Senior Housing Census and Operations Update

Move>>N Software, Inc.

April 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 April 30th.
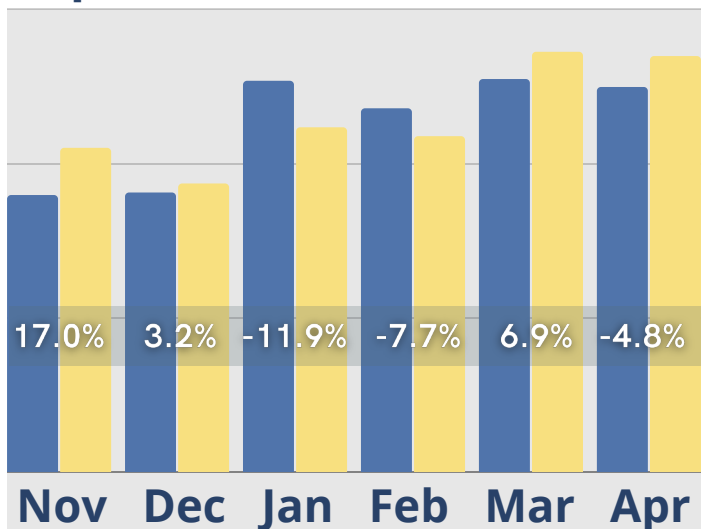
April Analysis

The upticks experienced in March unfortunately did not continue into April, but there were still a few positives to be found. While leads and tours dropped off from their 6-month highs in March, the average number of days to convert leads from a tour to a move-in held steady at just over 2 months, which is almost a month quicker than in April of 2021. Census is remaining stable and is almost 10% above the same time last year but move-ins are over 5% lower than April last year, and slightly below March 2022 totals. Increased inquiry and referral source outreach activity would seem a logical strategy to boost future sales pipelines and keep future census on track, but that has been slow to change in 2022. In the meantime, there has been little change in cash receipts over the last 6 months. They continued to exceed 2021 totals with a 9.1% increase compared to April of last year. Revenues from room sales, assessment sales, other recurring monthly charges, and ancillary charges are relatively steady in 2022. Monthly fees had the largest year over year gain with an almost 112% increase from April of 2021.
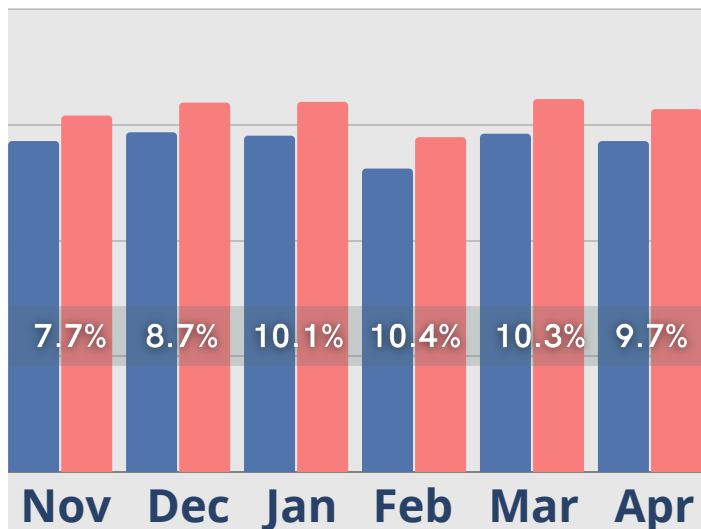
Giving our customers more than they expect.
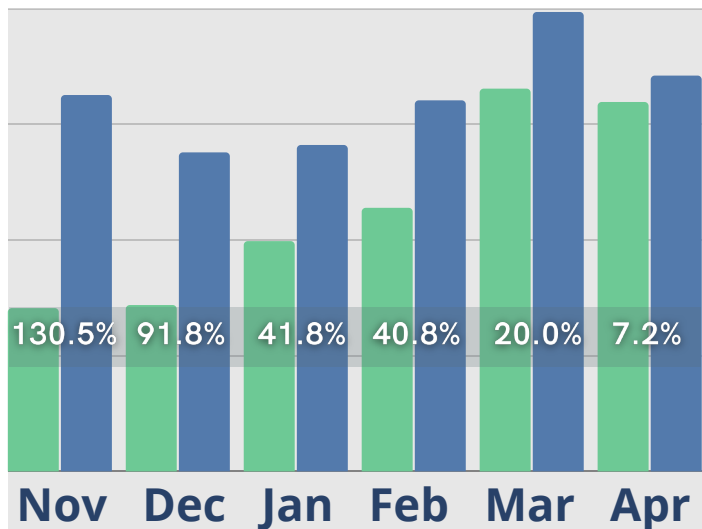
Inquiries

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
17.0%	3.2%	-11.9%	-7.7%	6.9%	-4.8%

Census

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
7.7%	8.7%	10.1%	10.4%	10.3%	9.7%

Initial Tours

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
130.5%	91.8%	41.8%	40.8%	20.0%	7.2%

Cash Receipts

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
15.3%	18.1%	22.1%	15.9%	7.2%	9.2%

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Move-Ins

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
28.1%	44.1%	3.5%	2.7%	-5.1%	-5.1%
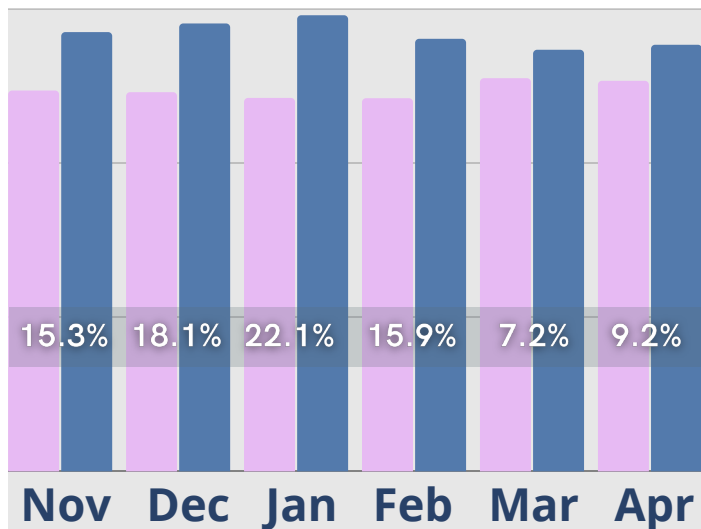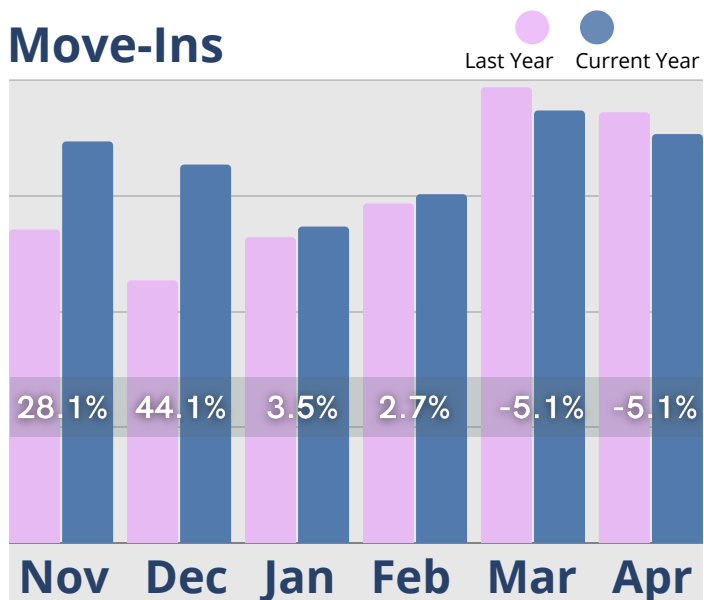
Activity Completed-Inquiry

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-0.8%	-14.1%	-28.4%	-12.7%	-24.6%	-16.3%

Move-Outs

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
0.0%	-14.7%	-13.3%	-4.8%	18.3%	-4.2%
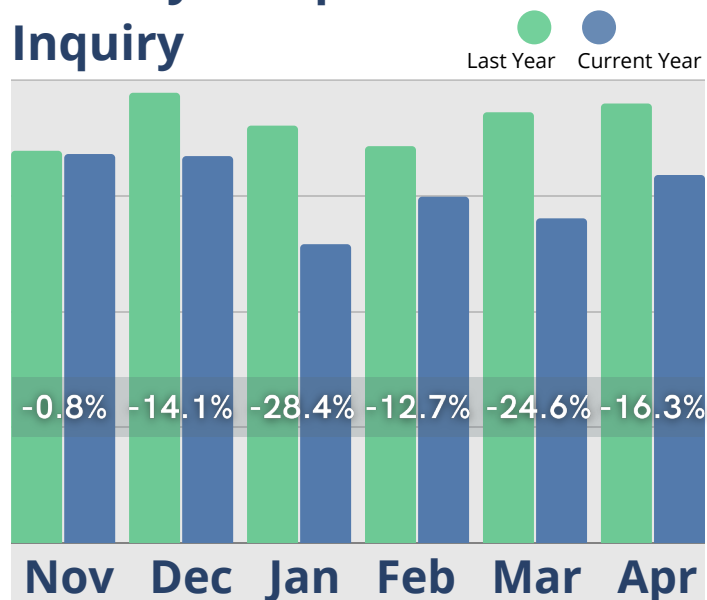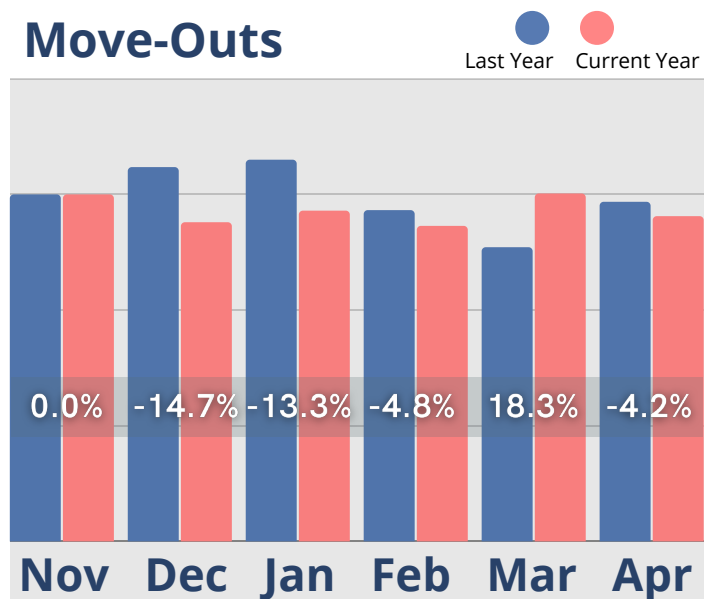
Activity Completed-Marketing

Last Year   Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-58.6%	-39.7%	-37.9%	-52.0%	-40.3%	-14.5%

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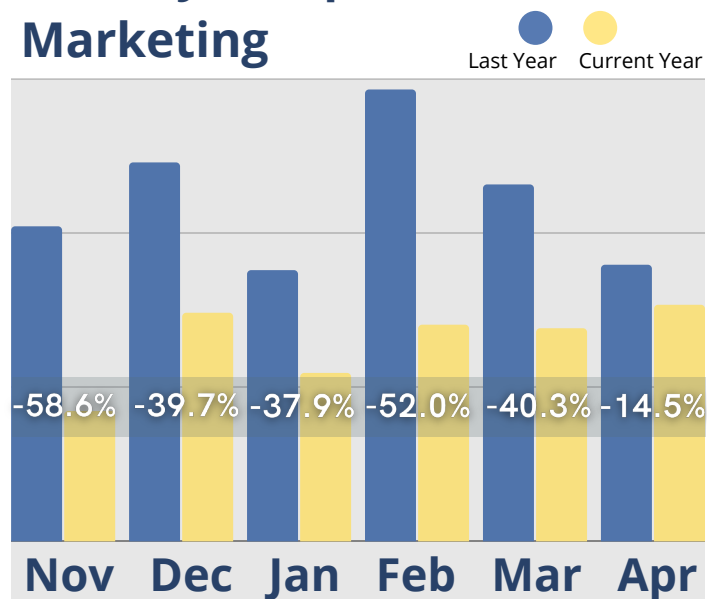
Average Tour to Move-In Conversion Days

Last Year • Current Year

90	92	77	64	71	90
66	87	63	77	66	65
-26.5%	-5.7%	-19.0%	21.6%	-6.9%	-28.1%
Nov	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**
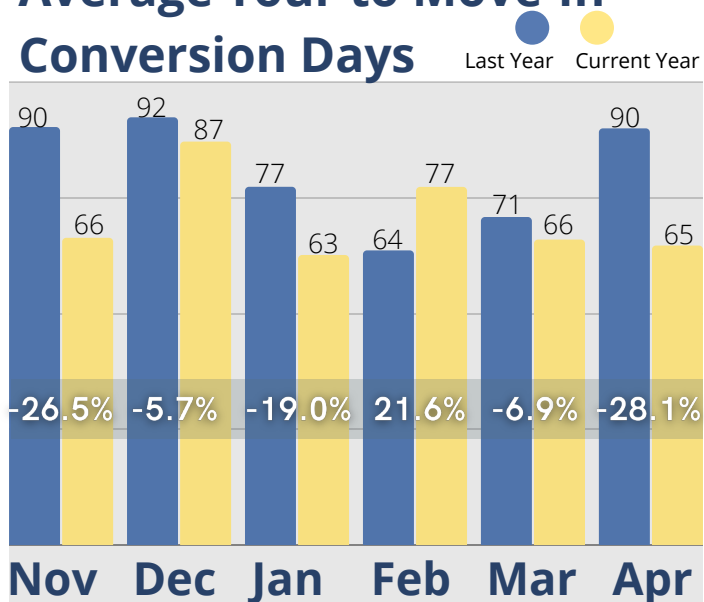
Residents w/ Assessments

Last Year • Current Year

17.2%	22.5%	23.7%	25.6%	27.1%	25.8%
Nov	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**

Incidents

Last Year • Current Year

-24.6%	-15.9%	-31.9%	-3.6%	-7.5%	-27.8%
Nov	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**
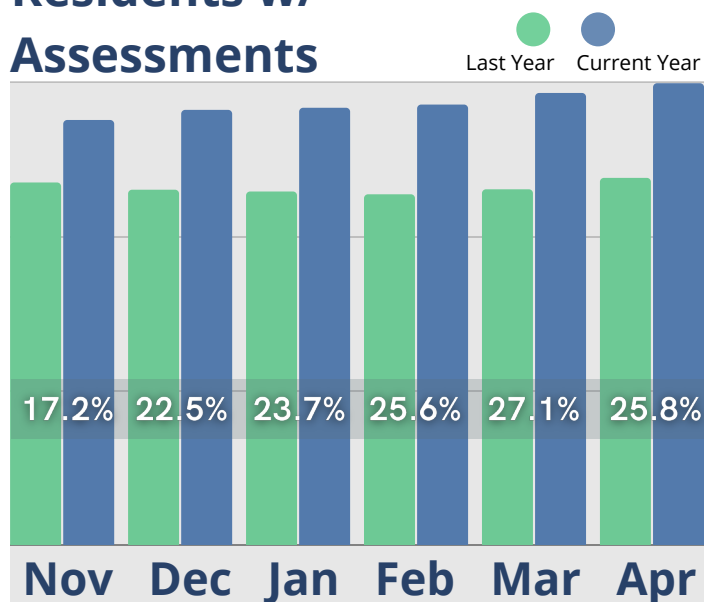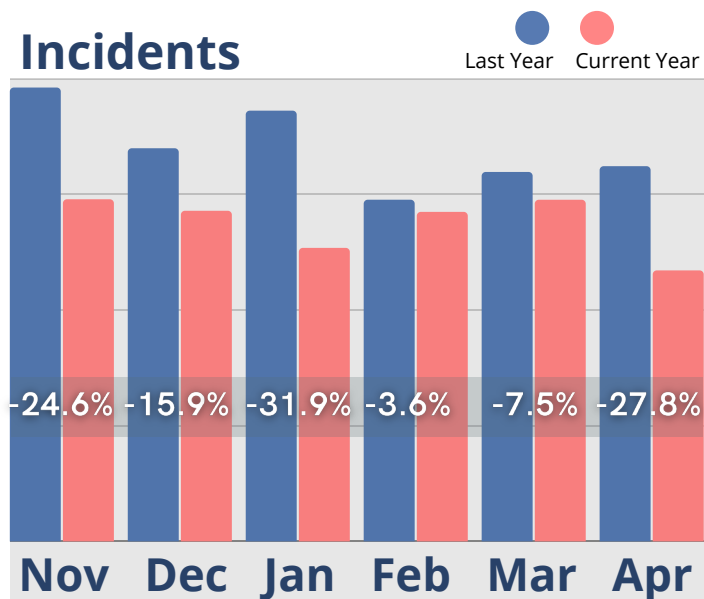
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Rent Roll Summary- Room Rate

Nov	Dec	Jan	Feb	Mar	Apr
11.8%	18.5%	19.9%	16.7%	7.6%	8.1%
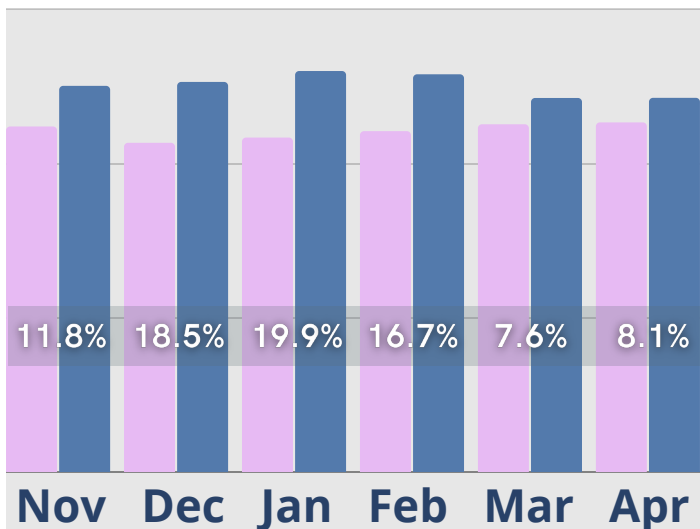
Rent Roll Summary- Assessment Fee

Nov	Dec	Jan	Feb	Mar	Apr
40.7%	60.4%	59.2%	47.5%	44.3%	28.0%
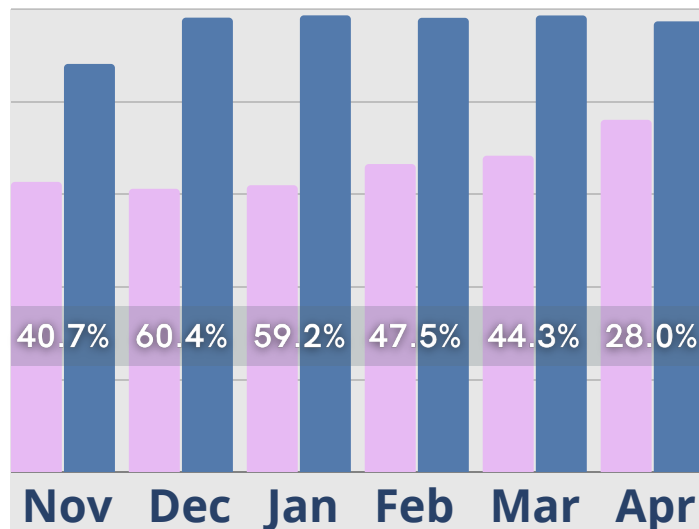
Rent Roll Summary- Monthly Fees

Nov	Dec	Jan	Feb	Mar	Apr
-52.6%	-54.3%	-38.8%	-29.2%	19.6%	111.8%
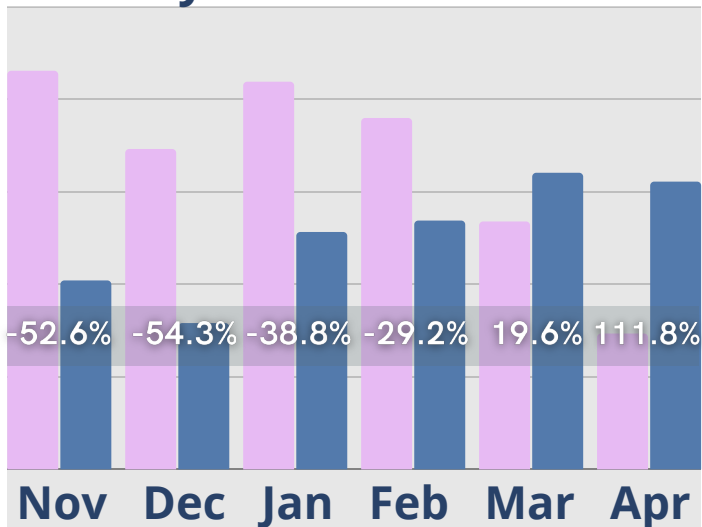
Rent Roll Summary- Service Fee
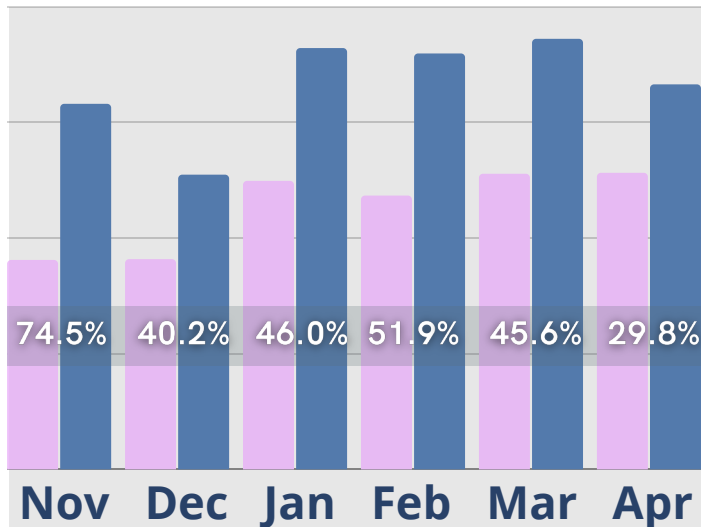
Nov	Dec	Jan	Feb	Mar	Apr
74.5%	40.2%	46.0%	51.9%	45.6%	29.8%

Last Year   Current Year

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