Senior Housing Census and Operations Update

Move>>N Software, Inc.

September 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 September 30th.
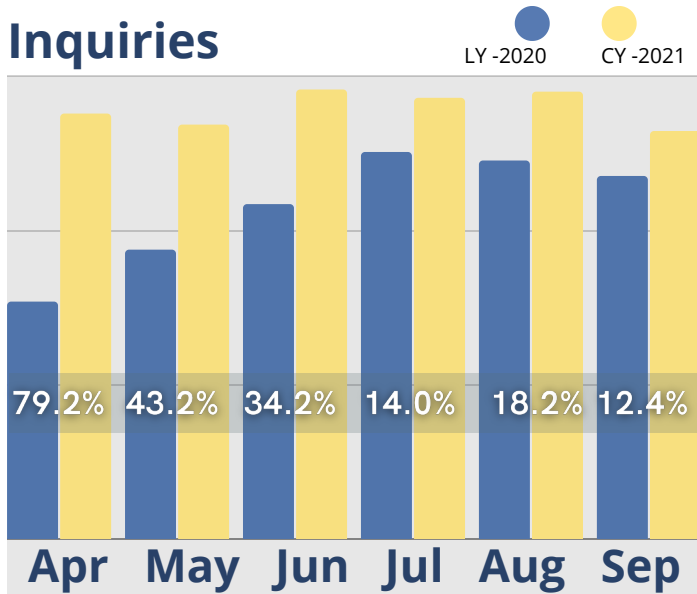
September Analysis

As the battle to move beyond COVID continues, September saw an increase in infection rates, hospitalizations, and deaths due to the Delta variant. Thankfully, census and revenues for senior housing providers did not show declines. Other indicators, such as tour and lead volume, showed only a slight reduction when compared to the past three months of 2021. Compared to 2020, all these indicators were improved, some even significantly. Cash receipts held steady, and while move-ins had a slight decrease from prior months, there was an almost 20% increase over same time last year. Move-outs were up almost 11% compared to 2020, but room rate revenues still showed a slight increase. Incidents reported dropped sharply from both same time last year and the previous month, while residents requiring care increased over 15% versus September of last year and care revenues (assessment fees) have grown 32% for the same time period. However, monthly fee revenues have yet to rebound and converting a tour to a move-in has slowed down and is now averaging 90 days, up by 26 days since August and 10 days longer than the average over the previous five months.
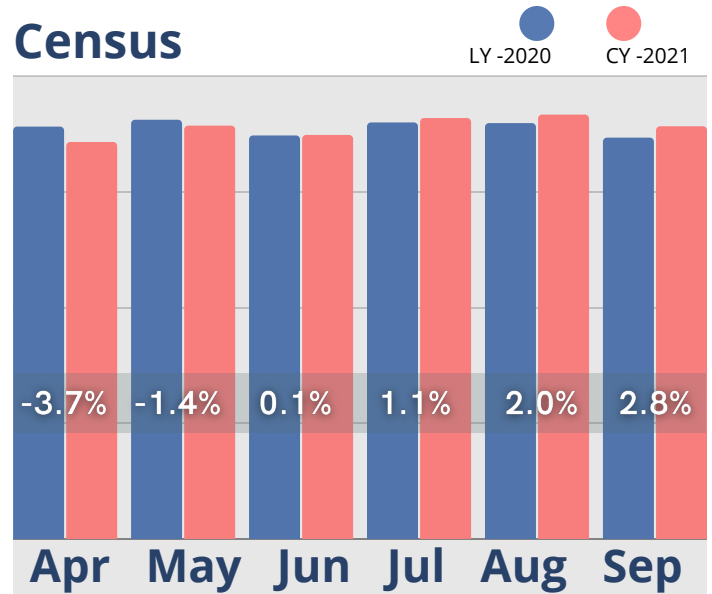
Giving our customers more than they expect.

Inquiries

LY -2020 · CY -2021

Apr	May	Jun	Jul	Aug	Sep
79.2%	43.2%	34.2%	14.0%	18.2%	12.4%

Census

LY -2020 · CY -2021

Apr	May	Jun	Jul	Aug	Sep
-3.7%	-1.4%	0.1%	1.1%	2.0%	2.8%

Initial Tours

LY -2020 · CY -2021

Apr	May	Jun	Jul	Aug	Sep
652.0%	387.7%	246.8%	146.1%	141.2%	84.4%

Cash Receipts

LY -2020 · CY -2021

Apr	May	Jun	Jul	Aug	Sep
-16.0%	-10.8%	-10.9%	-10.5%	-4.4%	-0.0%

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Move-Ins

LY -2020   CY -2021

Apr	May	Jun	Jul	Aug	Sep
196.1%	106.7%	73.7%	34.1%	54.3%	19.5%
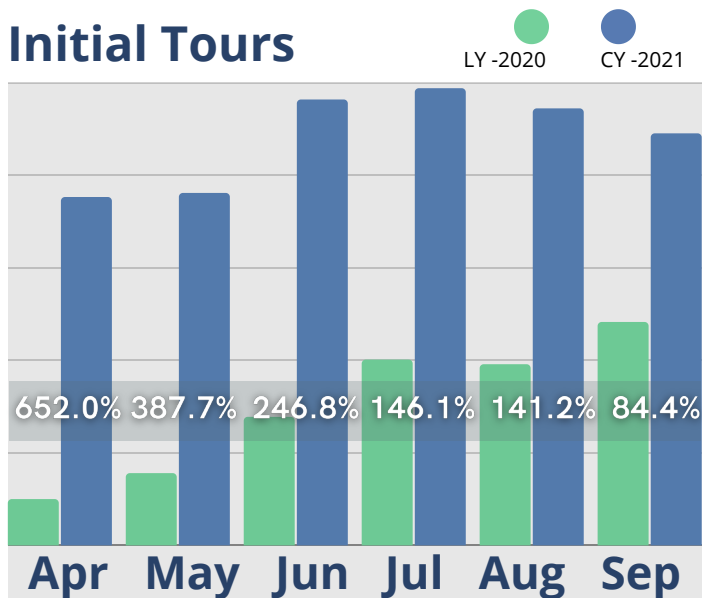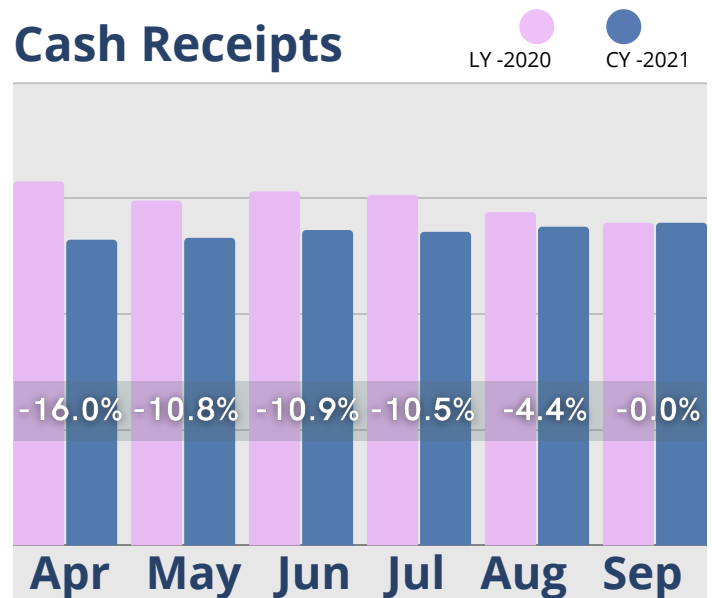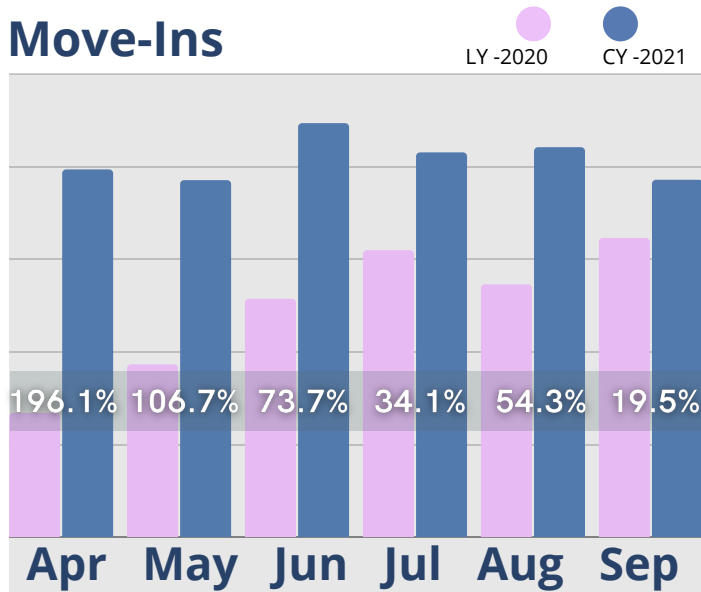
Activity Completed-Inquiry

LY -2020   CY -2021

Apr	May	Jun	Jul	Aug	Sep
86.8%	60.5%	57.7%	11.7%	23.5%	10.9%

Move-Outs

LY -2020   CY -2021

Apr	May	Jun	Jul	Aug	Sep
0.6%	-2.8%	8.5%	5.6%	13.1%	10.8%
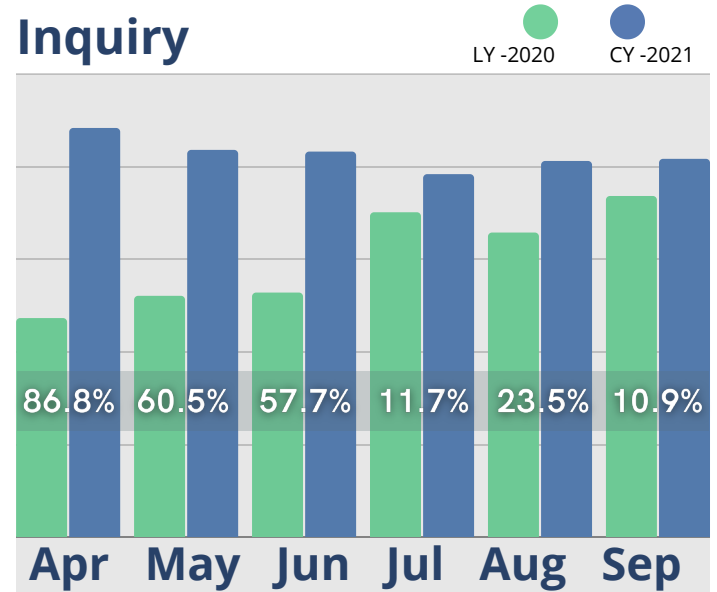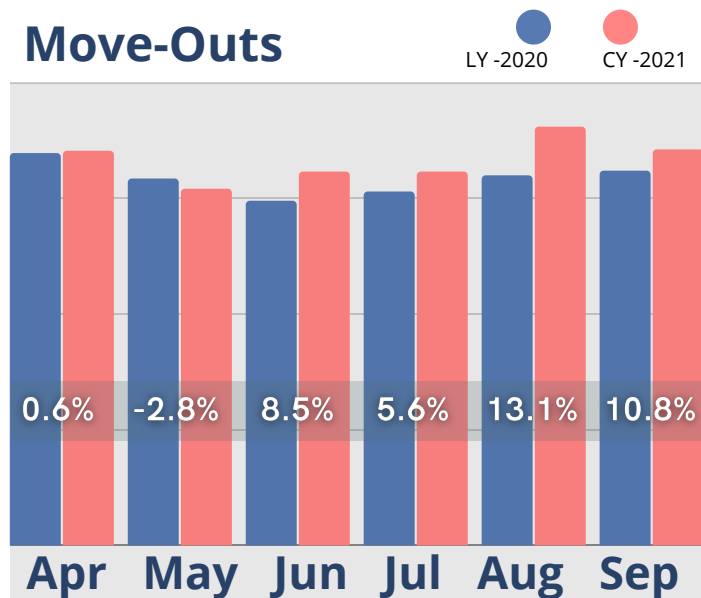
Activity Completed-Marketing

LY -2020   CY -2021

Apr	May	Jun	Jul	Aug	Sep
47.7%	100.1%	18.9%	-37.4%	-5.6%	13.4%

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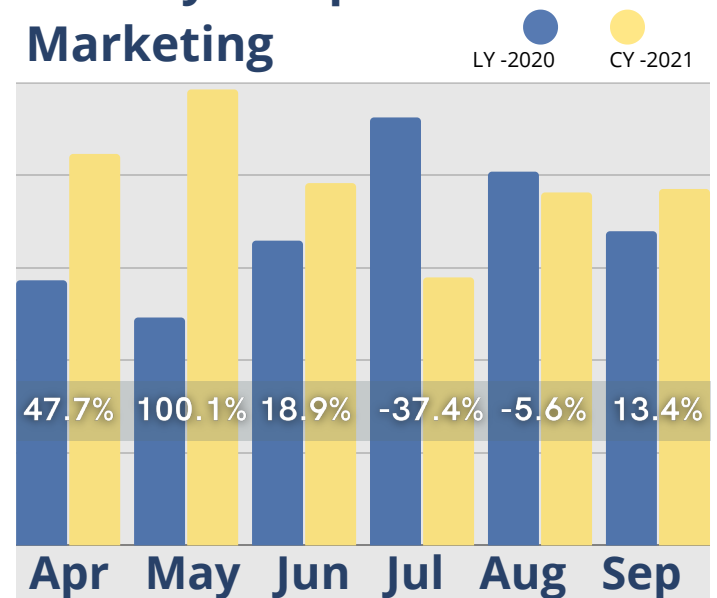
Average Tour to Move-In Conversion Days

LY -2020 ● CY -2021 ●

	Apr	May	Jun	Jul	Aug	Sep
LY -2020	119	139	138	82	180	101
CY -2021	99	86	75	79	64	90
%	-16.7%	-38.3%	-45.5%	-4.0%	-64.5%	-10.9%
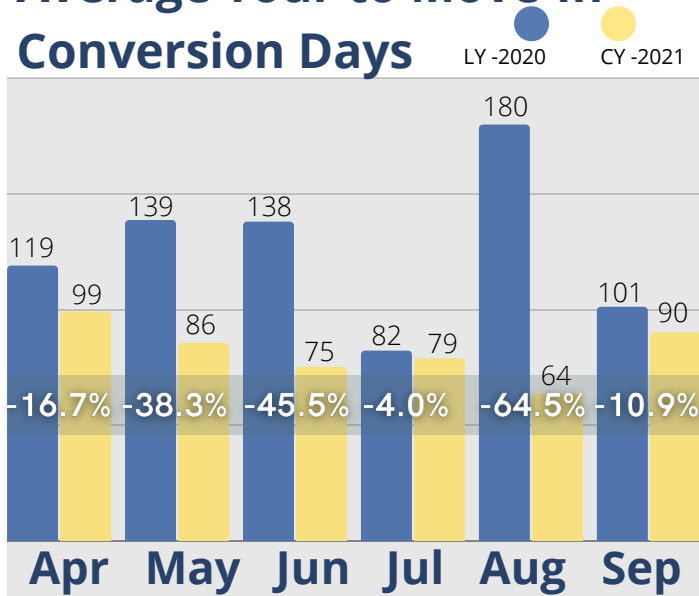
Residents w/ Assessments

LY -2020 ● CY -2021 ●

	Apr	May	Jun	Jul	Aug	Sep
%	-1.2%	3.4%	8.2%	10.7%	13.0%	15.6%

Incidents

LY -2020 ● CY -2021 ●

	Apr	May	Jun	Jul	Aug	Sep
%	-19.4%	-25.4%	-30.8%	-22.1%	-25.1%	-47.0%
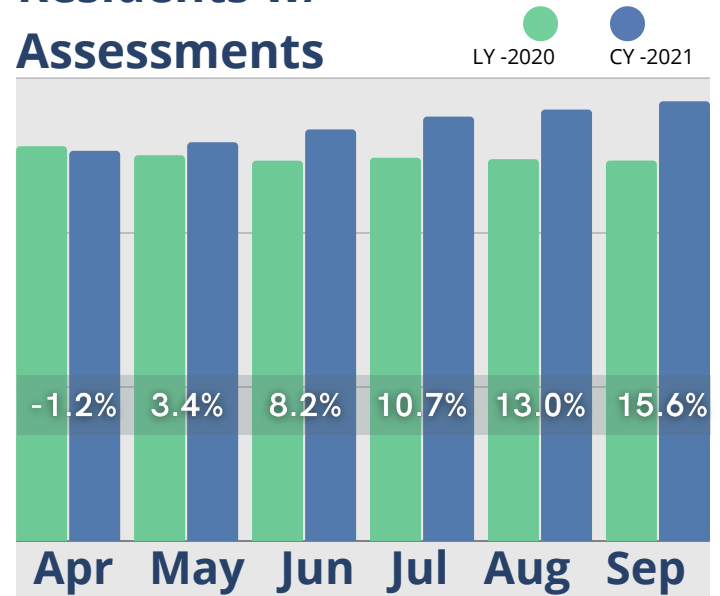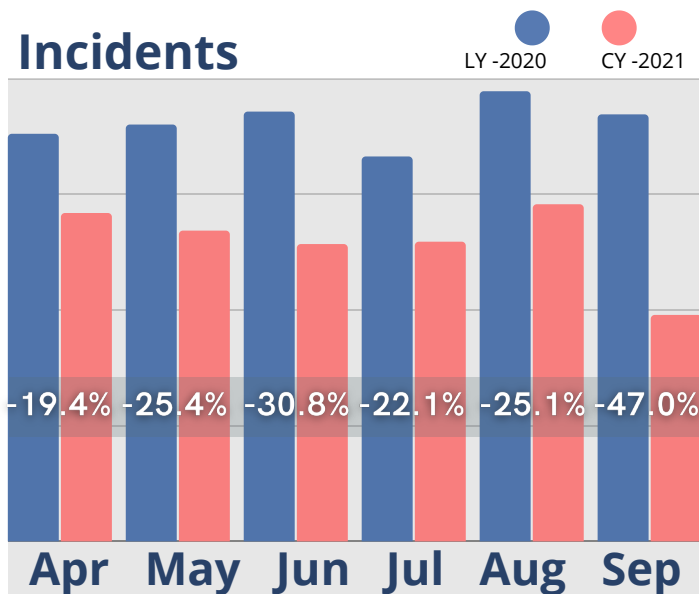
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Rent Roll Summary- Room Rate

Apr	May	Jun	Jul	Aug	Sep
-13.0%	-9.1%	-11.8%	-8.9%	-4.9%	1.3%
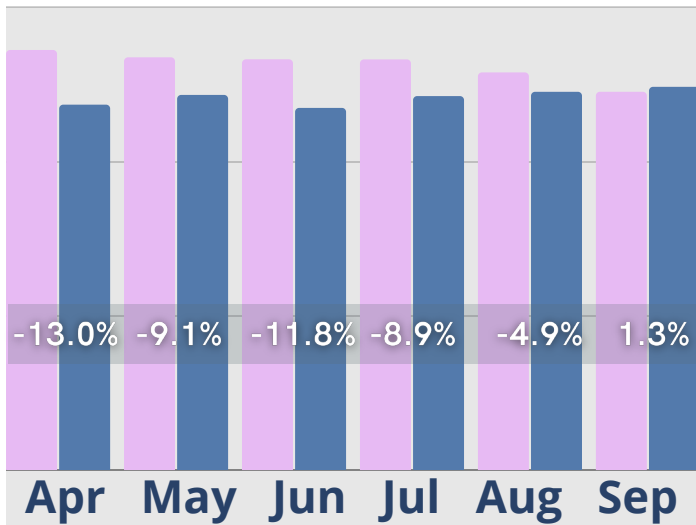
Rent Roll Summary- Assessment Fee

Apr	May	Jun	Jul	Aug	Sep
19.6%	27.2%	25.5%	29.3%	31.5%	32.0%
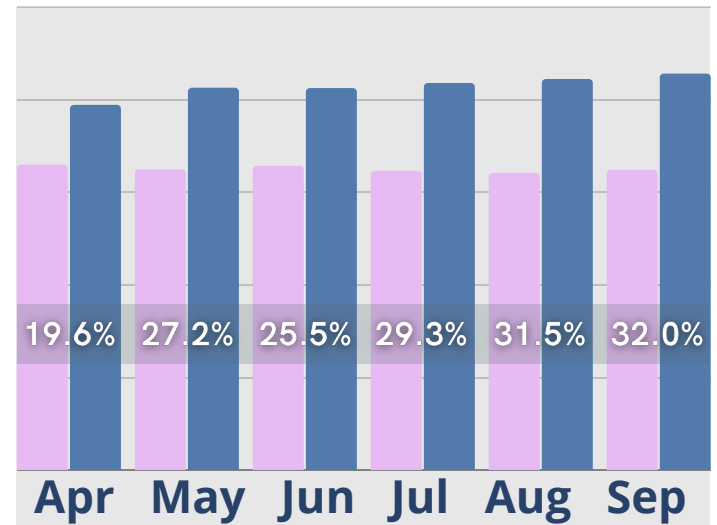
Rent Roll Summary- Monthly Fees

Apr	May	Jun	Jul	Aug	Sep
-81.7%	-80.2%	-83.6%	-85.0%	-75.1%	-64.8%
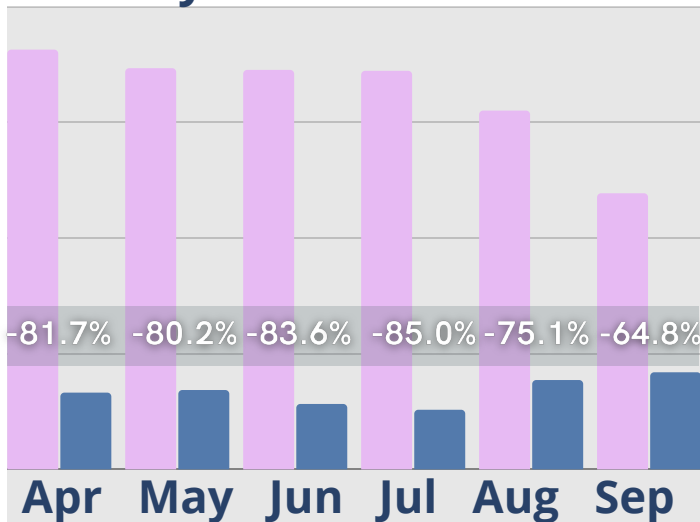
Rent Roll Summary- Service Fee
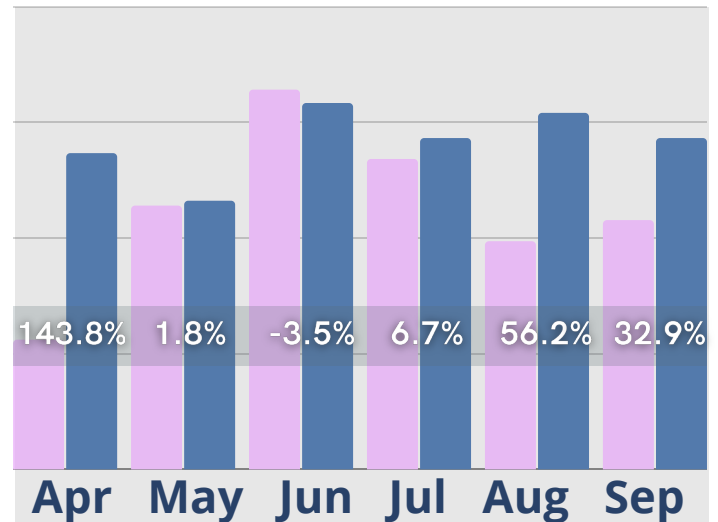
Apr	May	Jun	Jul	Aug	Sep
143.8%	1.8%	-3.5%	6.7%	56.2%	32.9%

LY -2020   CY -2021

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