

Senior Housing Census and Operations Update



July
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 July 31st.

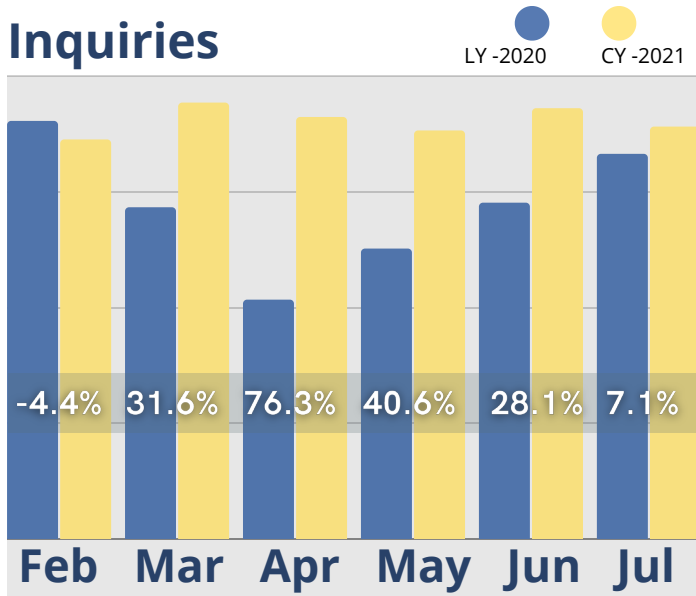
July Analysis

The good news from June has carried over into July, as almost all areas reported in our analysis continued to show improvements. Initial Tours were up by almost 125% when compared to July 2020, and while not as high, were close to the same total as June of this year. Census is rebounding, but more slowly, with just a slight increase over last month and when compared to same time last year. Inquiries have been relatively stable for the last six months of 2021, up just a little over 7% from July 2020, while Tour to Move-in conversion times continued to be shorter. The increase in Move-ins for July were small when compared to June of this year, but were up 22% from July 2020, and Move-outs for July were lower, both month-over-month and year-over-year. Gains in Cash Receipts and Room revenues were greater at the beginning of the year, but both continued to show improvement. Assessment/Care fees showed the most significant increase in revenue the last three months when compared to 2020.

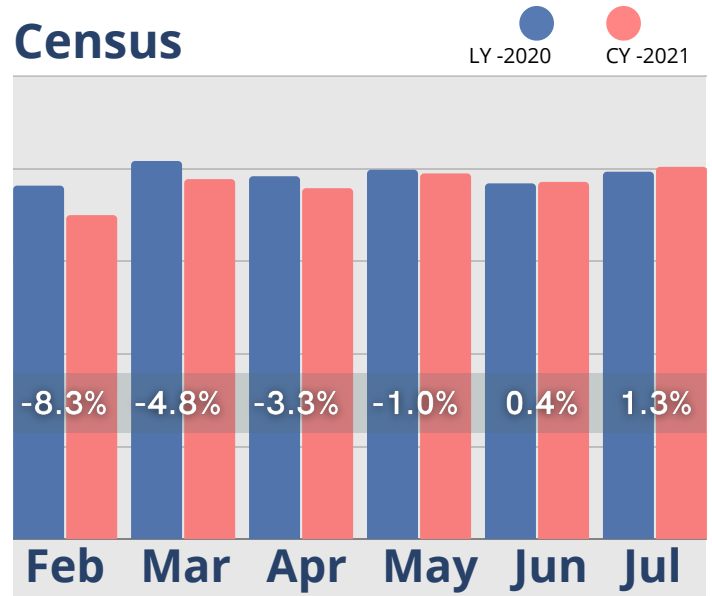
**Giving our customers more
than they expect.**

July 2020 vs 2021 Last 6 Months

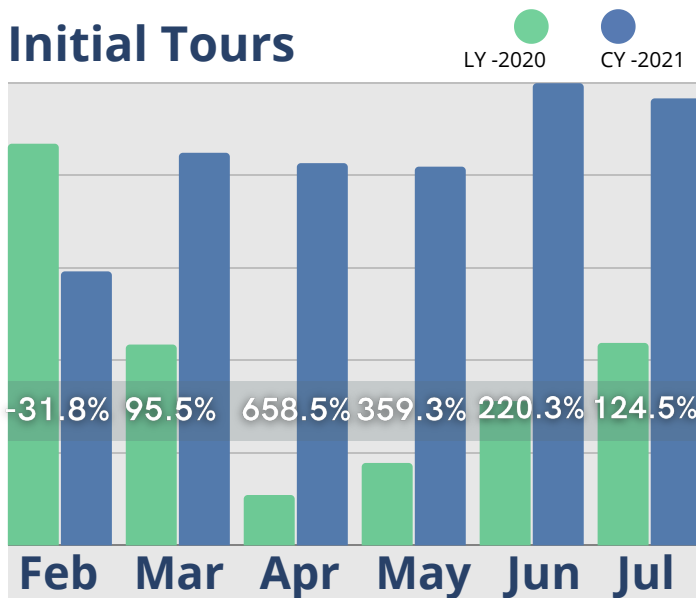
Inquiries



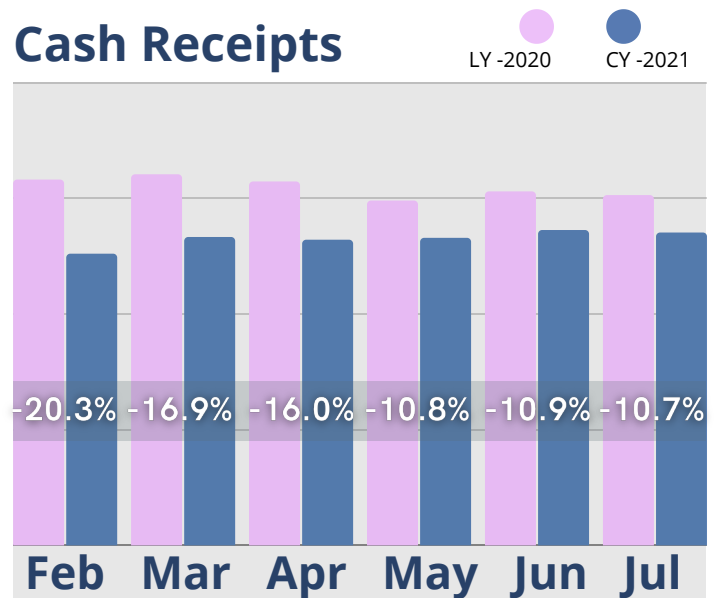
Census



Initial Tours

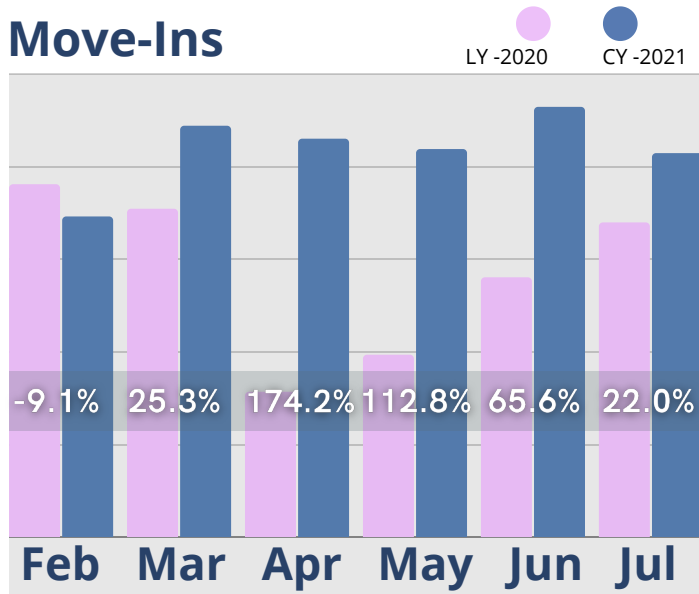


Cash Receipts

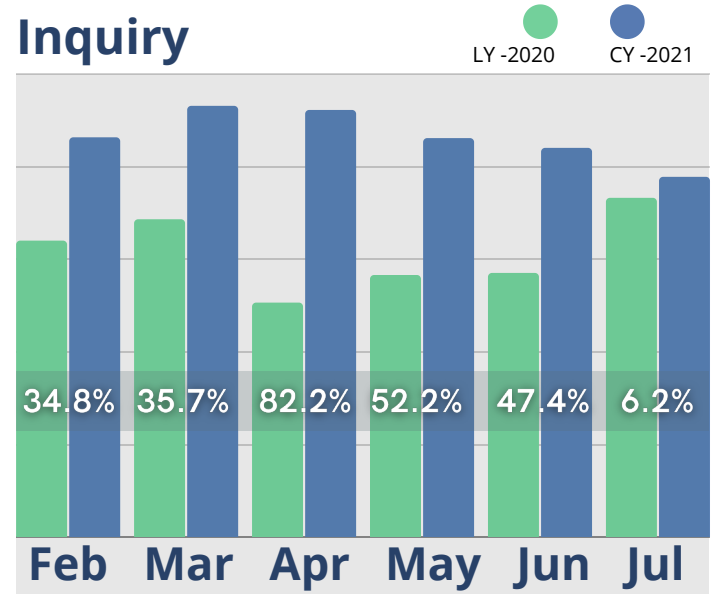


July 2020 vs 2021 Last 6 Months

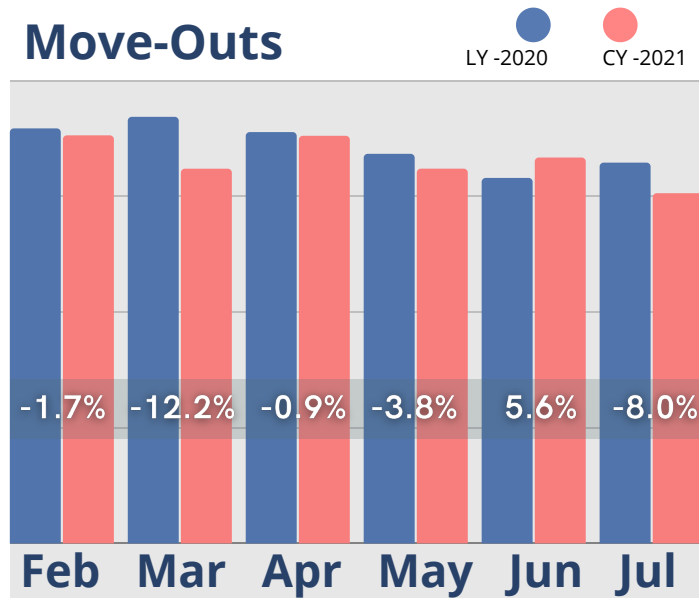
Move-Ins



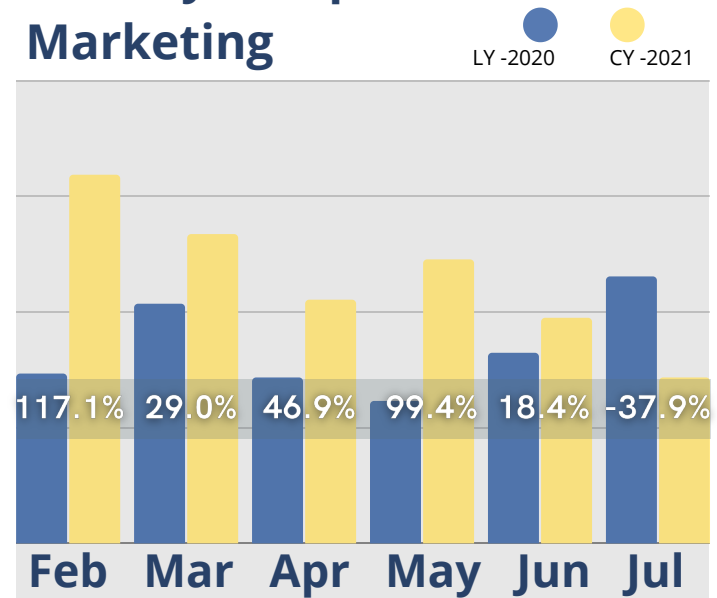
Activity Completed-Inquiry



Move-Outs



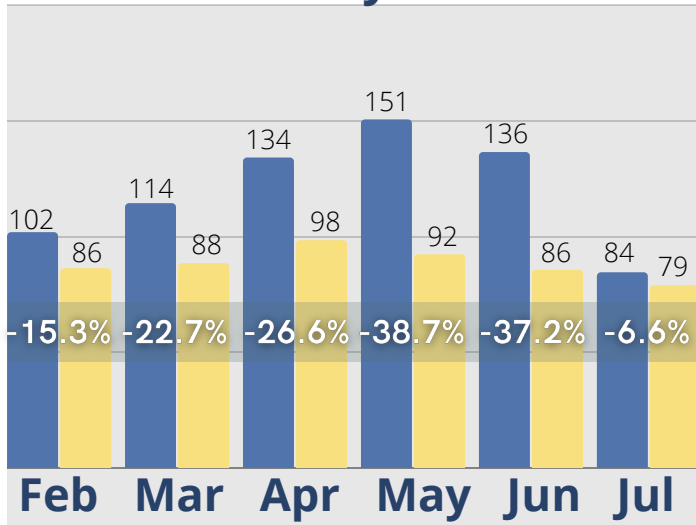
Activity Completed-Marketing



July 2020 vs 2021 Last 6 Months

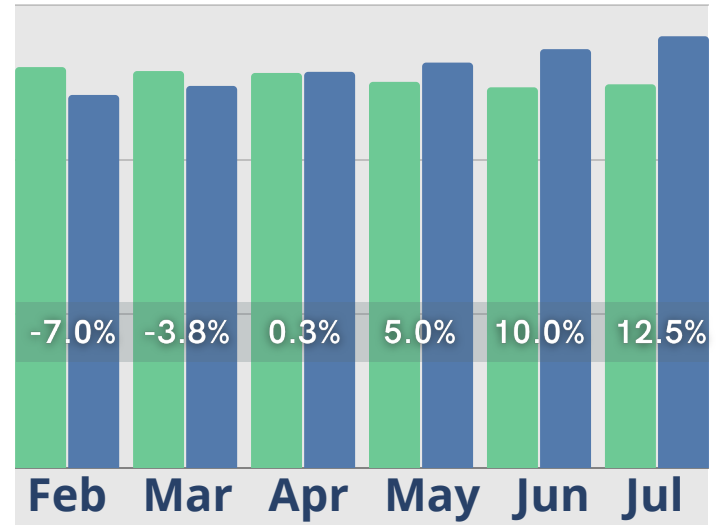
Average Tour to Move-In Conversion Days

LY -2020 CY -2021



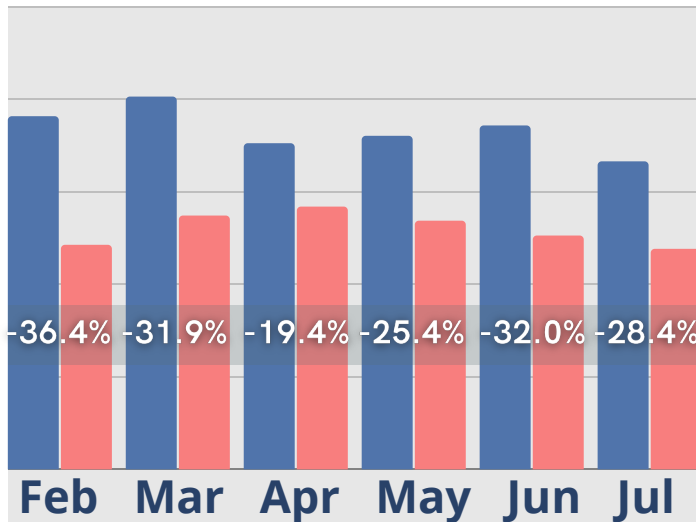
Residents w/ Assessments

LY -2020 CY -2021



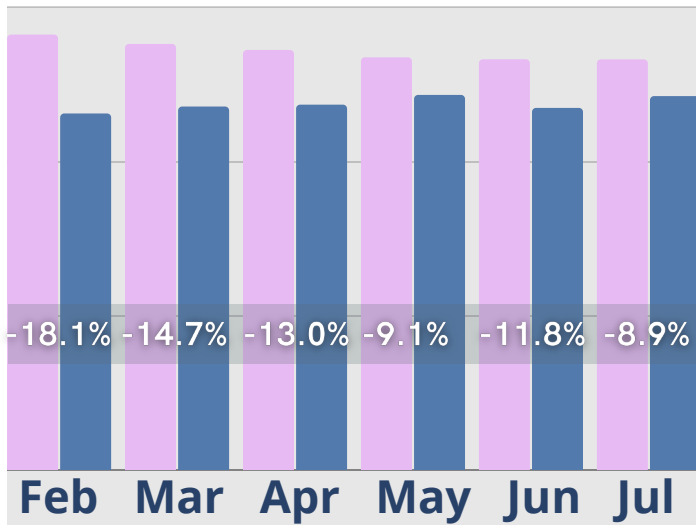
Incidents

LY -2020 CY -2021

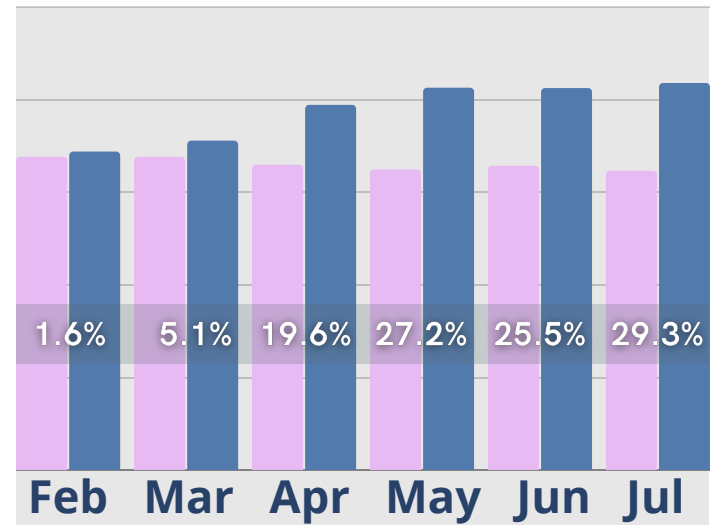


July 2020 vs 2021 Last 6 Months

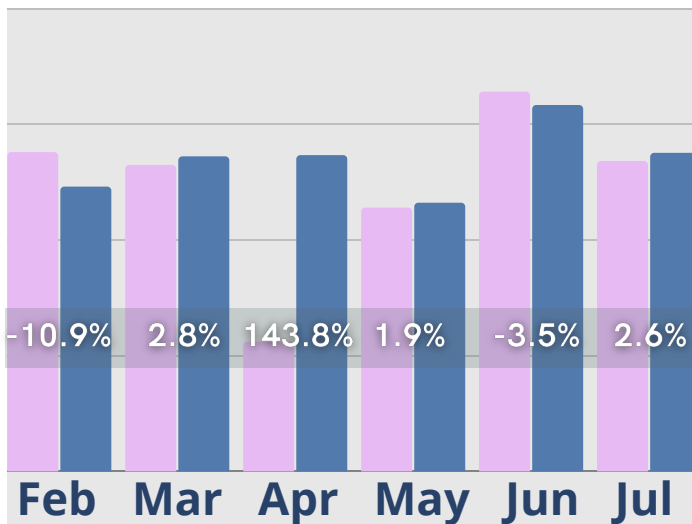
Rent Roll Summary- Room Rate



Rent Roll Summary- Assessment Fee



Rent Roll Summary- Service Fee



LY -2020

CY -2021

Copyright © 2021 Move-In Software, Inc. All rights reserved. No part of this report may be reproduced or transmitted in any form without written permission from Move-N Software, Inc.



 **2700-3 Brown Trail
Bedford, TX 76021**

 **817-282-7300**

 **www.move-n.com**

 **info@move-n.com**