

Senior Housing Census and Operations Update



**August
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 August 31st.

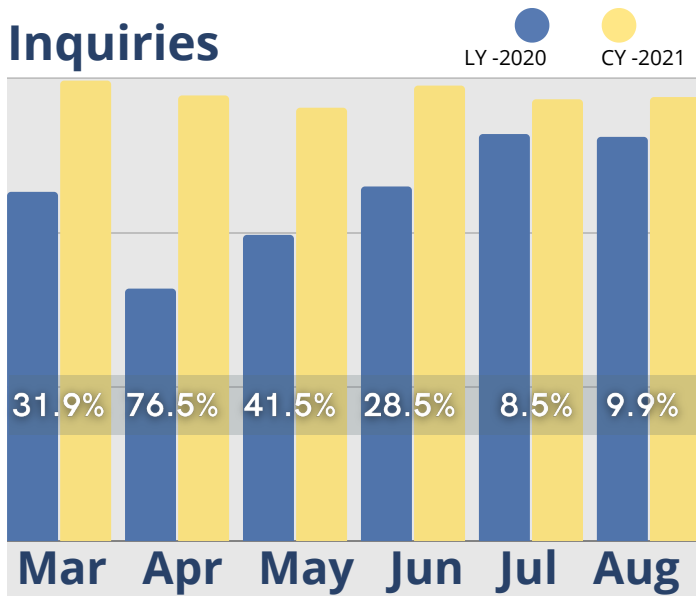
August Analysis

As the recovery continues, August leads and tours have remained stable, and census and cash receipts have continued to inch upward. The number of days to convert a tour to a resident has improved significantly over same time last year, and August has had the shortest tour to move-in conversion period this year. Care needs have increased slightly and care revenues are relatively flat since May. Room revenues showed minor gains, while other recurring revenues continued trending significantly lower compared to 2020.

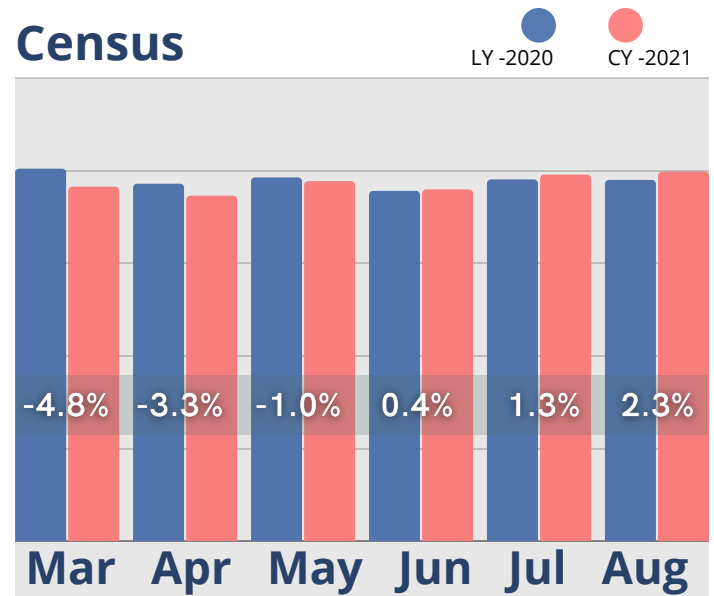
**Giving our customers more
than they expect.**

August 2020 vs 2021 Last 6 Months

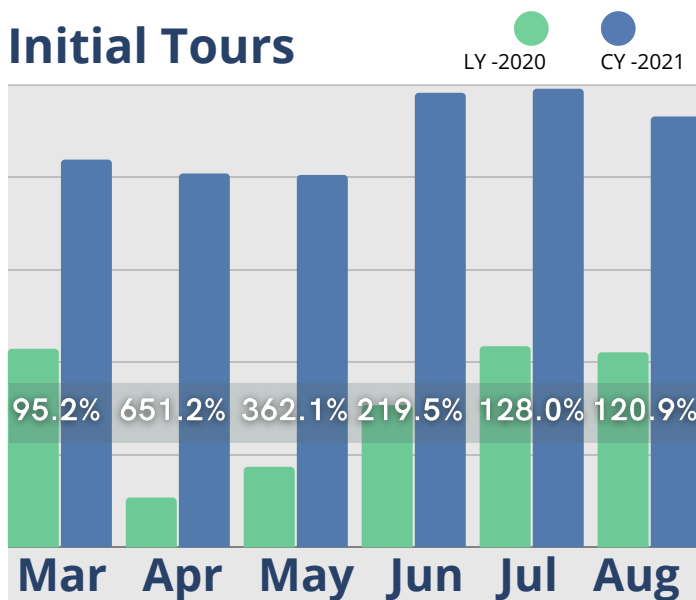
Inquiries



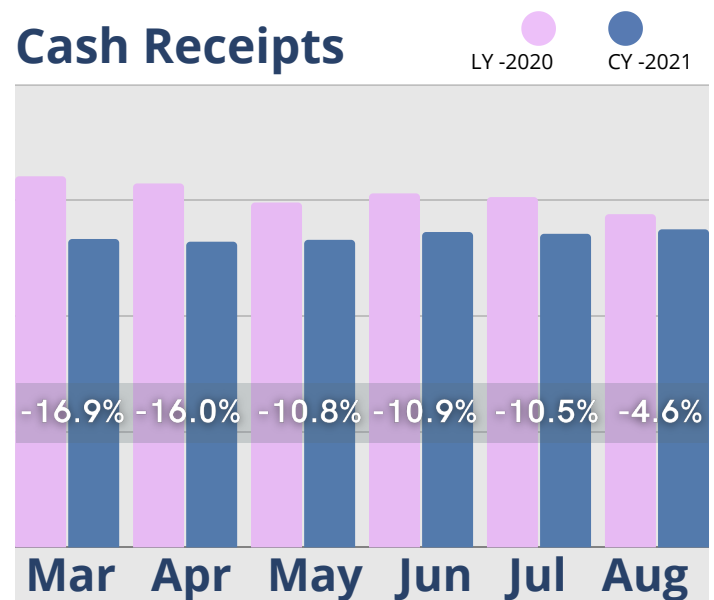
Census



Initial Tours

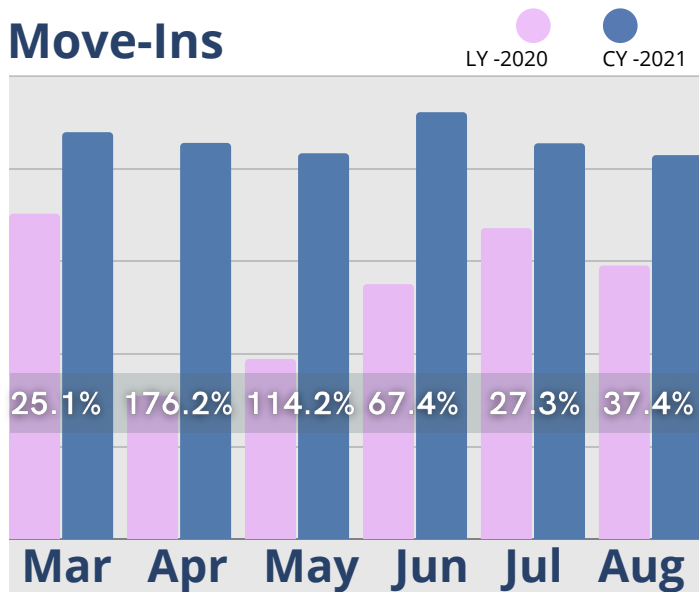


Cash Receipts

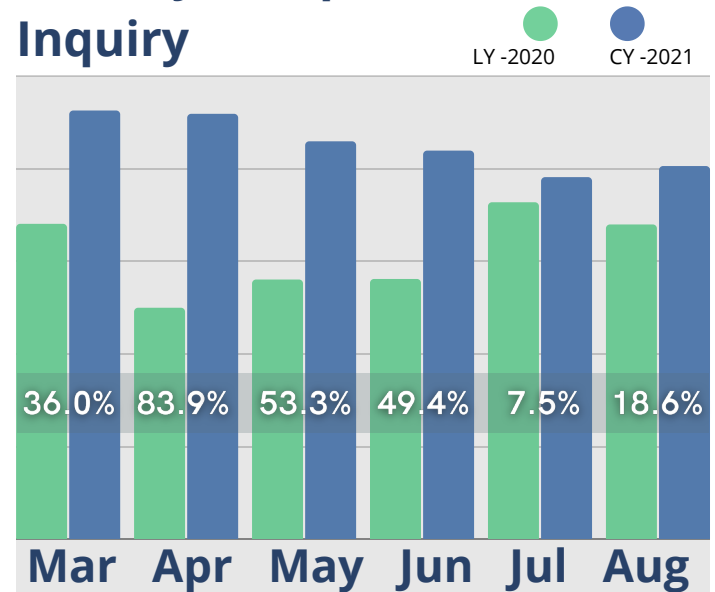


August 2020 vs 2021 Last 6 Months

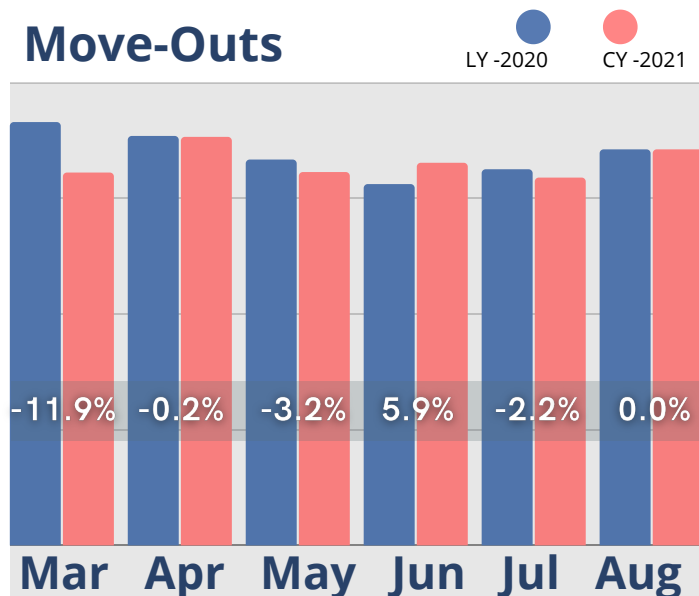
Move-Ins



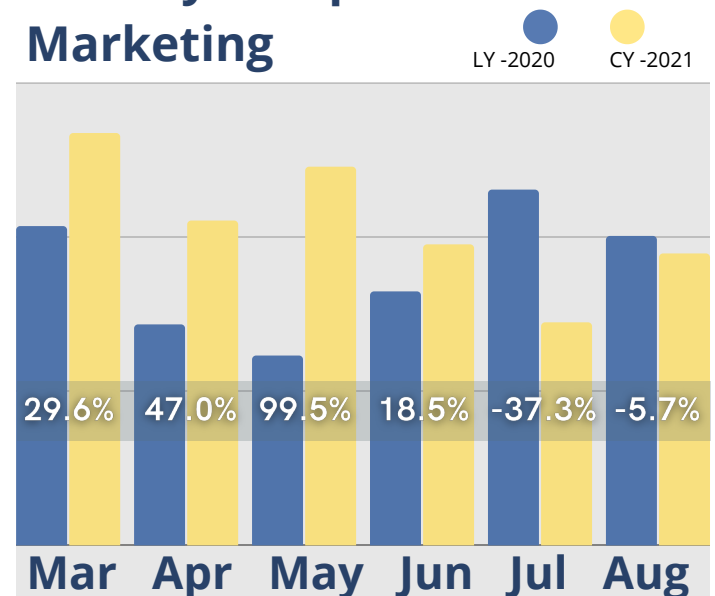
Activity Completed-Inquiry



Move-Outs

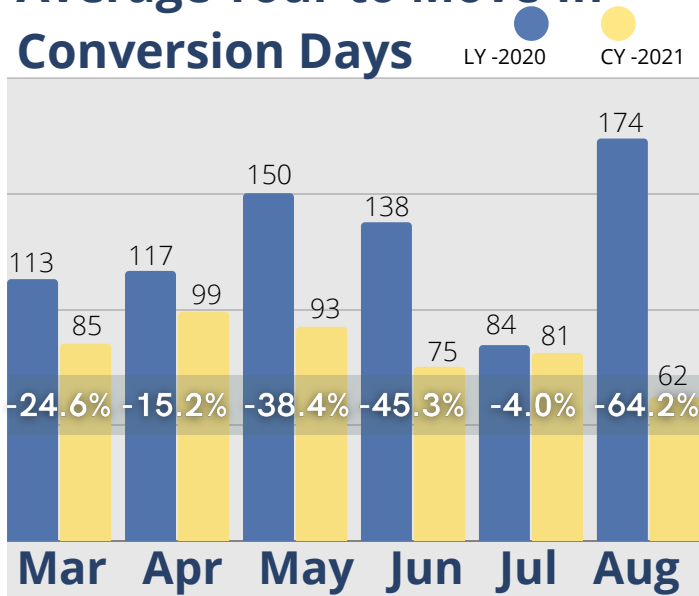


Activity Completed-Marketing

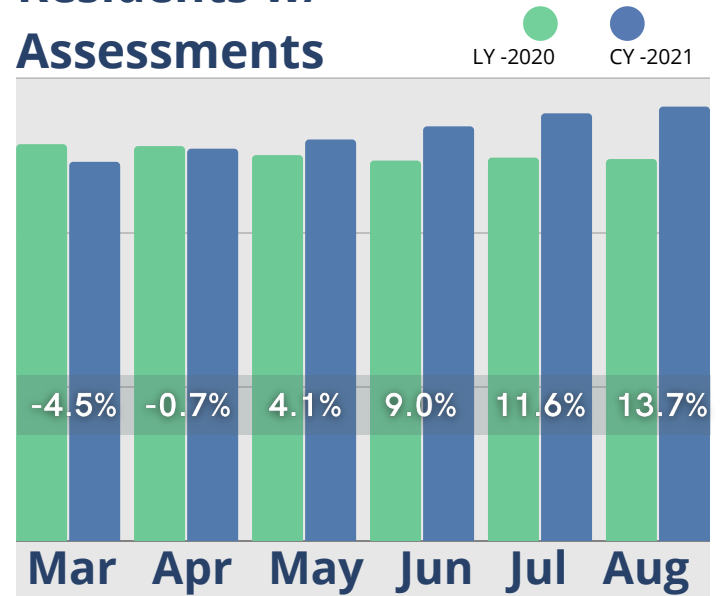


August 2020 vs 2021 Last 6 Months

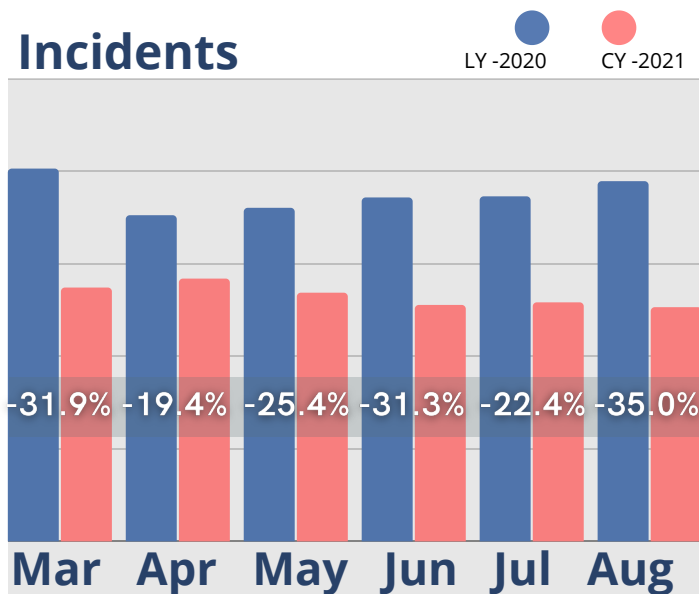
Average Tour to Move-In Conversion Days



Residents w/ Assessments

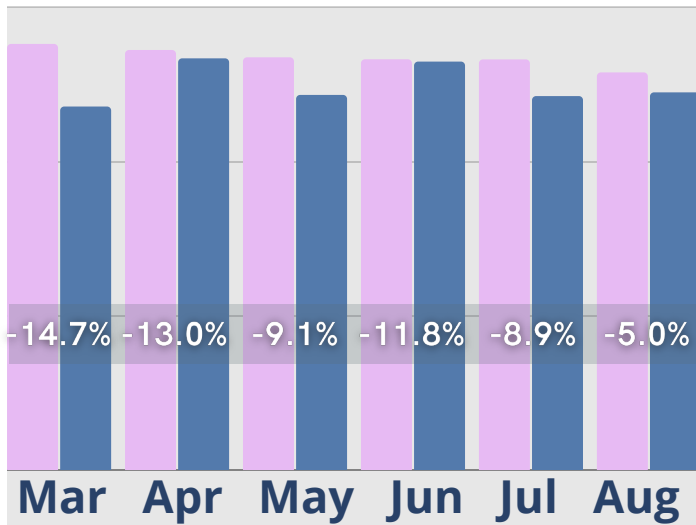


Incidents

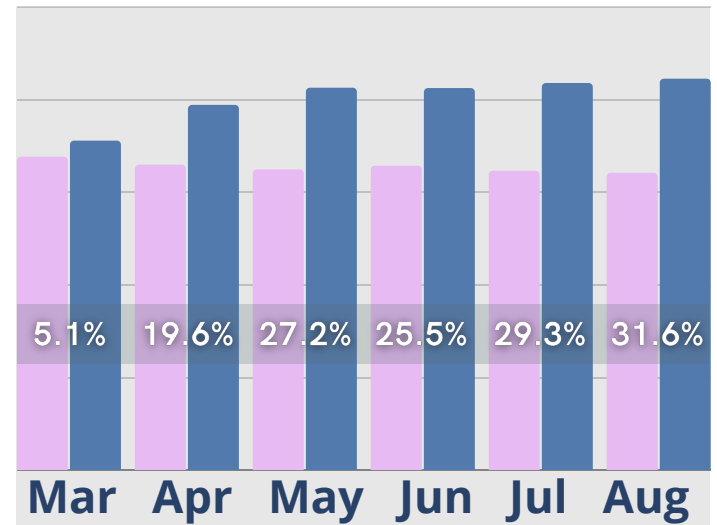


August 2020 vs 2021 Last 6 Months

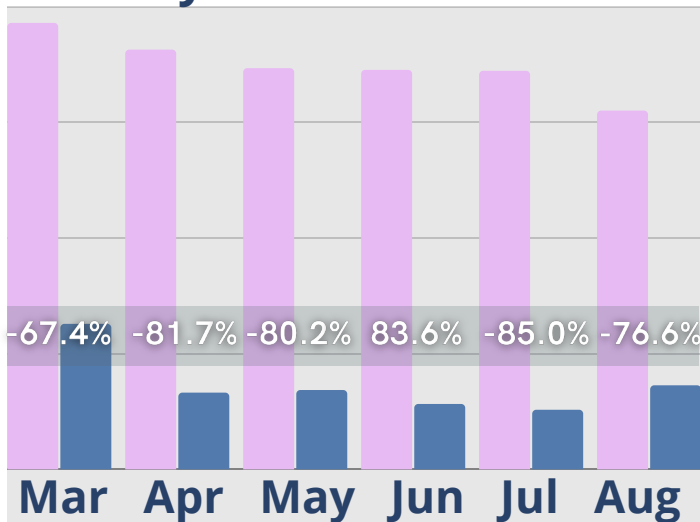
Rent Roll Summary- Room Rate



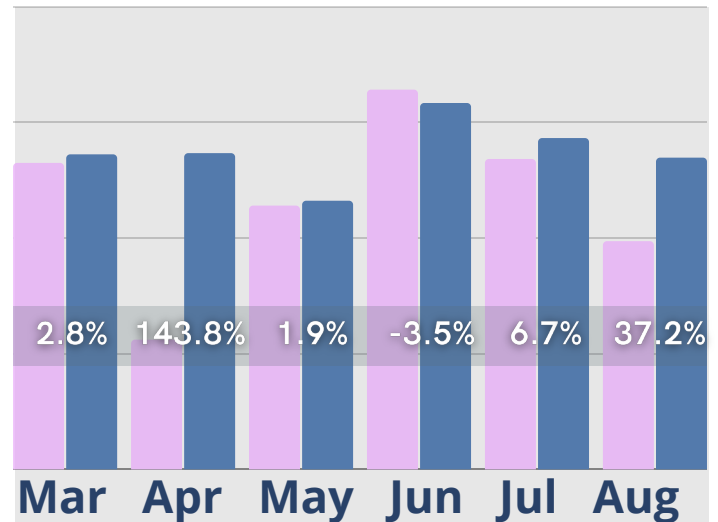
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



LY -2020

CY -2021

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