

Key Metrics

The Covid19 pandemic has uncovered deep flaws in the senior long term care system, which has been worsening for decades.* It's vital that WellNest be made available to the thousands of families that can benefit from our solution.

Current Customers: 6 Units; 1 Services



Conversion Metrics



10% lead conversion rate



15% customer acquisition rate



\$244,700 lifetime value of a customer



\$10,300 customer acquisition cost

*Our customer lead rate has increased from 10% to 25% since the start of the pandemic.