

Senior Housing Census and Operations Update



**January
2022**

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, year to date data comparing the last six months of the previous and current year, as of January 31st.

January Analysis

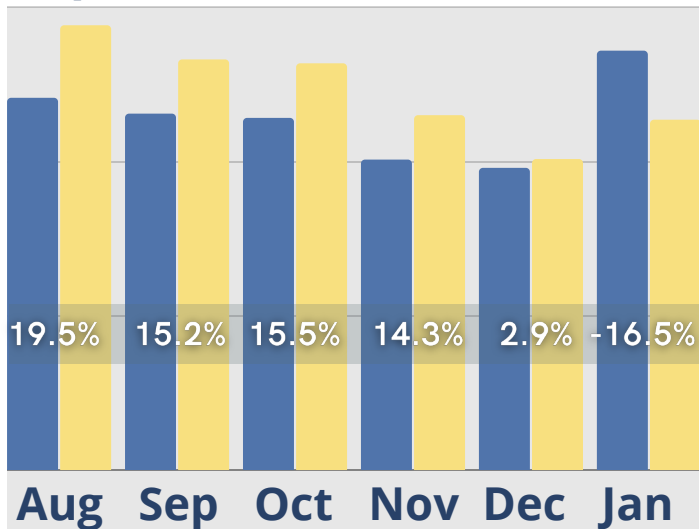
2022 started with census, cash receipts and room rate revenues holding steady, retaining the gains made in 2021. Even more notable are assessment fee revenues, which are over 57% higher than same time last year. January service fees recovered from a decline that started in October after hitting a high in September. Move-outs declined in December and January, and the time to convert leads from a tour to a move-in in January was the lowest since August. However, the steady decline in tours, move-ins and inquiry, and marketing outreach activity need to be addressed before there is a negative impact on census and revenues.

Giving our customers more
than they expect.

January Last 6 Months

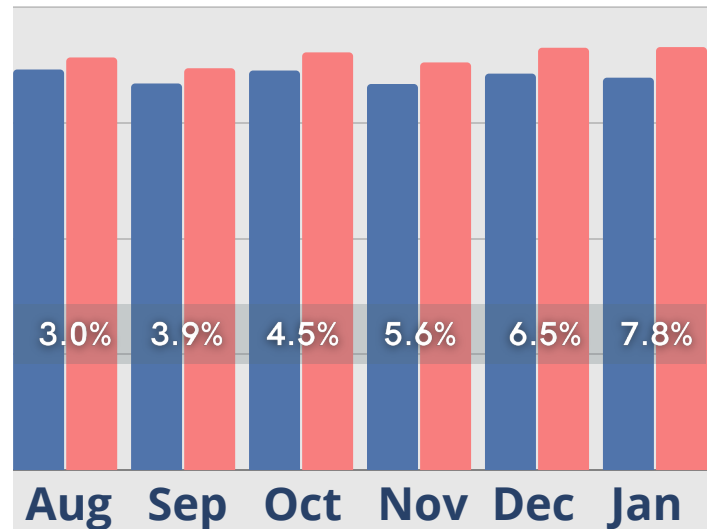
Inquiries

● Last Year ● Current Year



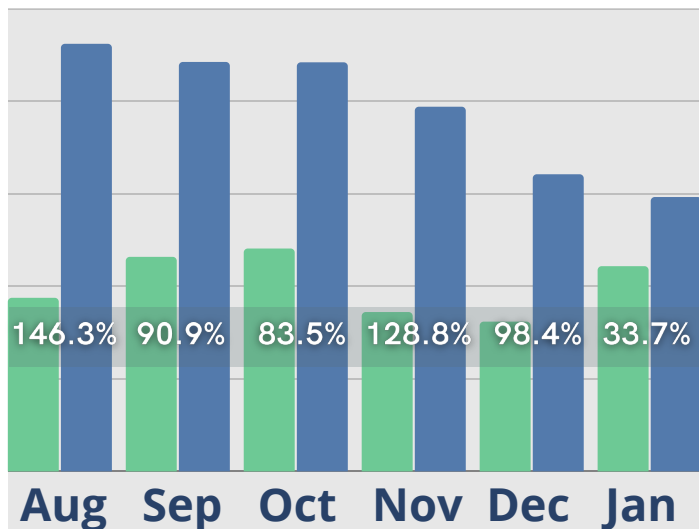
Census

● Last Year ● Current Year



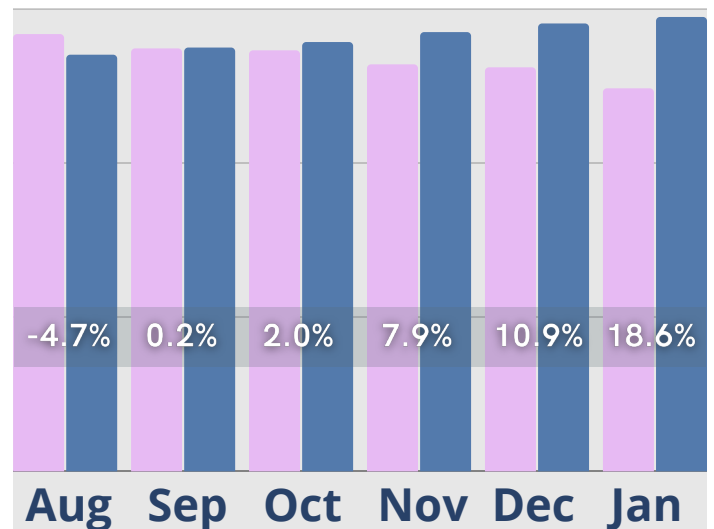
Initial Tours

● Last Year ● Current Year



Cash Receipts

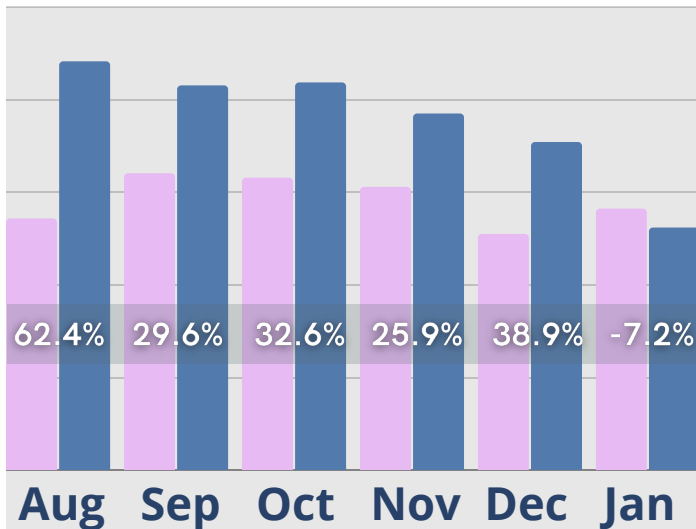
● Last Year ● Current Year



January Last 6 Months

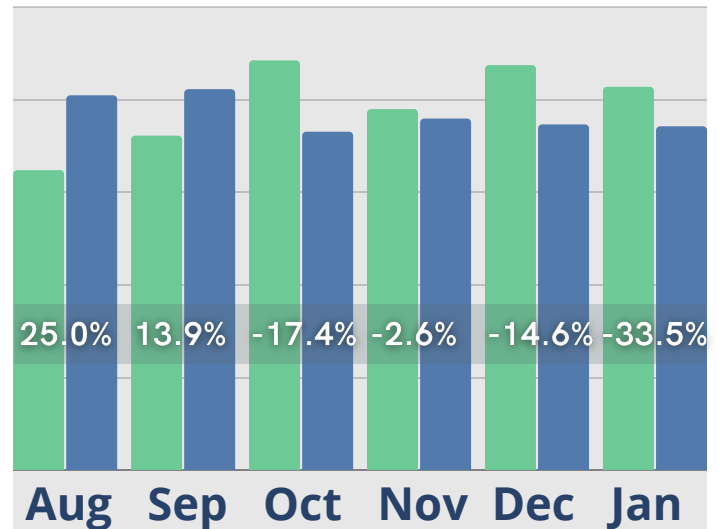
Move-Ins

● Last Year ● Current Year



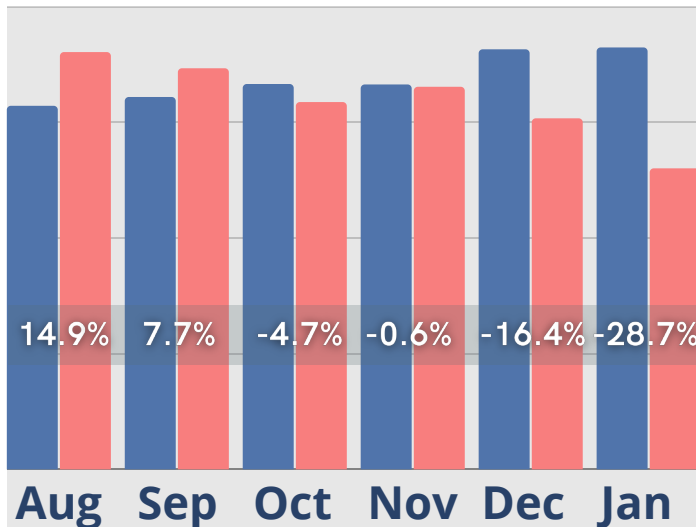
Activity Completed-Inquiry

● Last Year ● Current Year



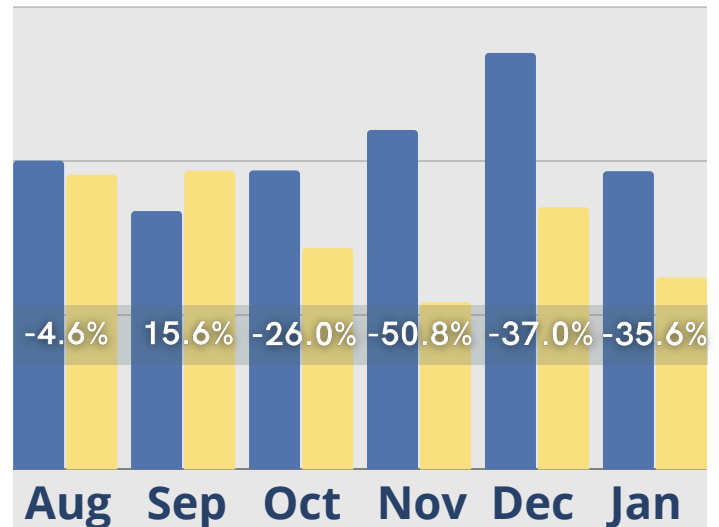
Move-Outs

● Last Year ● Current Year



Activity Completed-Marketing

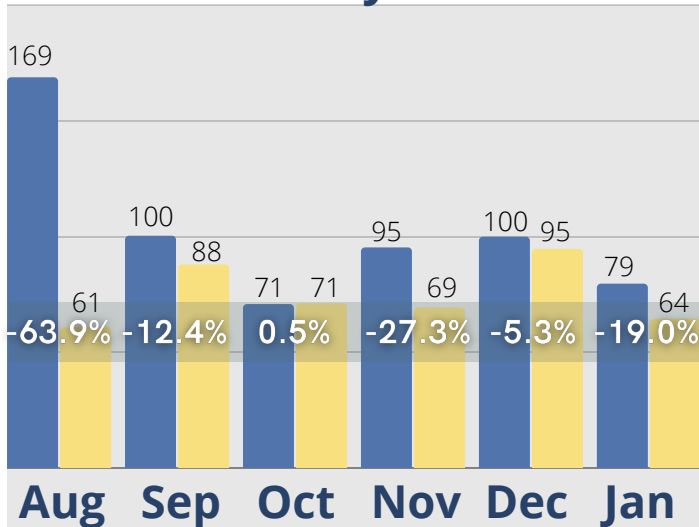
● Last Year ● Current Year



January Last 6 Months

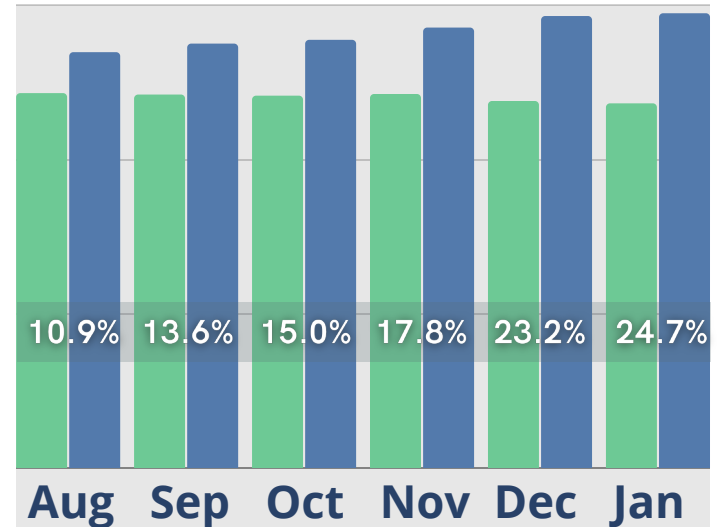
Average Tour to Move-In Conversion Days

● Last Year ● Current Year



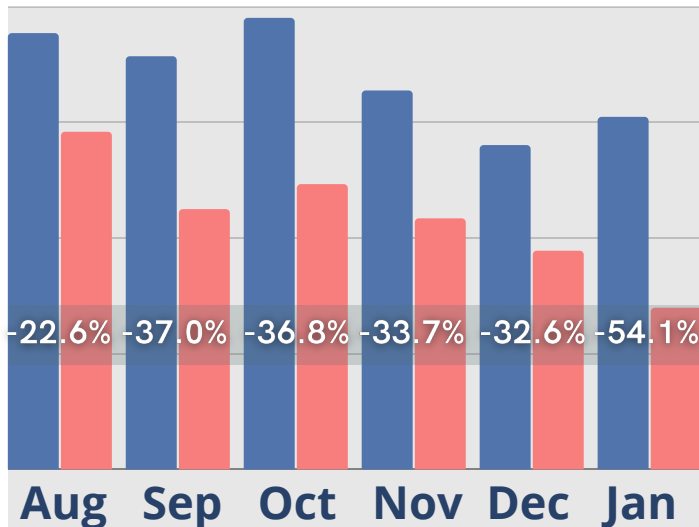
Residents w/ Assessments

● Last Year ● Current Year



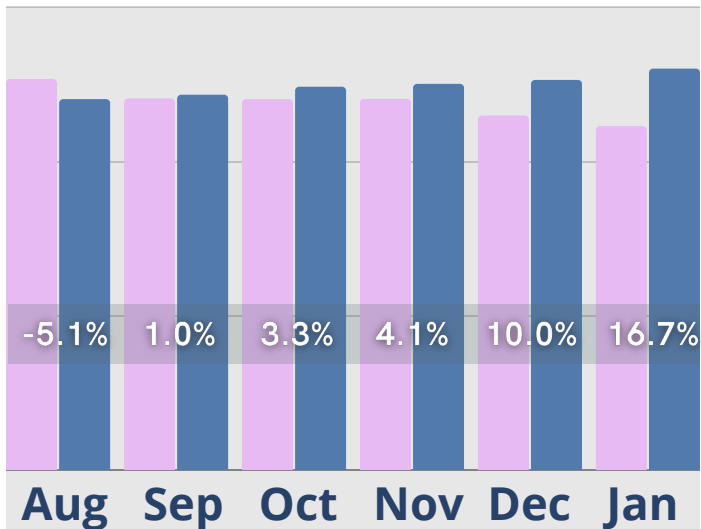
Incidents

● Last Year ● Current Year

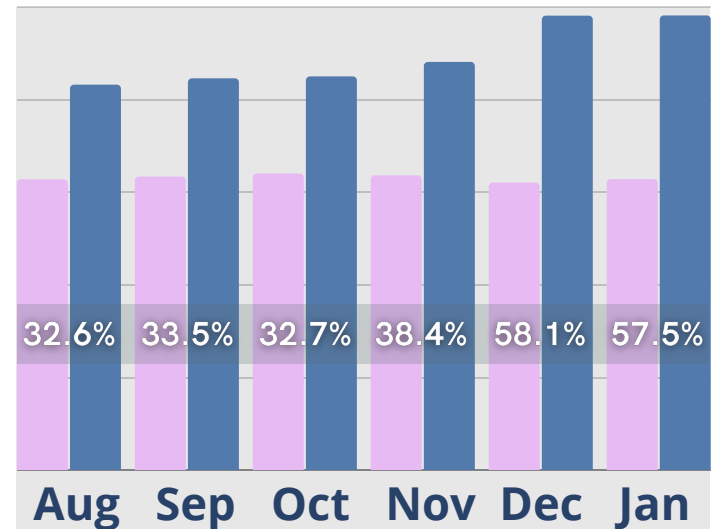


January Last 6 Months

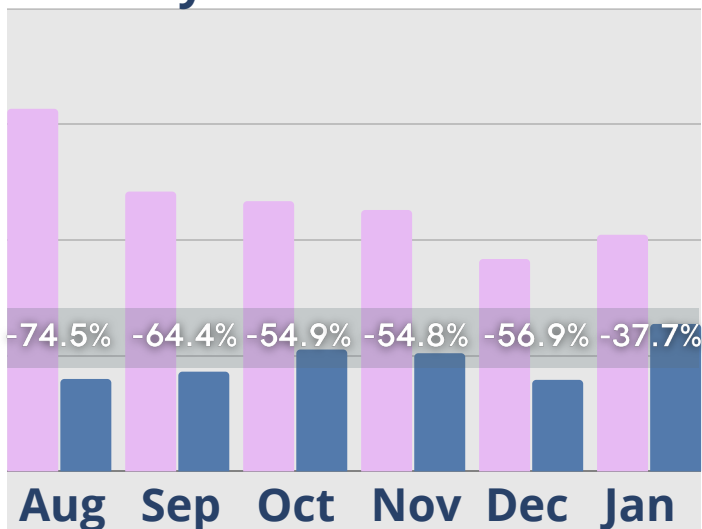
Rent Roll Summary- Room Rate



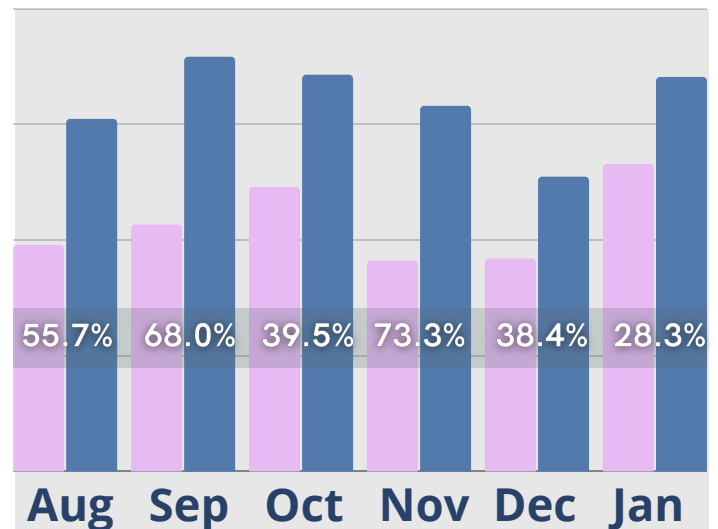
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



 Last Year

 Current Year

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