

Madison County Senior Housing Inc

Executive Director / CEO

EIN 542170712

MO · NTEE L22

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Keri Mccrorey, Executive Director / CEO** (\$15,116) against **every comparable organization** that fit the selection criteria — **137** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **25th** percentile of comparable organizations within the typical range

Benchmarked executive: Keri Mccrorey — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (L22).
BUDGET	Total revenue between \$127,197 and \$284,770 — 0.67x to 1.50x the subject's \$189,847 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (L22), nationwide + budget 0.67–1.5x revenue.

137 organizations qualified on sector, size, and geography → **137** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,005	\$15,543	\$30,373	\$54,674	\$72,876	\$15,116
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● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to MO cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Apostolic Temple Village Association Inc	IN	\$188,942	President	\$32,987	\$33,814	2023
Asi Dakota County Inc	MN	\$188,708	President/tr	\$68,006	\$61,809	2025
Access Housing Inc	RI	\$191,466	Chief Executive Officer	\$47,926	\$42,271	2025
Community Housing.li Inc	OR	\$186,689	President & Ceo	\$45,693	\$40,063	2024
Affordable Caring Housing Inc	TX	\$186,001	Chief Program Administrator	\$57,360	\$55,773	2023
Wyoming Dementia Care	WY	\$185,772	Executive Dir.	\$114,017	\$115,273	2024
Homes For Mcconnellsburg Inc	MD	\$194,134	Vice President & Director	\$27,109	\$23,929	2024
Spectrum For Living River Vale	NJ	\$194,284	President/ceo	\$54,495	\$45,938	2024
Mary Lee Flagship	TX	\$194,448	President/e.d.	\$277	\$269	2023
Hebrew Seniorlife Affiliated Medical Group Inc	MA	\$194,877	President And Ceo (Thru 7/2023, Returned 5/2024 To Current)	\$84,903	\$72,034	2024
Converse-kokomo Oic Housing Servicesinc	CA	\$184,108	President/ceo	\$68,128	\$55,543	2024
Methodist Village Inc	AR	\$182,403	Ceo	\$14,434	\$14,924	2025
Northern Valley Home	ND	\$181,247	President	\$600	\$622	2024
Roslindale Senior Housing Corporation	MA	\$180,909	President	\$28,210	\$23,934	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Unity Court Apartments Inc	WV	\$180,733	President	\$53,483	\$54,674	2024
Providence Rossi Association	WA	\$199,370	President	\$535,028	\$452,261	2024
Coulee Homes Ltd	WI	\$179,604	President/ceo	\$138,859	\$140,965	2023
Maine Adult Education Association	ME	\$179,147	Executive Director	\$44,659	\$41,133	2025
North East Manor Inc	PA	\$179,147	Ceo	\$18,725	\$17,630	2024
Pendleton Village Inc	WV	\$200,955	Administrator	\$24,451	\$24,996	2024
Sessions Village 202	WA	\$201,546	Ed/administrator	\$11,077	\$9,363	2024
Morse Elderly Housing Corporation	FL	\$177,756	Vice Preside	\$75,384	\$65,139	2025
Bay Aging Apartments Westmoreland Inc	VA	\$202,173	President	\$268,673	\$238,614	2025
West Central Mo Maplewood Estates Inc	MO	\$203,602	Chief Executive Officer	\$24,797	\$24,158	2025
Ken-crest Housing Pa 2001 Inc	PA	\$204,101	Ceo	\$29,531	\$27,805	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MO cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

● Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to MO cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

● Sample, role match & sensitivity

PEER COUNT **137** organizations. Compensation range \$269–\$452,261; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$189,847); for reference, expenses \$225,845 and assets \$1,252,013.
ROLE MATCH	Keri Mccrorey, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	116 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	25 th
Total compensation (D + F), as reported (no adjustments)	24 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	40 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Keri Mccrorey) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 137 similarly situated organizations (Same NTEE sector (L22), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,116 is reasonable (approximately the 25th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.