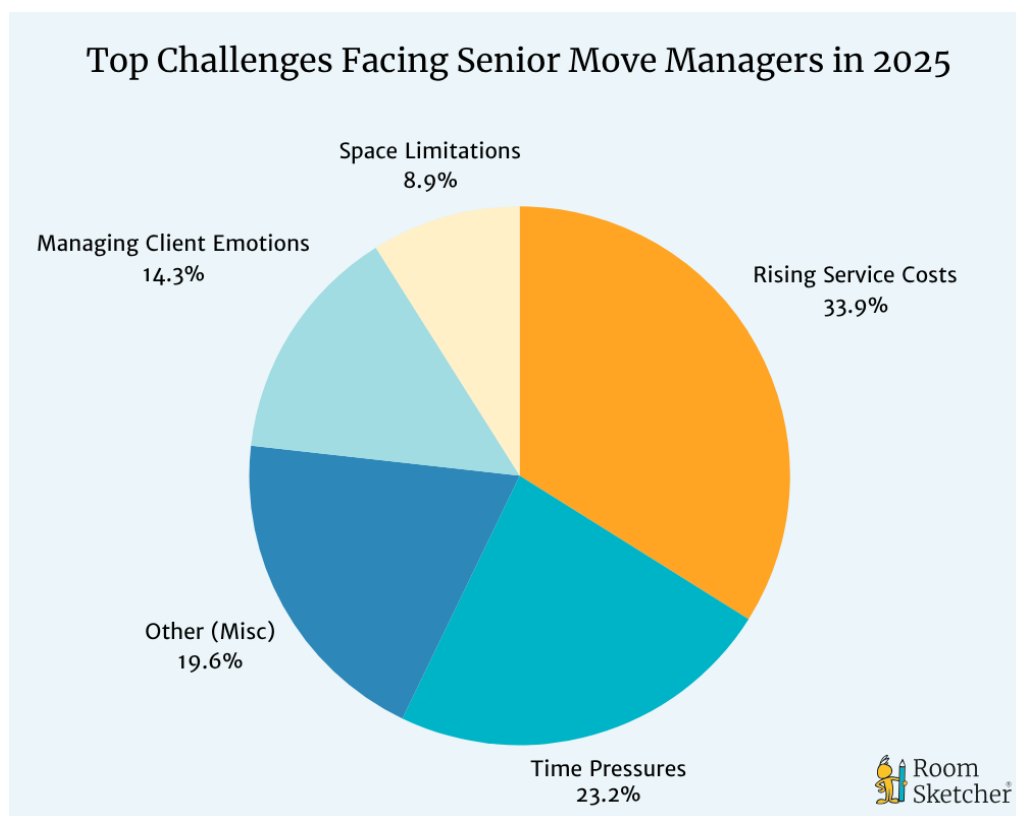
Rising Service Costs Are Top Challenge for Move Management Sector

Through a survey conducted ahead of the National Association of Senior & Specialty Move Managers (NASMM) annual conference held in Austin, Texas October 2025, RoomSketcher found that service costs were ranked as a top issue for more than a third of all move managers who responded.

Given the importance of the senior and specialty move management sector to RoomSketcher, the survey and accompanying qualitative interviews were conducted to further understand and document the needs of this professional community.

Rising service costs were ranked as most challenging by 34% of respondents. Time or scheduling pressures ranked second, selected by 23% of respondents, followed by client emotional management at 14%.

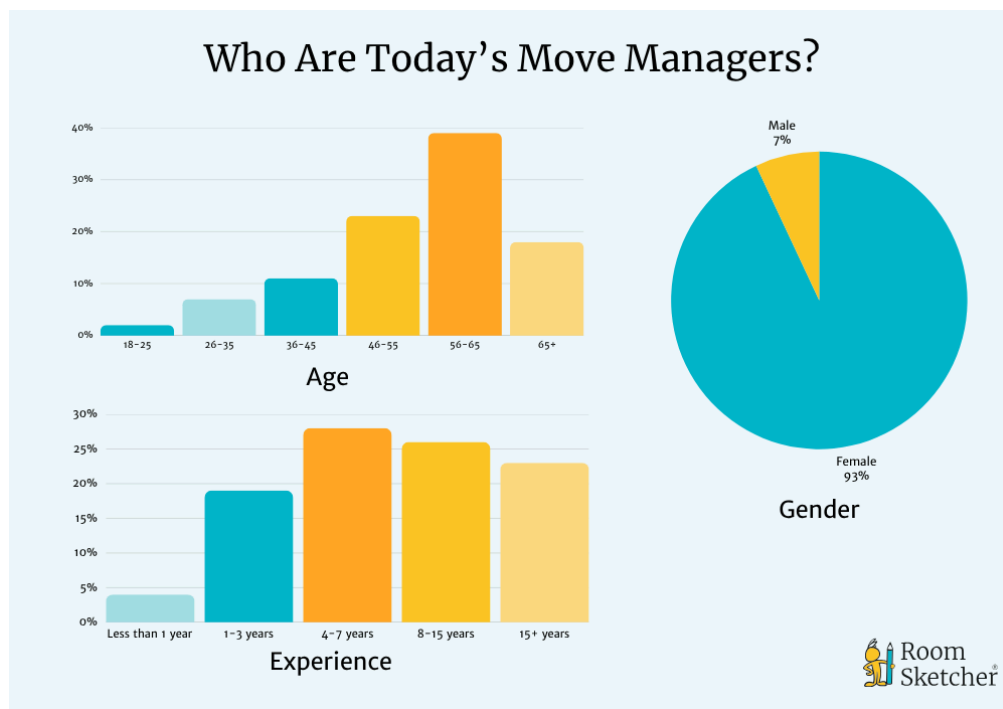
Space limitations in the new home were ranked as the top challenge by 9%, while a miscellaneous mixture of challenges made up the remaining 20% of our survey's responses.



A Female-Majority, Highly Experienced Workforce

The specialty and senior move manager sector is a distinctly female-majority profession, with women making up 93% of our surveyed respondents. The statistic aligns with adjacent sectors such as social work, real estate, and interior design, which are similarly client-facing and service-oriented female-majority professions.

The move management sector is also defined by its highly experienced workforce, with half of our survey respondents reporting more than eight years of experience within the industry and nearly a quarter exceeding 15 years. Our results suggest that move management is a mature and specialized profession with practitioners who bring deep, experience-based knowledge and expertise to their work.



Managing Emotions And The 'Command Center'

Aside from collecting survey data, RoomSketcher also conducted a series of interviews to gather qualitative data from several professionals within the move management sector. Interviewees highlighted the importance of emotional management skills for the SMM profession, noting how home moves were often an emotionally charged and difficult process for many clients.

As part of the emotional management work conducted by SMMs, professionals described recreating spaces in the new home referred to as a 'command center.' These spaces recreate small, familiar areas that anchor clients emotionally and functionally to their previous homes during transition.

Although informal and referred to by several different names, the 'command center' concept was mentioned independently by most interviewees, suggesting an emerging best practice across the sector.



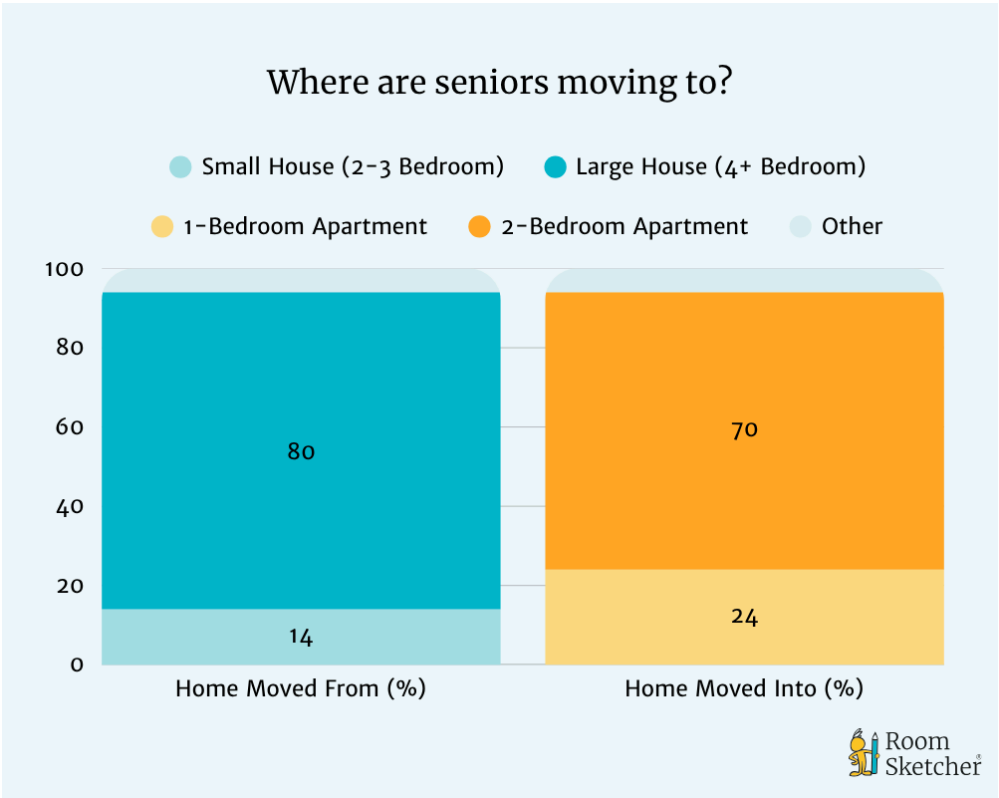
Professionals described the typical ‘command center’ as the area where the client sits in their recliner or armchair with a side table, lamp, and essentials such as a phone or TV remotes within reach. The area serves as a primary hub for the rest of the home.

Downsizing Often Halves Bedroom Count

Based on the insights from our survey respondents, RoomSketcher was also able to build a picture of how specialty and senior move management clients are relocating. The responses show that SMM services are typically required for clients moving from a large house to a mid-sized apartment.

Specialty and Senior Move Managers reported that their clients most often moved from a 4+ bedroom home in 80% of responses. In 14% of responses, SMMs indicated that their clients moved from 2–3 bedroom homes most.

2-bedroom homes were selected as the most popular home to transition to for clients in 70% of responses, while 1-bedroom homes were selected as the most popular in 24% of responses.



Independent Living Preferred

Our survey's respondents also showed that a majority of clients seeking SMM services are moving into homes where they will live independently. Independent living moves accounted for 75% of responses, while assisted living moves made up 20%.

Several causes could account for the prevalence of independent living in SMM clients, including the possibility that SMM services may be less applicable for assisted living spaces.

Further Insights

Aside from the main findings presented above, the survey and interviews revealed several secondary trends and patterns that provide insight into how SMM professionals conduct and approach their jobs.

Respondents showed a clear preference for planning using digital tools rather than traditional magnetic boards, confirming interviewees' emphasis on digital floor plans as the most effective method to communicate size constraints and actively include clients in decision-making.

Many managers also reported using techniques such as numbered inventories, color-coded labeling systems, and physical demonstrations (like painter's tape on the floor) to help clients visualize their new space and make confident decisions. These qualitative insights highlight a sector built on a blend of technical planning, emotional support, and highly personalized service.

Methodology

RoomSketcher carried out this survey ahead of the National Association of Senior & Specialty Move Managers (NASMM) conference held in Austin, Texas in October 2025. The data is based on the responses of 56 US-based senior and specialty move managers. The survey collected quantitative data on industry challenges, sector trends, and professional demographics. RoomSketcher also conducted a smaller set of qualitative interviews with 17 active professionals in the sector for additional insights and contextualization of the survey data.

To avoid skewing tool-preference results, responses that posed conflicts of interest or risked biasing the analysis were excluded. Contrary to the quantitative survey data, the qualitative interviews represent subjective individual opinions; their insights should not be considered definitive, but indicative of industry trends and patterns.

About RoomSketcher

RoomSketcher provides easy-to-use, professional floor-planning software used by thousands of industry professionals, including senior and specialty move managers. The company remains committed to supporting this community with intuitive digital tools that streamline planning, communication, and client transitions.