

Senior Housing Census and Operations Update



**June
2021**

Introduction

For over 25 years, Move-N Software has been focused on creating exceptional software exclusively for the Senior Housing industry, designed to increase census and revenues, and enhance resident care. As the industry has changed and technology has advanced, so has Move-N. Our goal is to give our customers more than they expect. During this COVID-19 crisis, as a service to the industry, we have been providing monthly statistics based on data aggregated from our small, mid-sized and large customers across the US and Canada, so that you may get a sense for the pandemic influence on the overall industry.

The information provided in this update consists of month to month and year to date data comparing 2020 vs. 2021, as of June 30th.

June Analysis

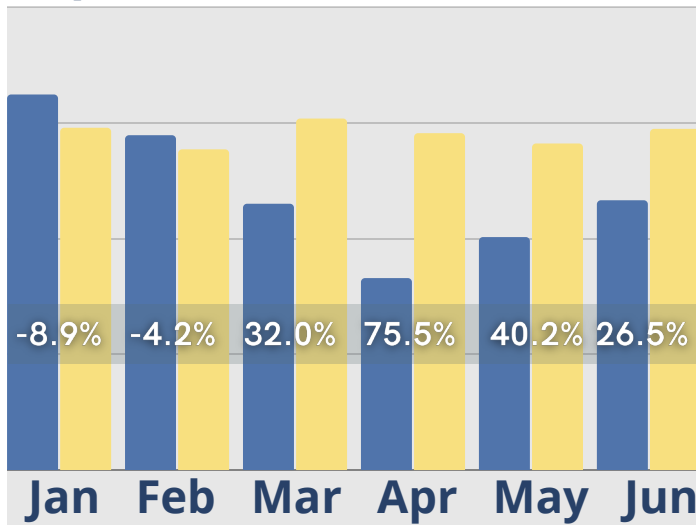
At last! June census shows a slight increase over the same period last year. The rebounding of lead volume and tours to the same level as January 2020, combined with the shorter time frame for converting tours to move-ins, and continued lower move-out rates should result in future revenue gains. Based on the number of residents with assessments, care needs appear to have continued to rise in Q2, but incident rates have continued to decline.

**Giving our customers more
than they expect.**

June 2020 vs 2021 Last 6 Months

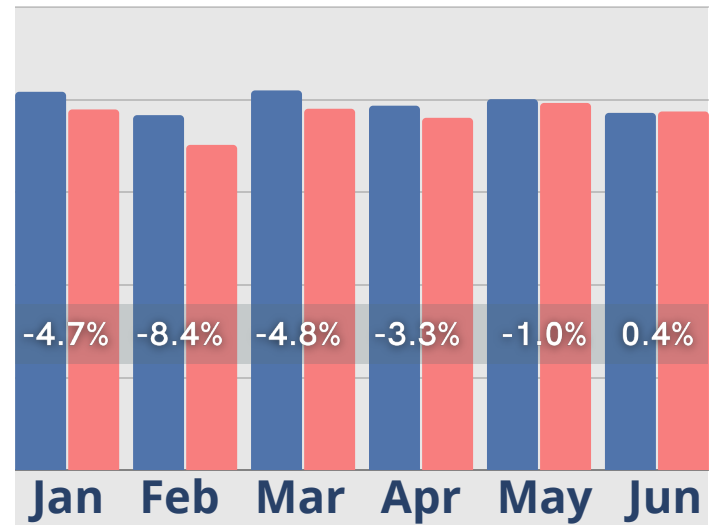
Inquiries

LY -2020 CY -2021



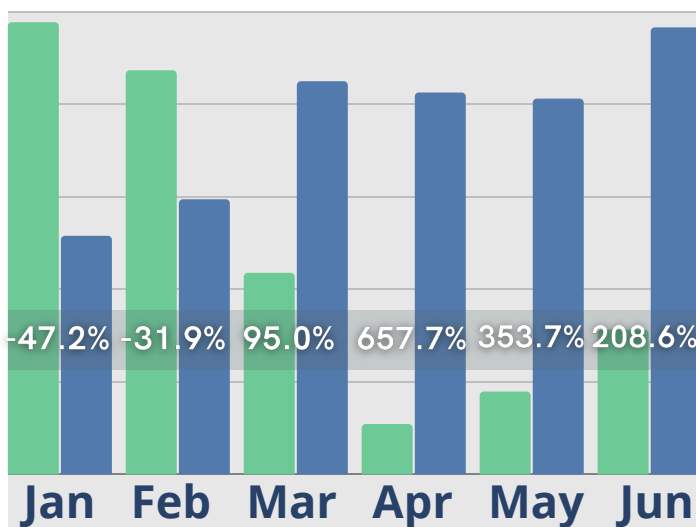
Census

LY -2020 CY -2021



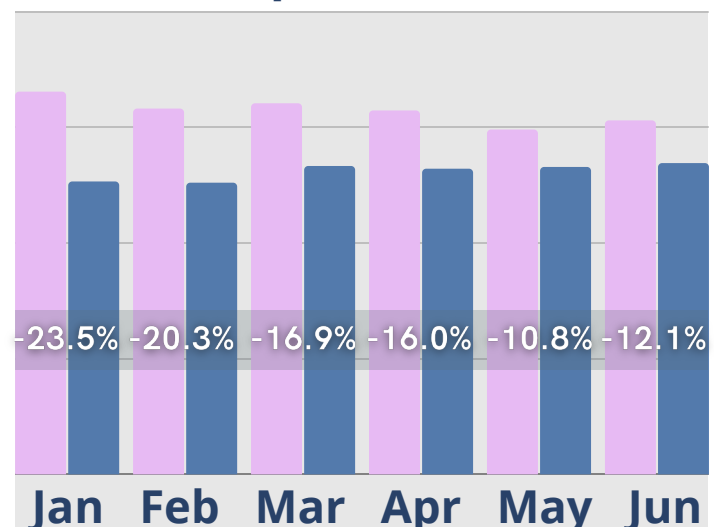
Initial Tours

LY -2020 CY -2021



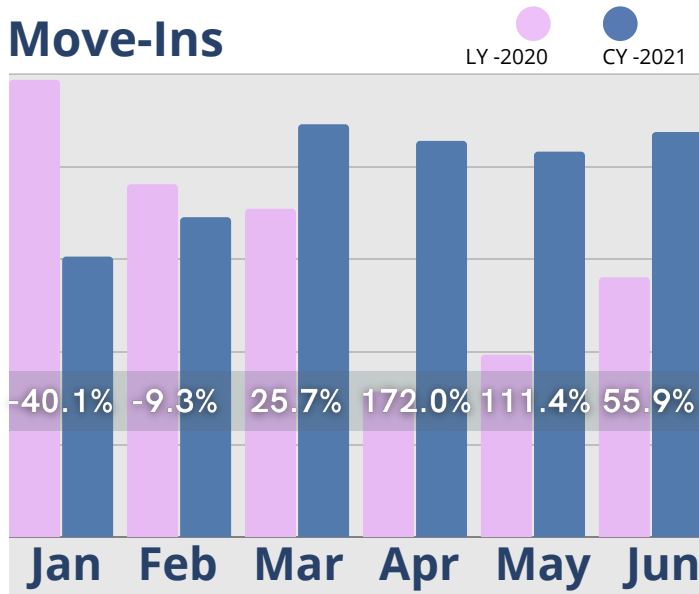
Cash Receipts

LY -2020 CY -2021

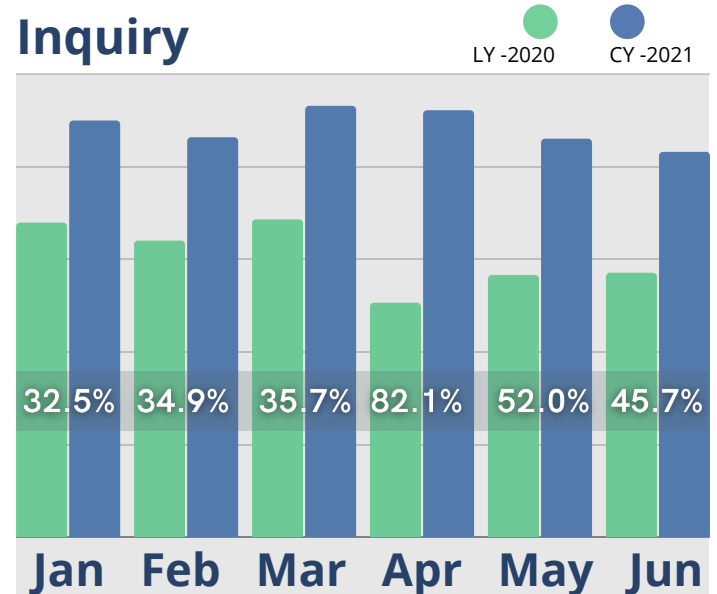


June 2020 vs 2021 Last 6 Months

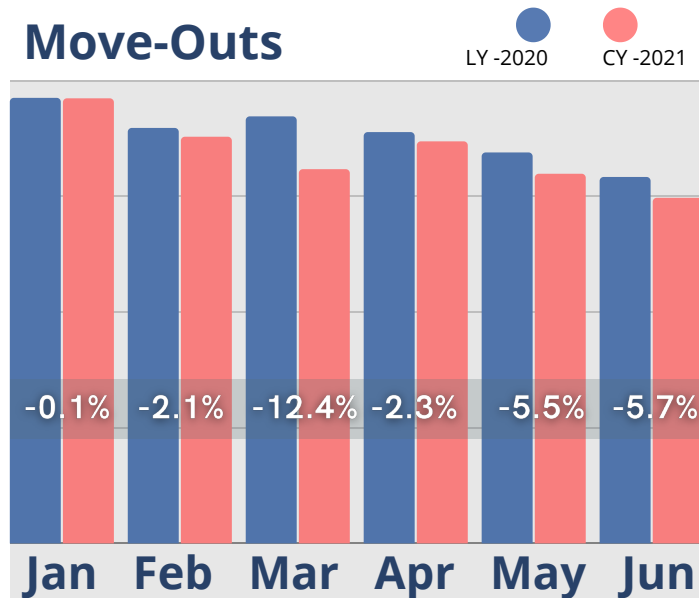
Move-Ins



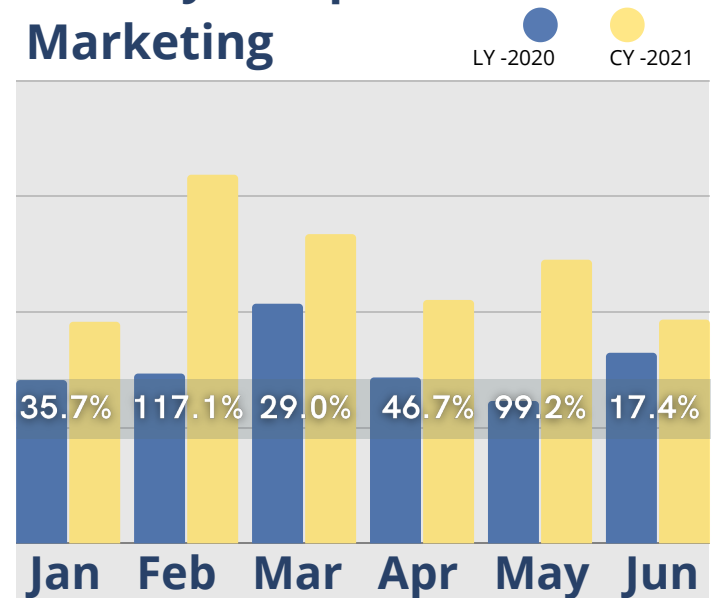
Activity Completed-Inquiry



Move-Outs

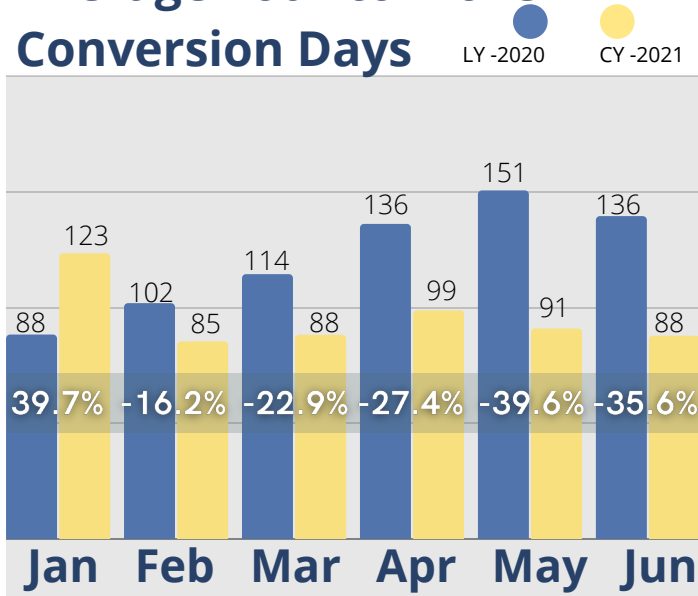


Activity Completed-Marketing

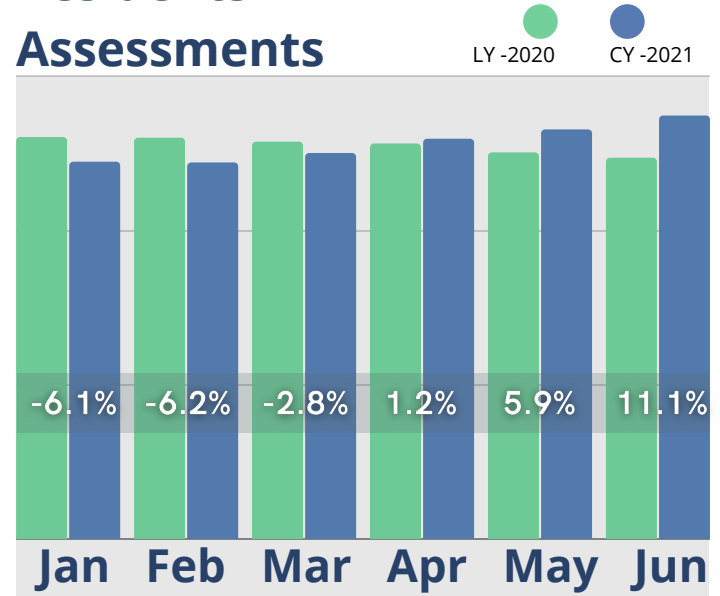


June 2020 vs 2021 Last 6 Months

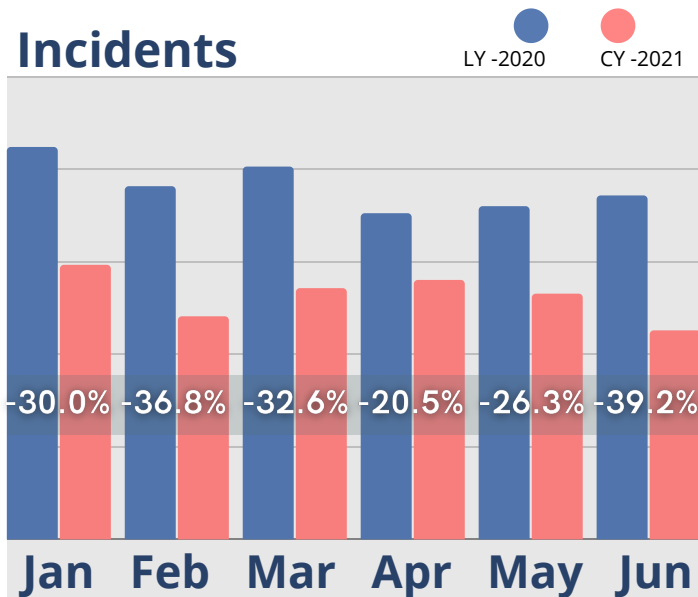
Average Tour to Move-In Conversion Days



Residents w/ Assessments

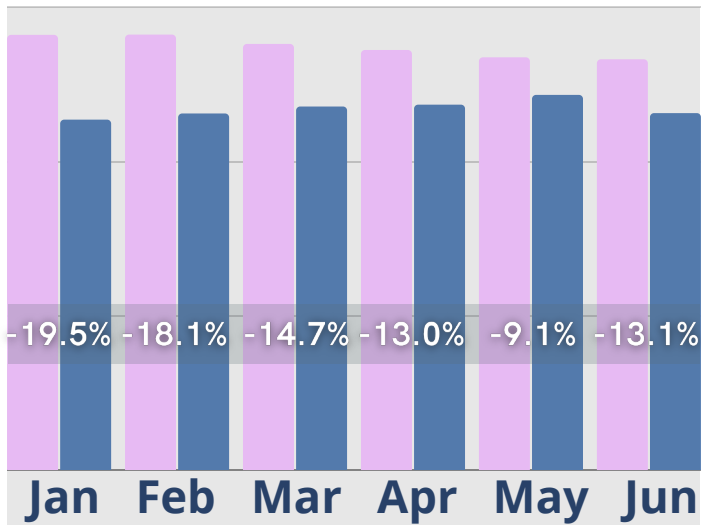


Incidents

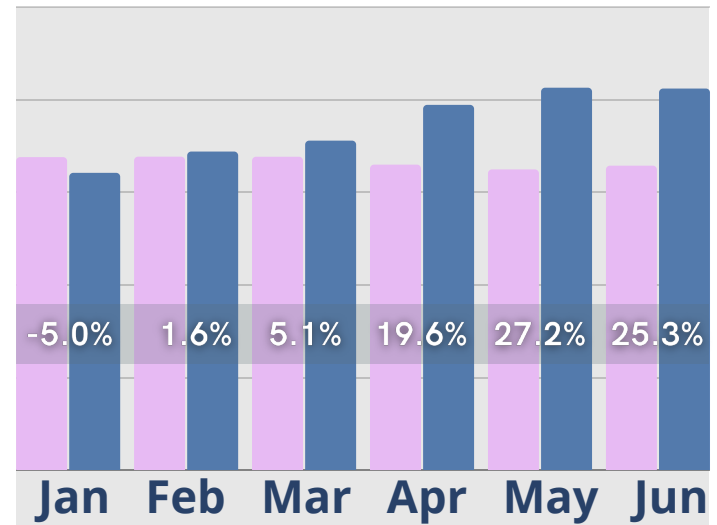


June 2020 vs 2021 Last 6 Months

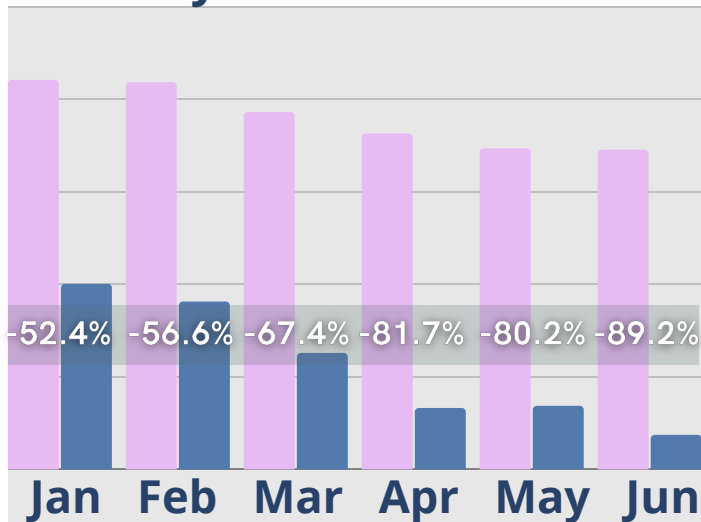
Rent Roll Summary- Room Rate



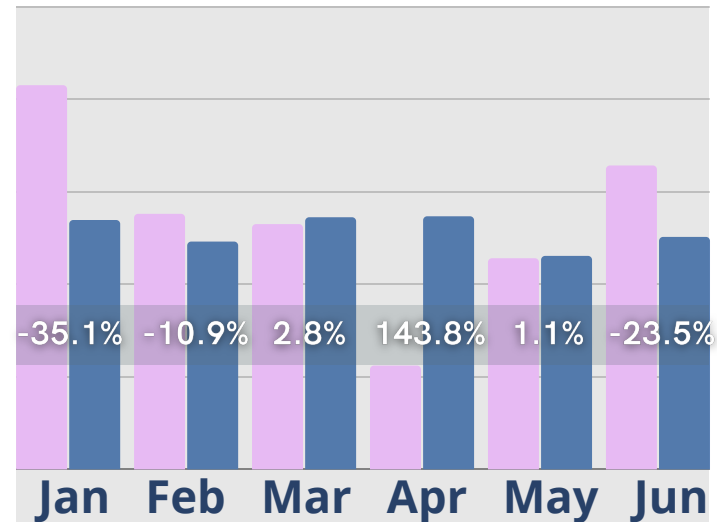
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



LY -2020

CY -2021

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