

Senior Housing Census and Operations Update



October
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 October 31st.

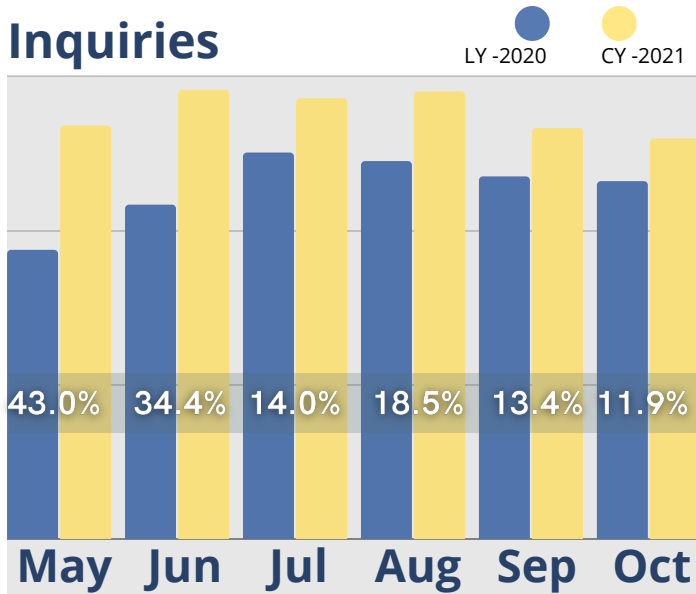
October Analysis

Despite the increase in COVID cases due to the spreading of the Delta variant, the Senior Housing industry still managed to show improvements in October. Lead volume was down only slightly from the peak months of June, July, and August. Current year tour activity showed similar trends, and a significant gain over tour activity for the same time last year. The average number of days from tour to move-in was essentially flat when compared to October 2020, but was almost 20 days shorter than in September of this year. Census continued to creep upward despite the recent surge in Covid cases. Move-ins remained relatively even for the year, but October reported the lowest number of move-outs in the last six months. Cash receipts have remained virtually unchanged throughout 2021, as have room rates and assessment fees. Other recurring monthly revenue is slowing creeping back up but is not yet near what it was at the beginning of the pandemic, while ancillary charges appear to have fully rebounded. As census increases and staff become occupied with other tasks, providers may want to take note of the drop in outreach activity with both leads and referral sources and consider how this could impact future census.

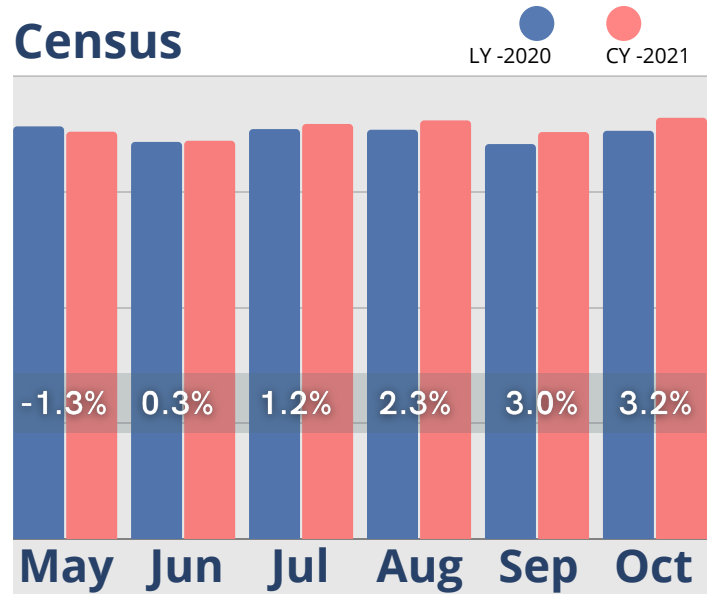
**Giving our customers more
than they expect.**

October 2020 vs 2021 Last 6 Months

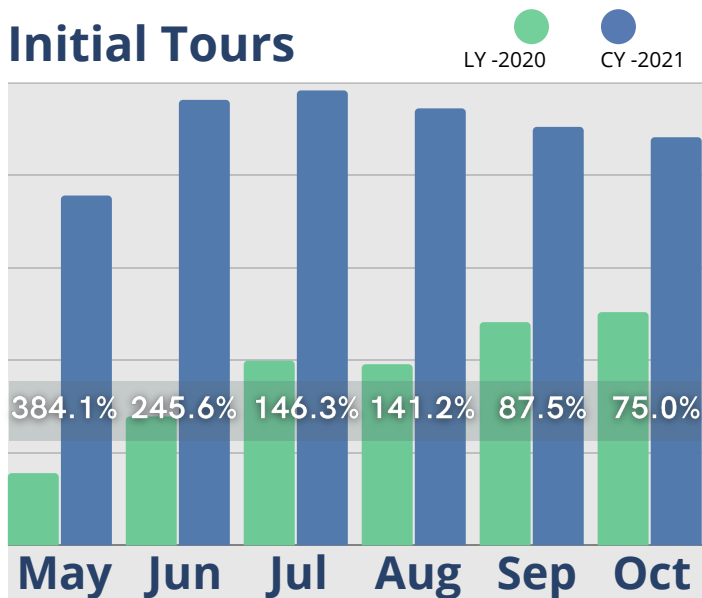
Inquiries



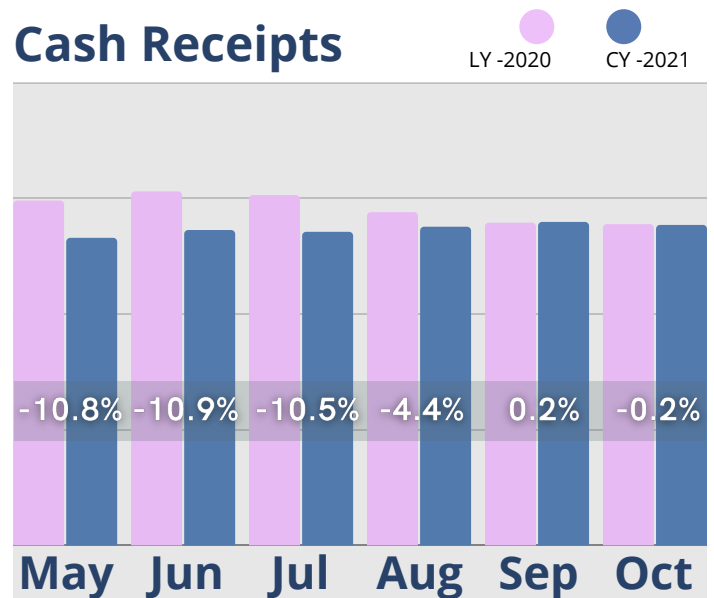
Census



Initial Tours

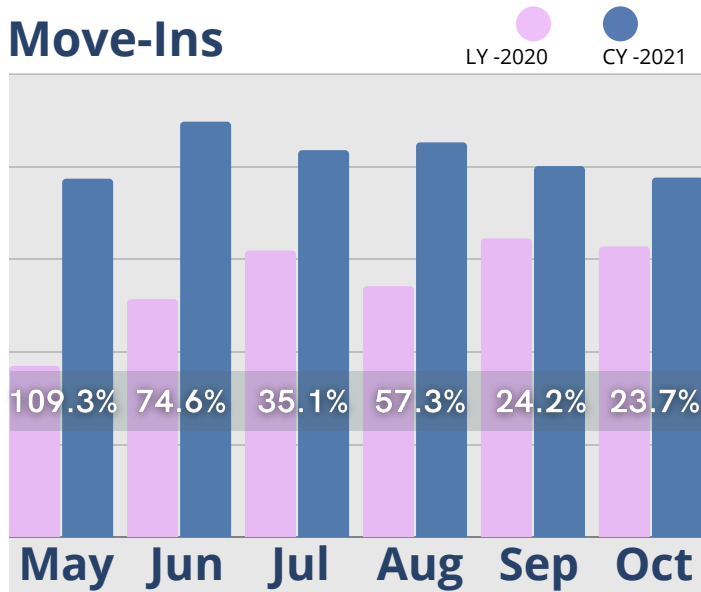


Cash Receipts

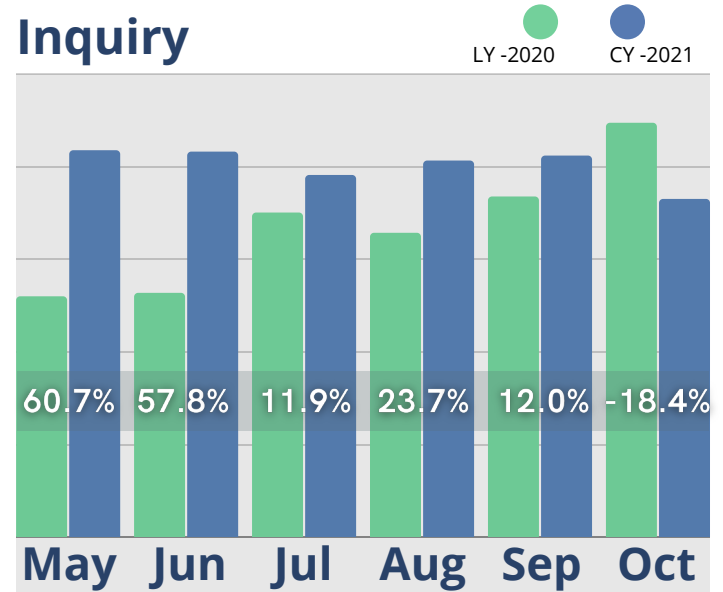


October 2020 vs 2021 Last 6 Months

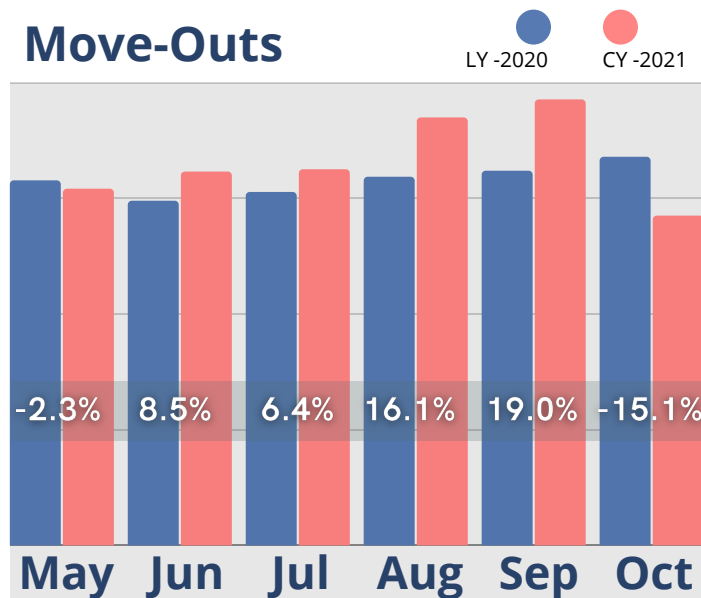
Move-Ins



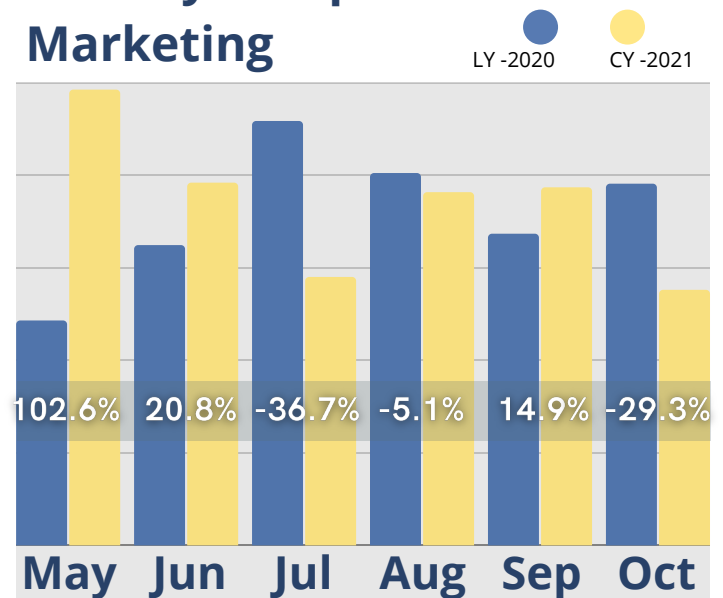
Activity Completed-Inquiry



Move-Outs

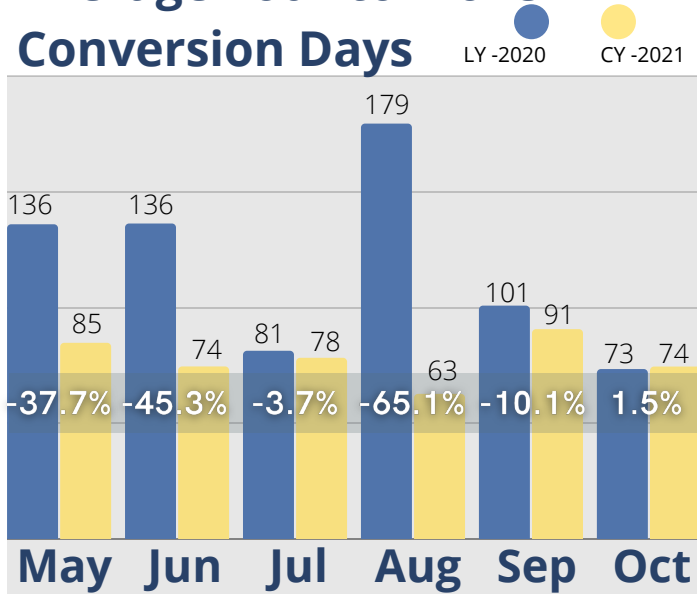


Activity Completed-Marketing

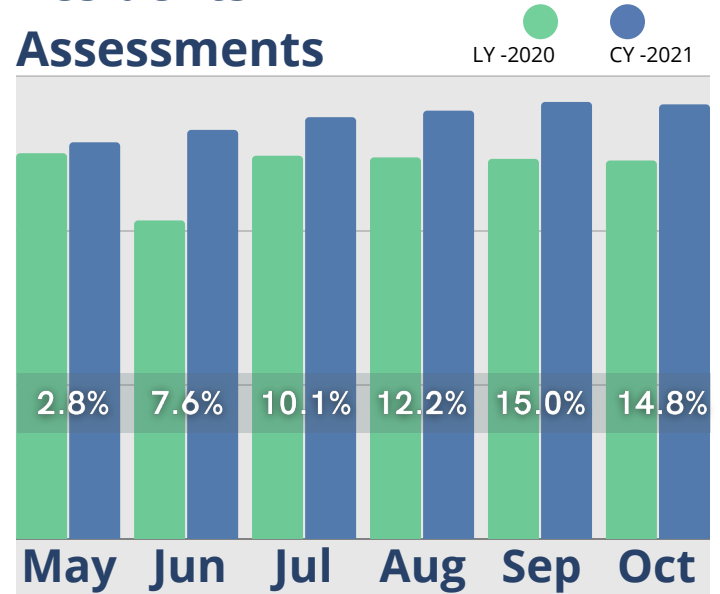


October 2020 vs 2021 Last 6 Months

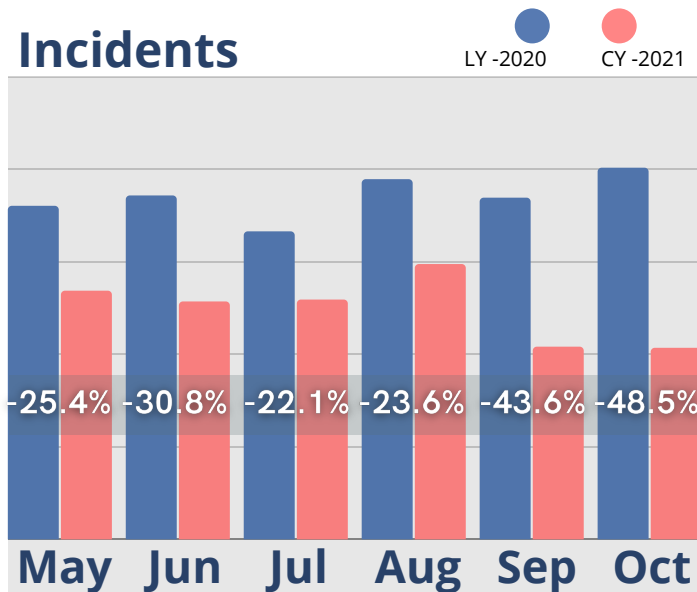
Average Tour to Move-In Conversion Days



Residents w/ Assessments

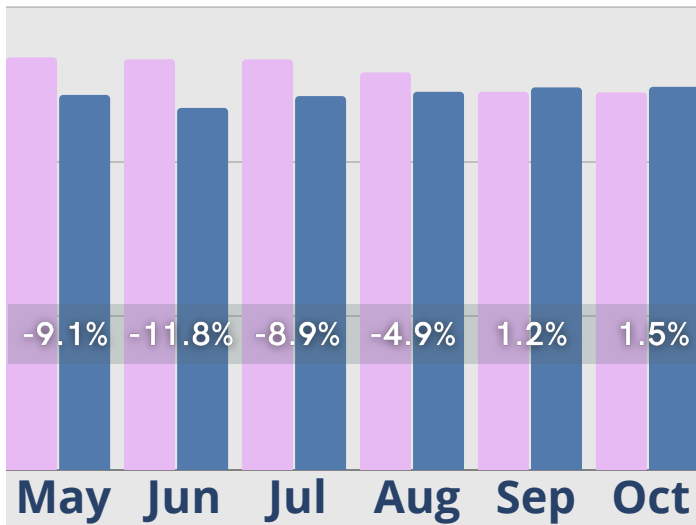


Incidents

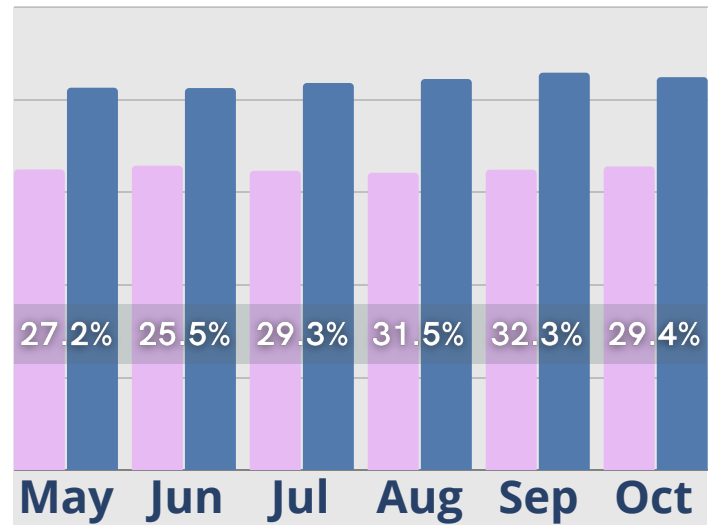


October 2020 vs 2021 Last 6 Months

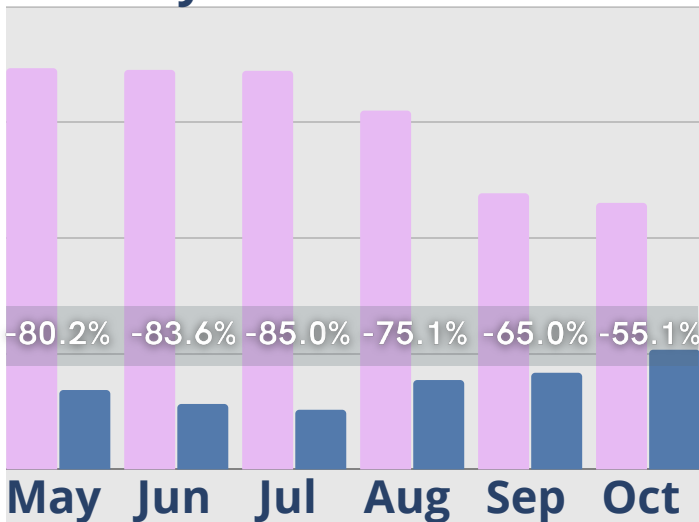
Rent Roll Summary- Room Rate



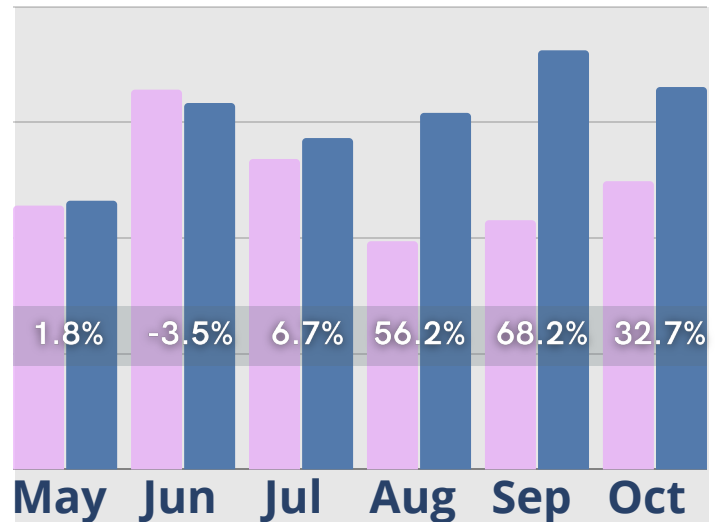
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



LY -2020

CY -2021

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

 **817-282-7300**

 **www.move-n.com**

 **info@move-n.com**