

Senior Housing Census and Operations Update

Move  **N**
Software, Inc.

**April
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 year over year comparisons for 2019, 2020 and 2021 from our database as of April 30th.

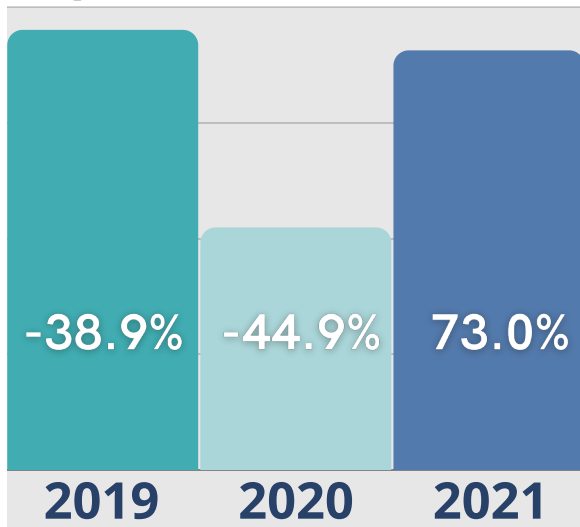
April Analysis

This April, as COVID infections and deaths continued to decline in the US, there was more good news for Senior Housing. Leads have rebounded and are up 73% over the same period last year, close to what they were in 2019. Initial Tours made an amazing recovery, with a year over year increase of over 631%. The reduction in the number of days to convert tours to move-ins, along with the influx of move-ins and continued decline in move-outs should have a positive impact on census and revenues in the coming months. Stay tuned, as we will continue to monitor these outcomes and share that information as it becomes available.

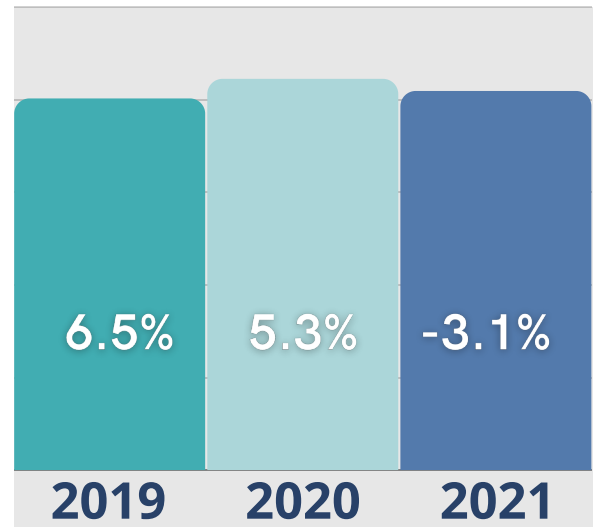
**Giving our customers more
than they expect.**

April Year Over Year Comparisons

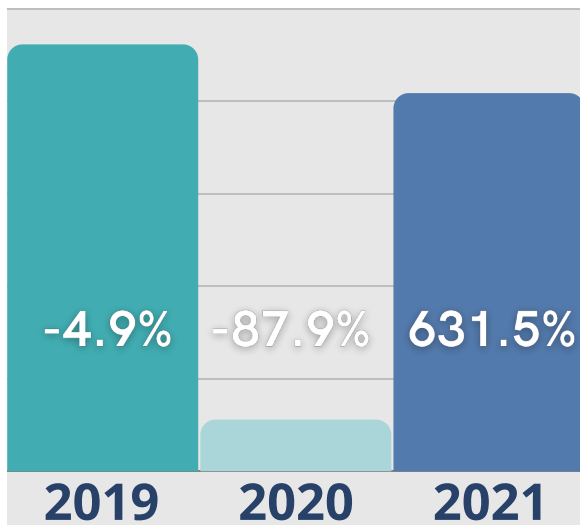
Inquiries



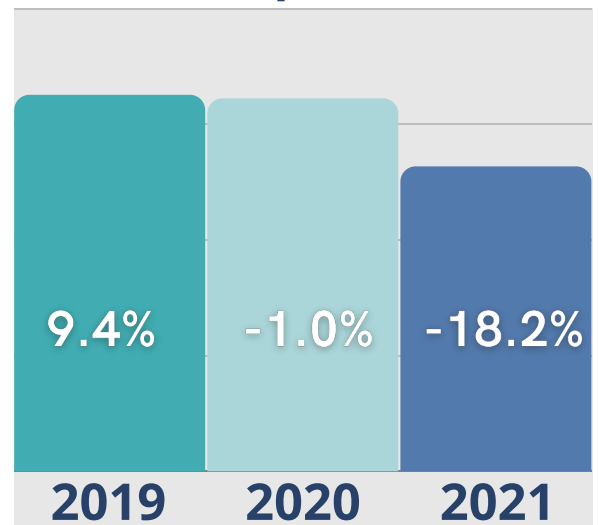
Census



Initial Tours



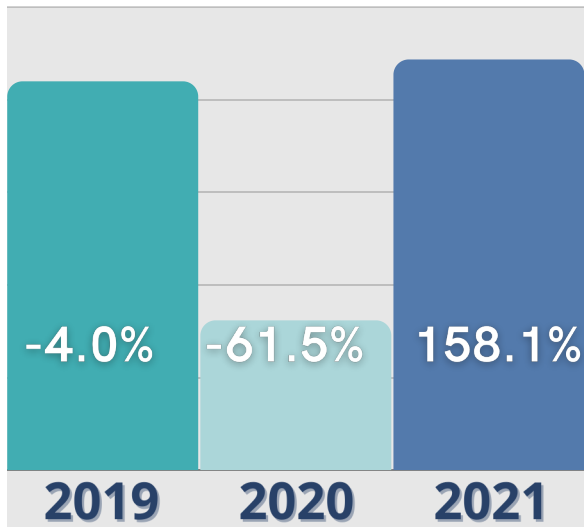
Cash Receipts



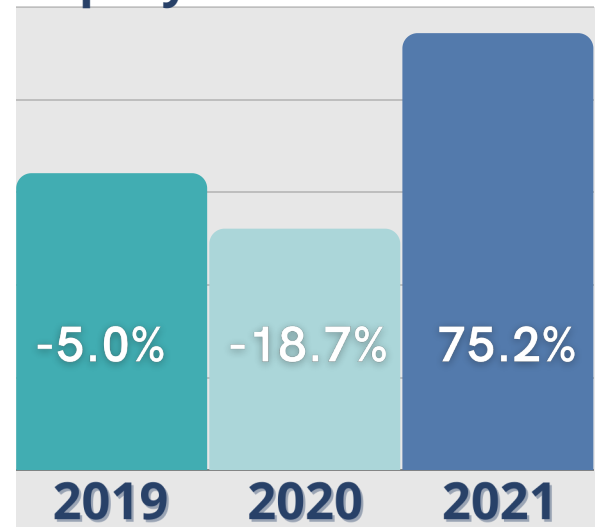
*These graphs contain year over year comparisons for 2019, 2020 and 2021. Please note that 2019 figures are year over year comparison to 2018.

April Year Over Year Comparisons

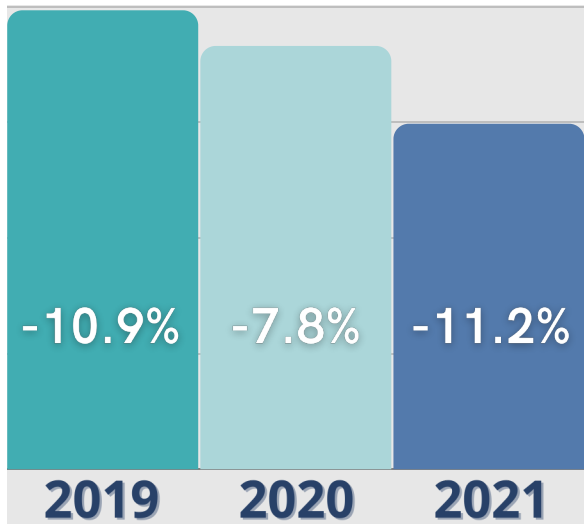
Move-Ins



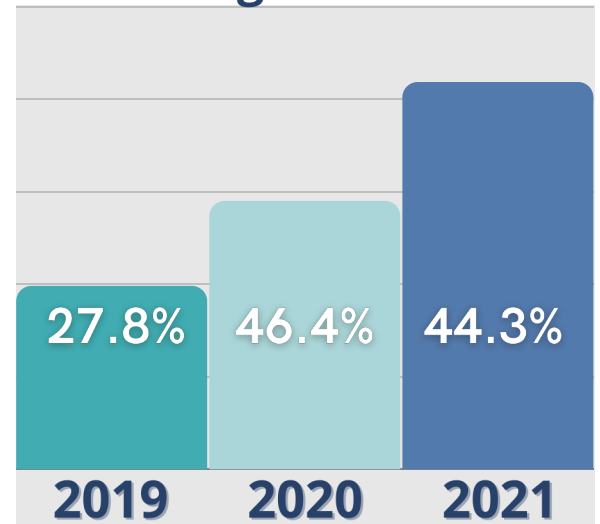
Activity Completed- Inquiry



Move-Outs



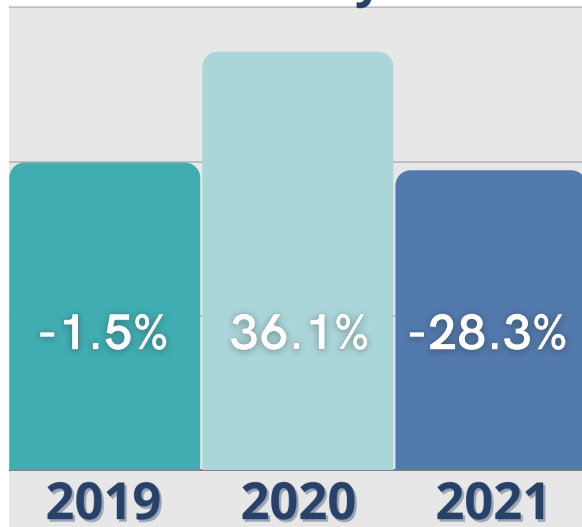
Activity Completed- Marketing



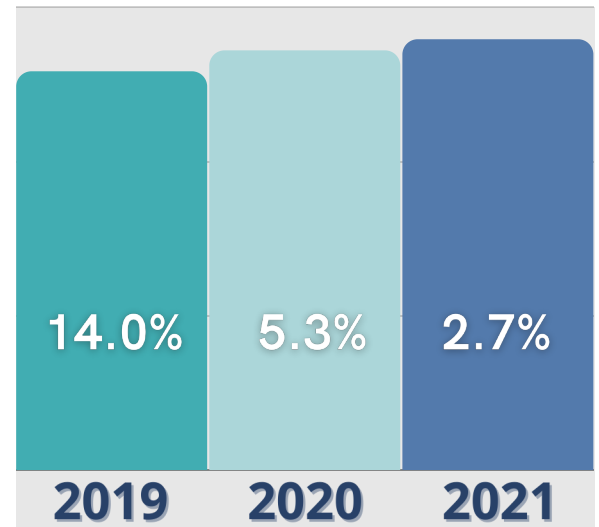
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April Year Over Year Comparisons

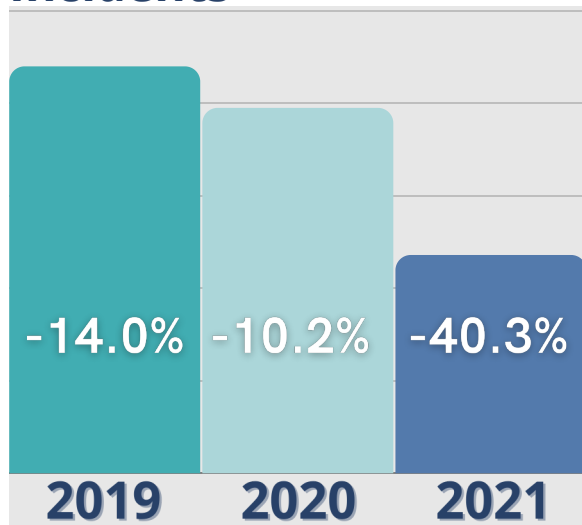
Average Tour to Move-In Conversion Days



Residents w/ Assessments



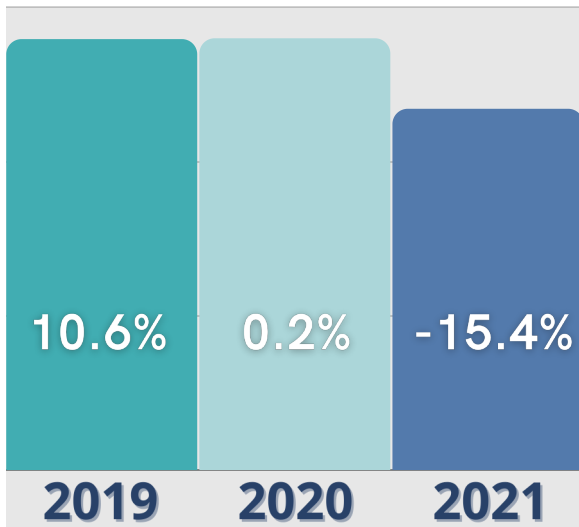
Incidents



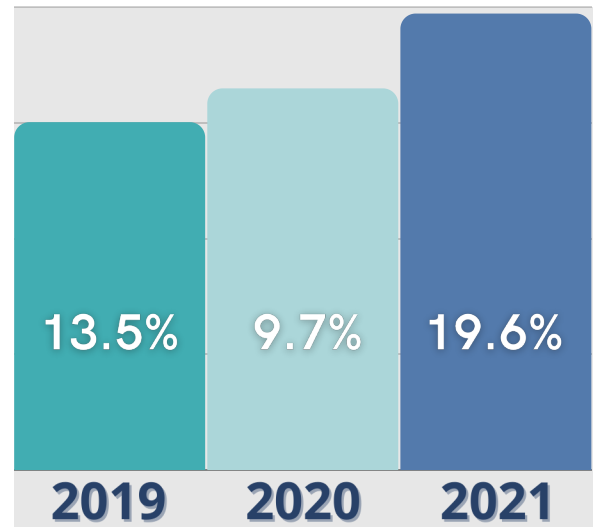
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April Year Over Year Comparisons

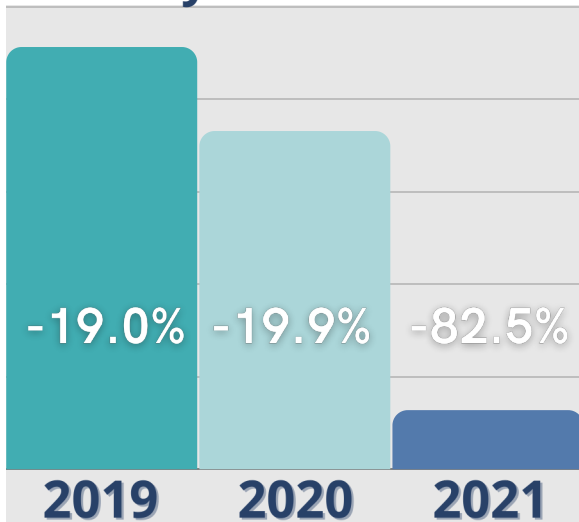
Rent Roll Summary- Room Rate



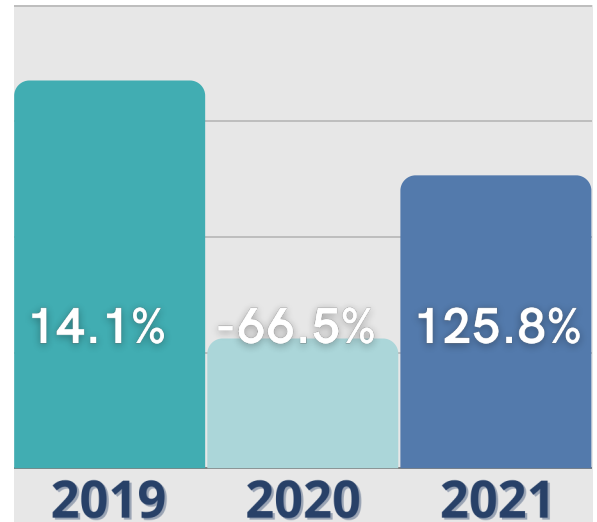
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



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