

Senior Housing Census and Operations Update



**February
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 February 28th.

February Analysis

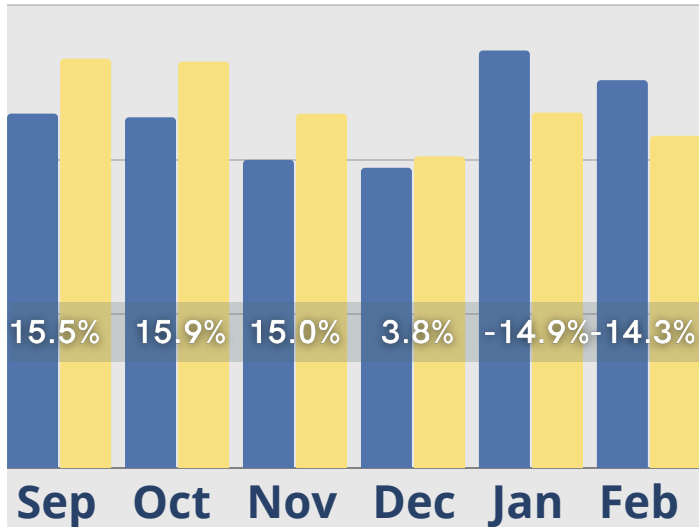
Who knew when we first heard of COVID-19, that 2 years later it would still be part of our daily lives. We appreciate all of you who have been on the front lines these many months, working to care for our seniors. The latest information on Senior Housing census and revenue trends show that February census experienced a slight drop, but while it was still up over 8% from February of 2021, census could have experienced a greater decline if not for the reduction in move-outs. Cash receipts showed a slight month over month loss, while still posting year over year gains of more than 14%. Lead volume in 2022 is 14%-15% behind the first two months of 2021, and the time to convert leads to move-ins has increased by two weeks since January, taking almost 18% longer than during the same period in 2021. February tours increased slightly over December and January, with close to 28% more tours than in February 2021, but lead volume and move-ins will need to pick up for this trend to continue. While room, assessment and service fee revenues are up from 2021 and monthly fees continue to slowly grow, attention should be given to the continuing drop in inquiry and marketing activity, which could affect future census and revenues.

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

February Last 6 Months

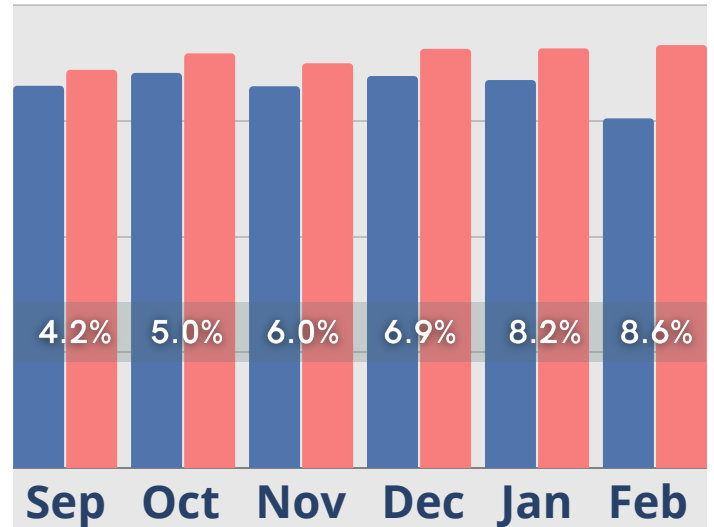
Inquiries

● Last Year ● Current Year



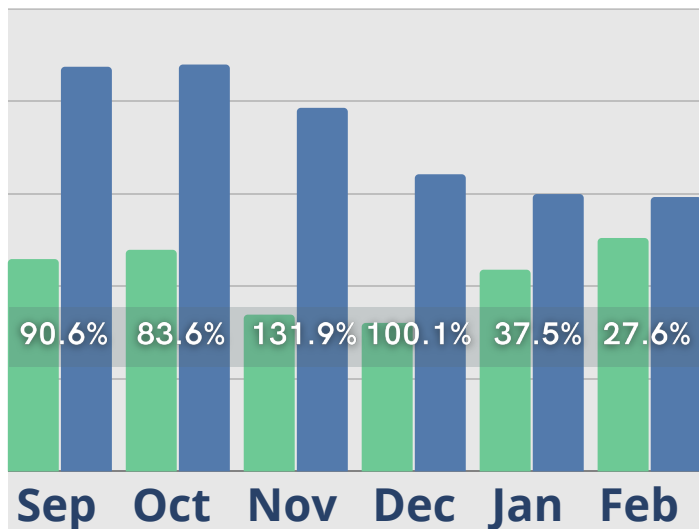
Census

● Last Year ● Current Year



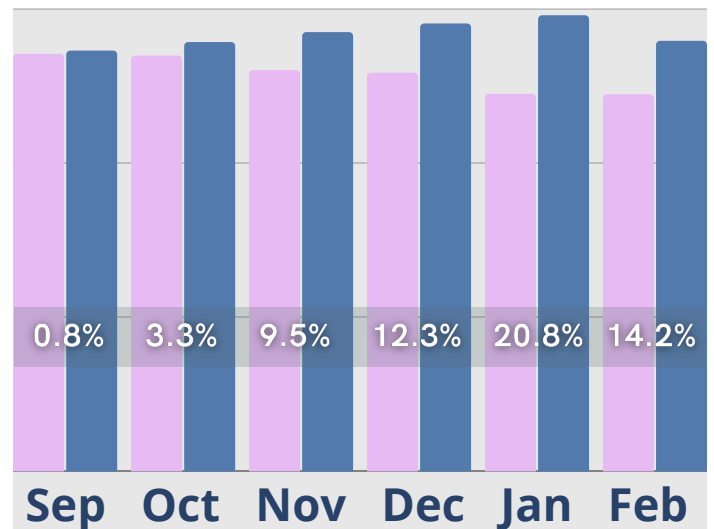
Initial Tours

● Last Year ● Current Year



Cash Receipts

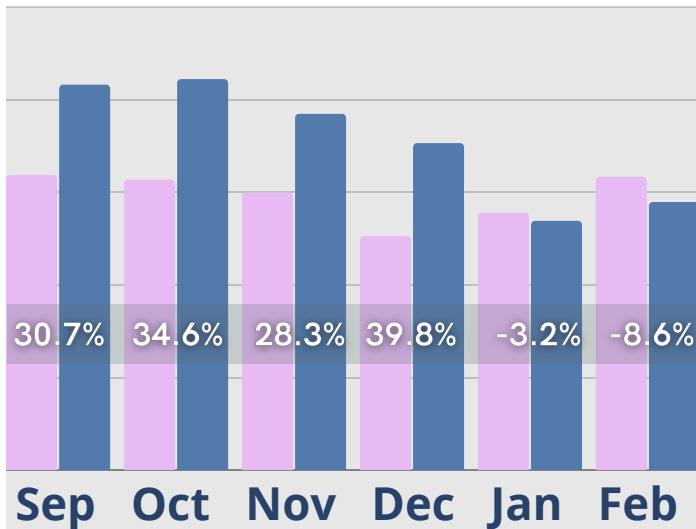
● Last Year ● Current Year



February Last 6 Months

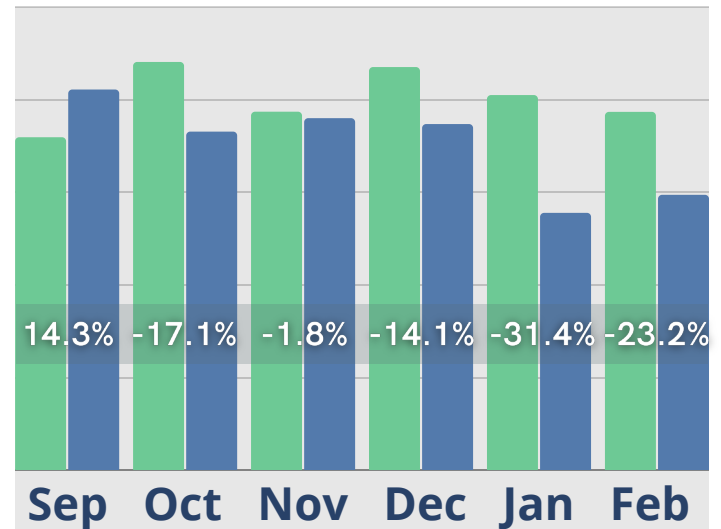
Move-Ins

● Last Year ● Current Year



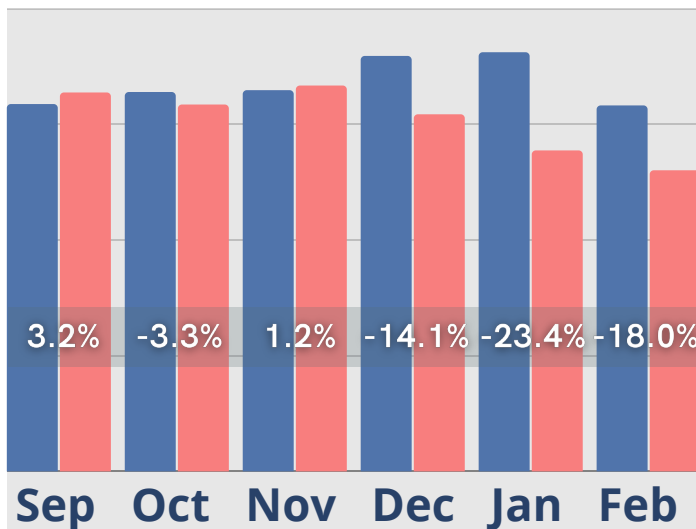
Activity Completed-Inquiry

● Last Year ● Current Year



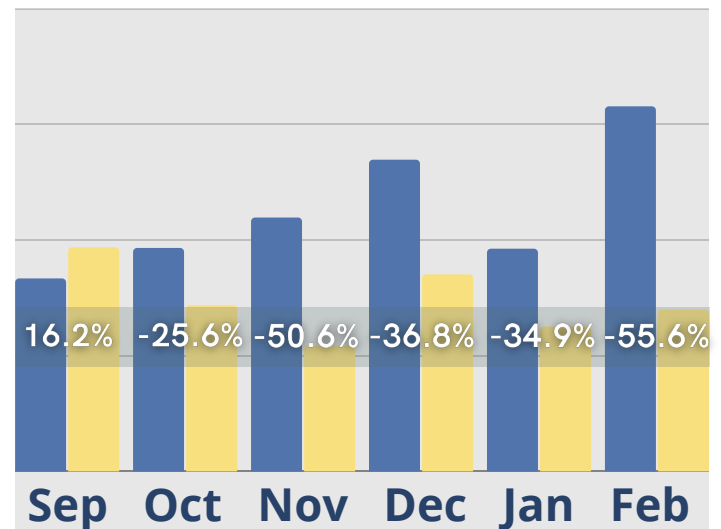
Move-Outs

● Last Year ● Current Year



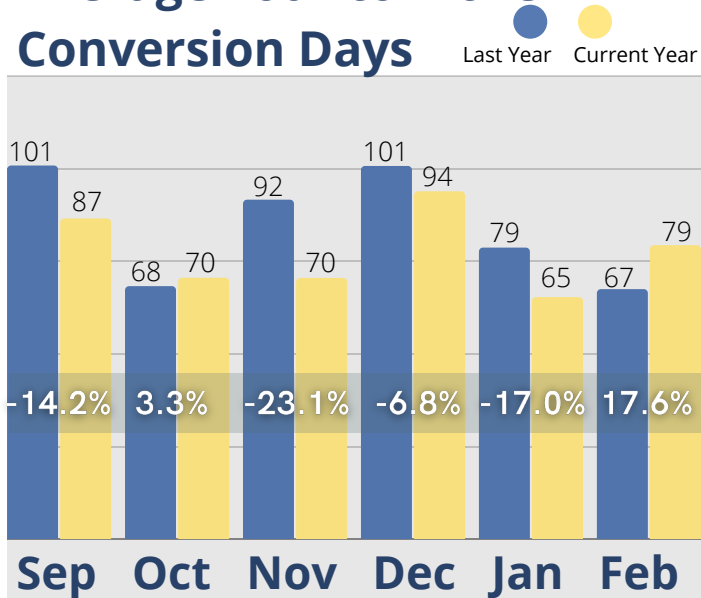
Activity Completed-Marketing

● Last Year ● Current Year

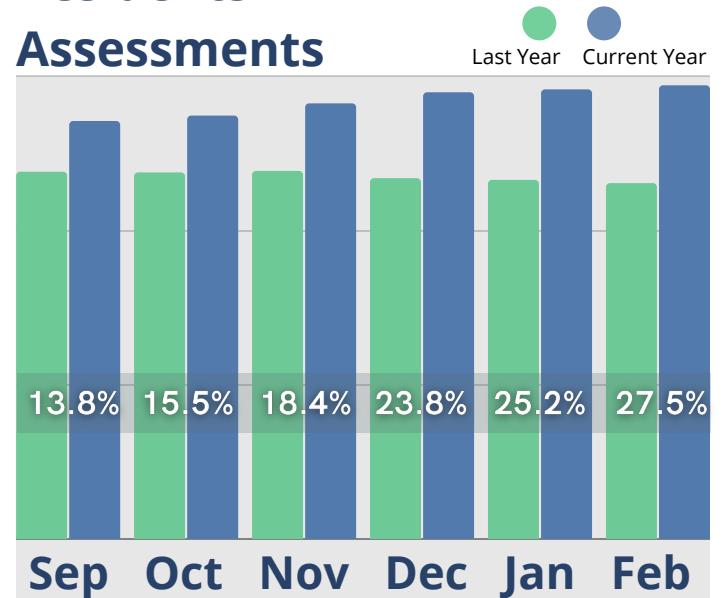


February Last 6 Months

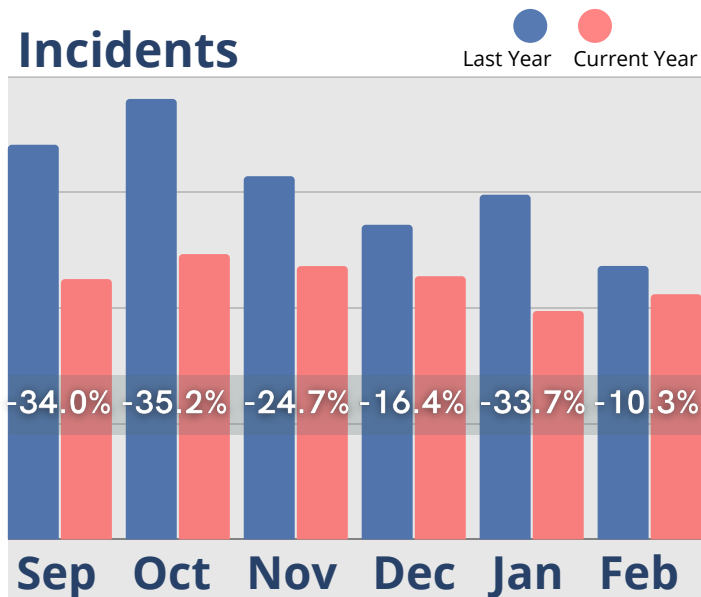
Average Tour to Move-In Conversion Days



Residents w/ Assessments

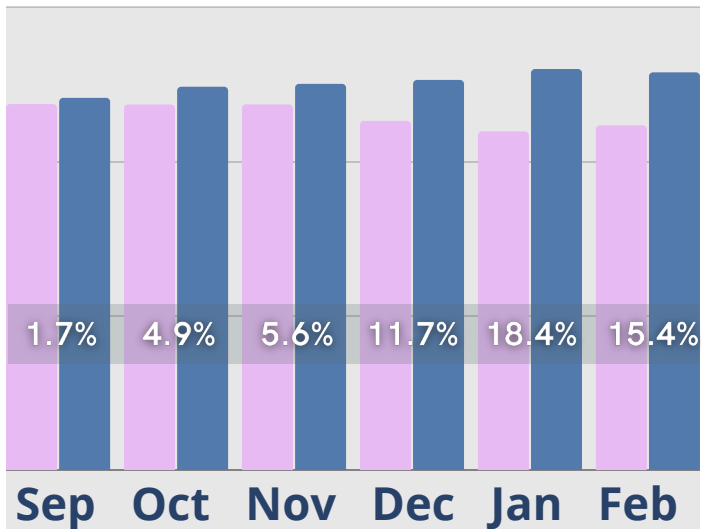


Incidents

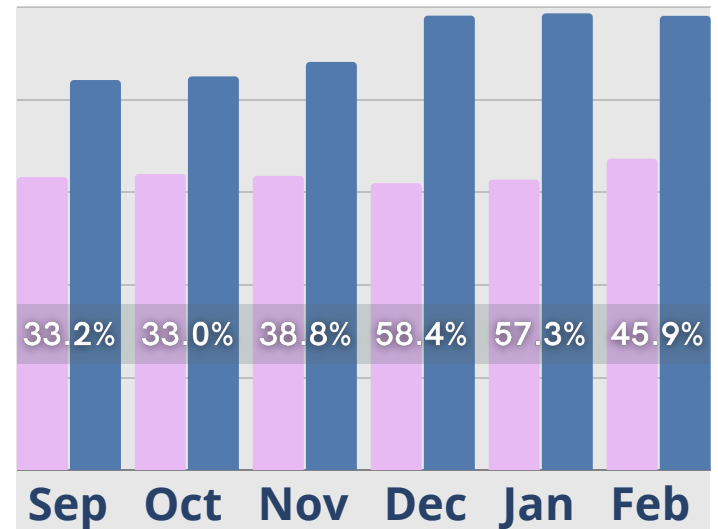


February Last 6 Months

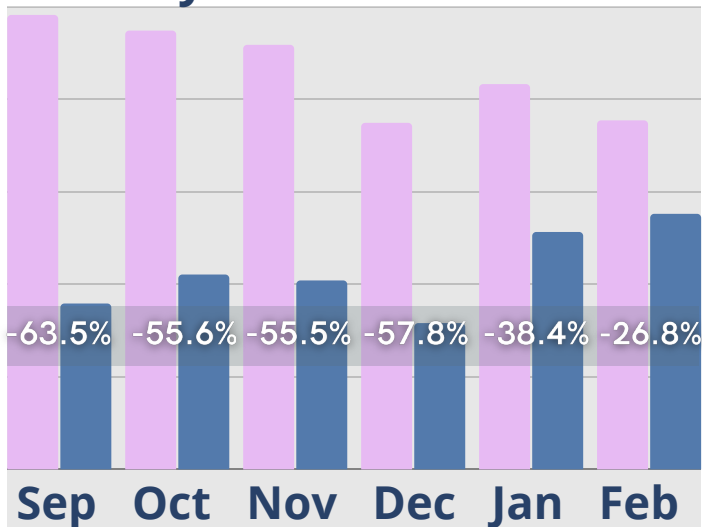
Rent Roll Summary- Room Rate



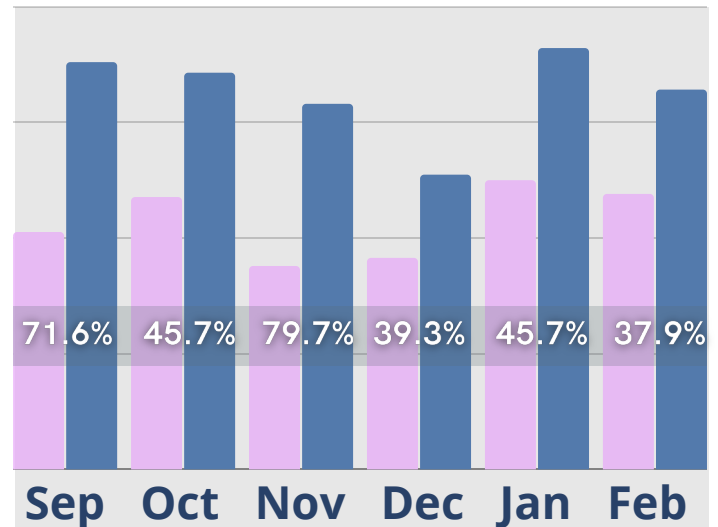
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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