Senior Housing Census and Operations Update

Move>>N Software, Inc.

June 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 June 30th.
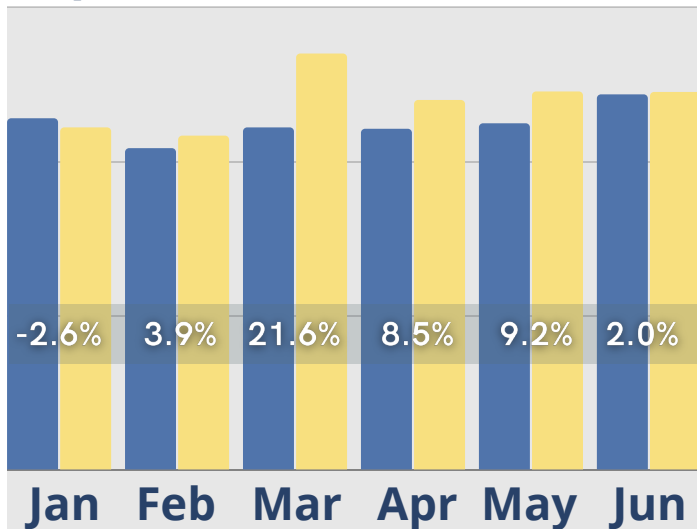
June Analysis

Since our last update in May there has been little to no change in most of the key indicators. This is positive in terms of no significant negative changes in most areas, but there were also no major gains to report. June inquiries and tours were essentially unchanged from May, and when compared to June 2021, there was only a 2% increase in leads, and tour volume declined by almost 5%. The number of days to convert a lead to a move-in after touring increased in June by almost a week from the May average. Census was 8% higher than the same time last year but declined slightly from May totals. Move-outs were lower in June than in May but were 4% higher than in June 2021. Move-in activity for June was consistent with the previous month but was over 6% lower than same time last year. Cash receipts were almost 14% higher than in June 2021, remaining at a consistent level throughout 2022. Residents with assessments and related assessment fees, as well as room revenues, have also shown only slight variances from January through June. Monthly fee revenues declined in June for the first time in 2022 but were still more than 60% higher than in June of last year. Ancillary service fee revenue reported a significant drop in June compared to May revenues, and for the first time in 2022 also showed negative growth when compared to the same period in 2021.

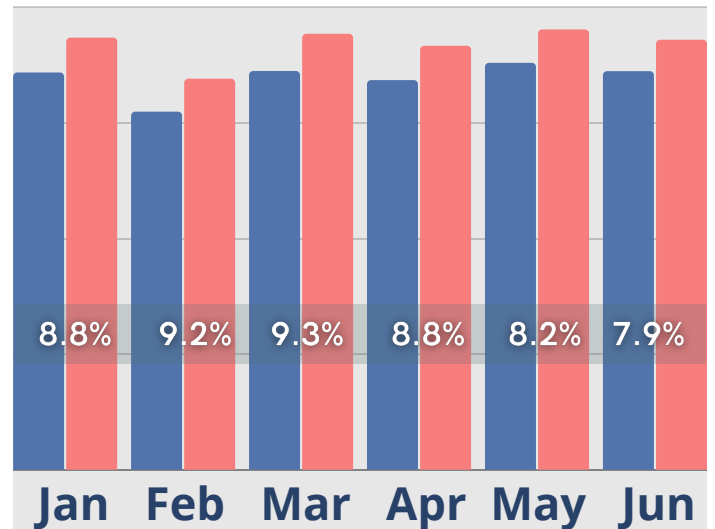# Giving our customers more than they expect.

Inquiries

Last Year Current Year

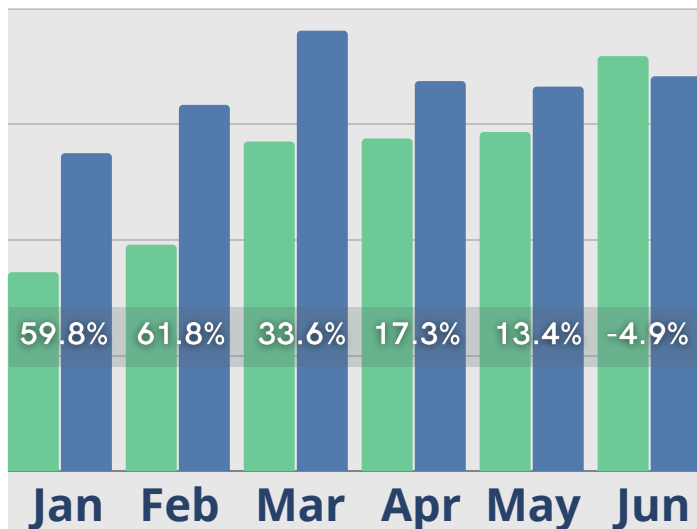| Jan	Feb	Mar	Apr	May	Jun
-2.6%	3.9%	21.6%	8.5%	9.2%	2.0%

Census

Last Year Current Year

Jan	Feb	Mar	Apr	May	Jun
8.8%	9.2%	9.3%	8.8%	8.2%	7.9%

Initial Tours

Last Year Current Year

Jan	Feb	Mar	Apr	May	Jun
59.8%	61.8%	33.6%	17.3%	13.4%	-4.9%

Cash Receipts

Last Year Current Year

Jan	Feb	Mar	Apr	May	Jun
17.0%	14.9%	9.9%	17.3%	14.1%	13.8%

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Move-Ins

Last Year   Current Year

Jan	Feb	Mar	Apr	May	Jun
6.0%	4.4%	0.0%	-1.3%	5.6%	-6.4%
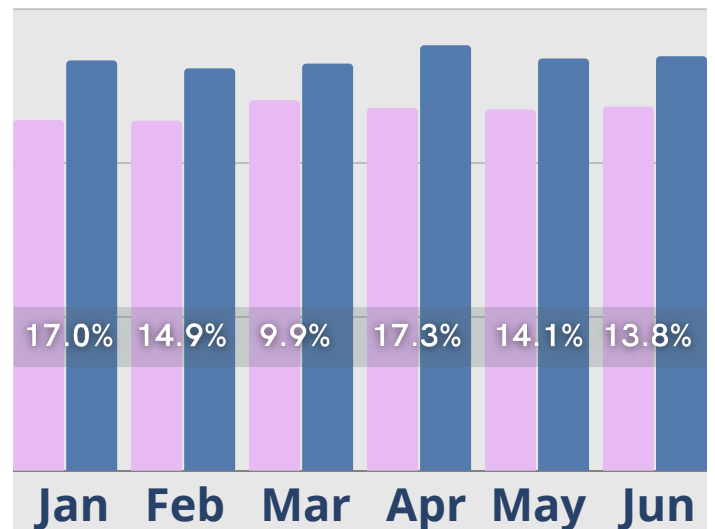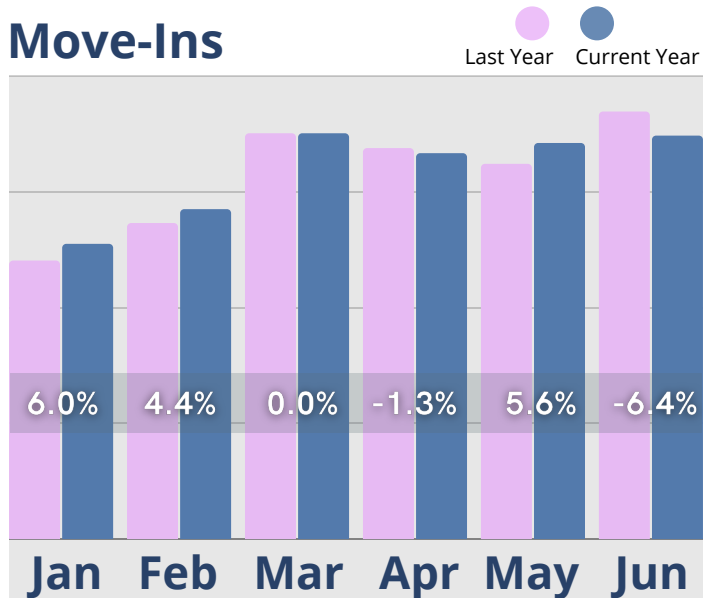
Activity Completed-Inquiry

Last Year   Current Year

Jan	Feb	Mar	Apr	May	Jun
-12.5%	0.5%	-11.4%	-7.5%	-19.9%	-0.9%

Move-Outs

Last Year   Current Year

Jan	Feb	Mar	Apr	May	Jun
-16.0%	-4.4%	19.1%	-0.6%	15.5%	4.1%
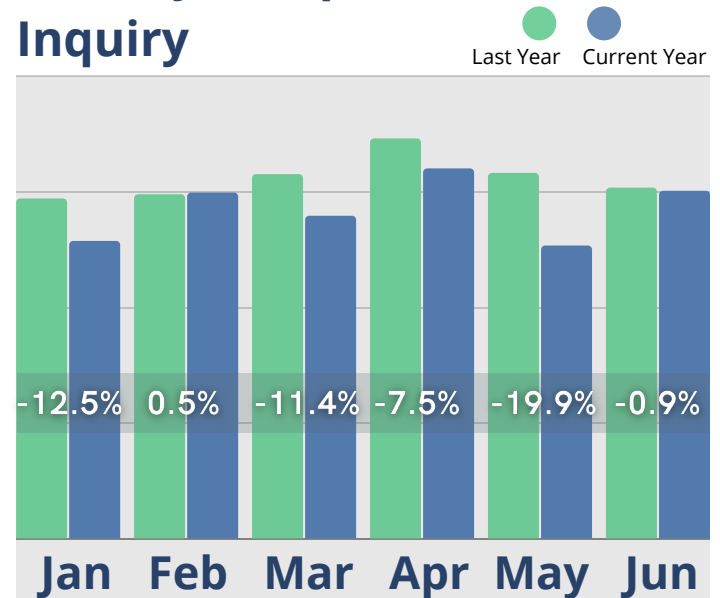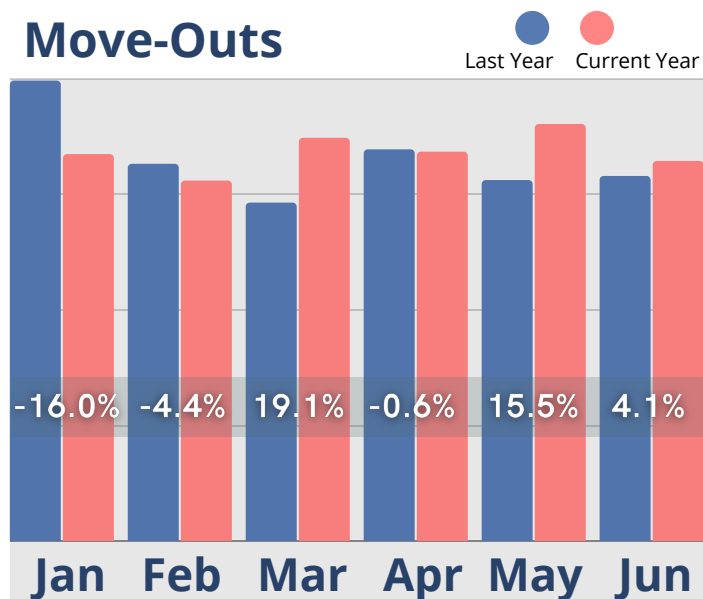
Activity Completed-Marketing

Last Year   Current Year

Jan	Feb	Mar	Apr	May	Jun
-38.7%	-52.4%	-40.4%	-11.3%	-22.8%	-7.9%

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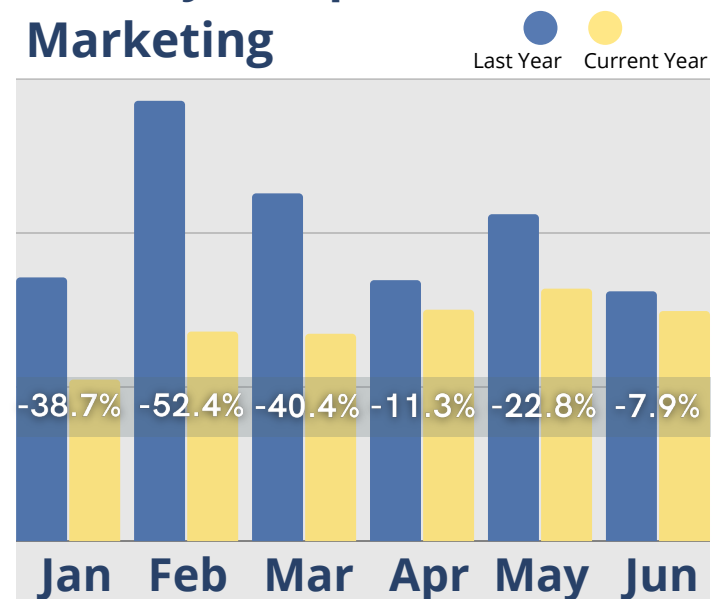
Average Tour to Move-In Conversion Days

Last Year Current Year

	Jan	Feb	Mar	Apr	May	Jun
Last Year	77	63	71	93	81	68
Current Year	66	74	63	68	69	75
%	-14.9%	18.1%	-11.8%	-26.8%	-14.5%	9.9%
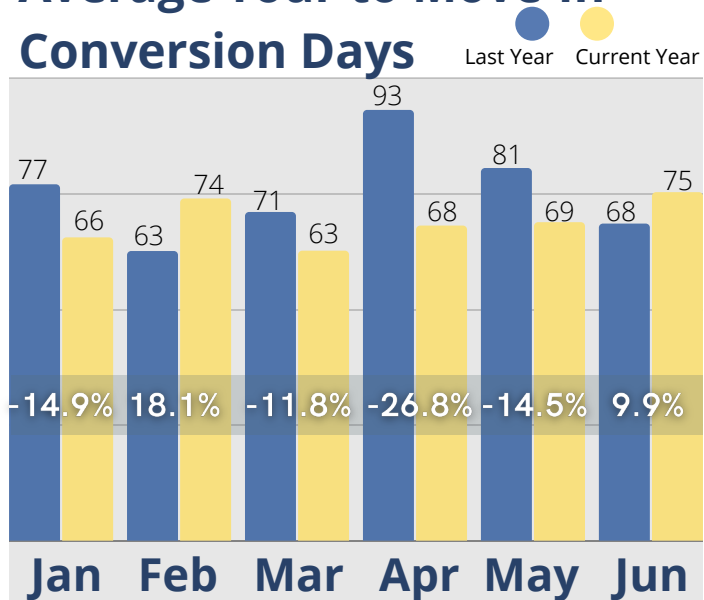
Residents w/ Assessments

Last Year Current Year

	Jan	Feb	Mar	Apr	May	Jun
%	15.7%	17.0%	19.5%	19.2%	20.5%	19.5%

Incidents

Last Year Current Year

	Jan	Feb	Mar	Apr	May	Jun
%	-32.9%	-3.2%	0.5%	-11.1%	6.5%	-1.2%
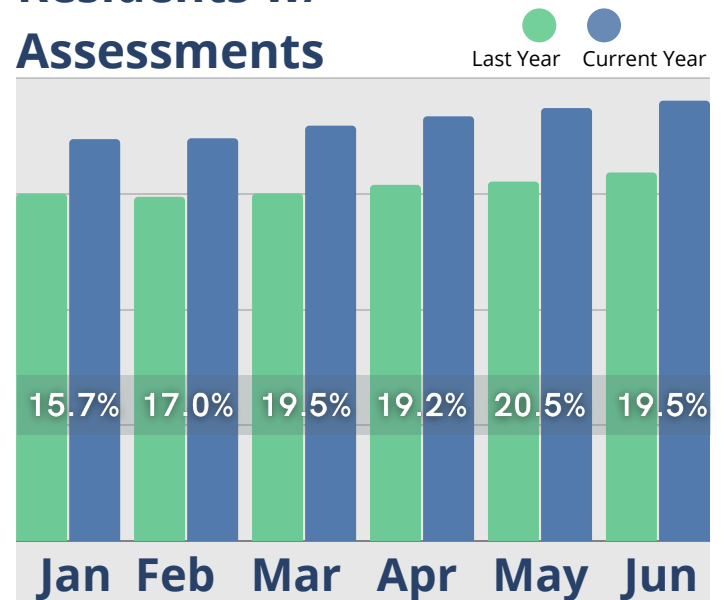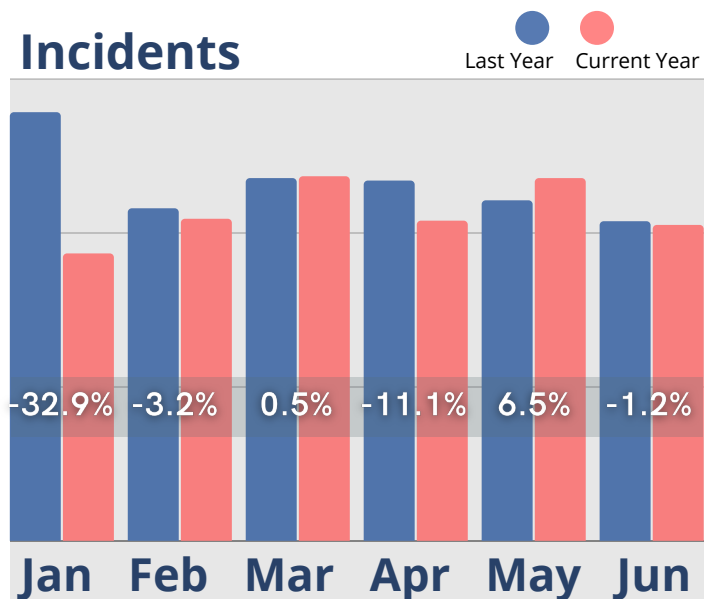
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Rent Roll Summary- Room Rate

Jan	Feb	Mar	Apr	May	Jun
10.9%	9.7%	9.8%	11.9%	11.4%	19.3%
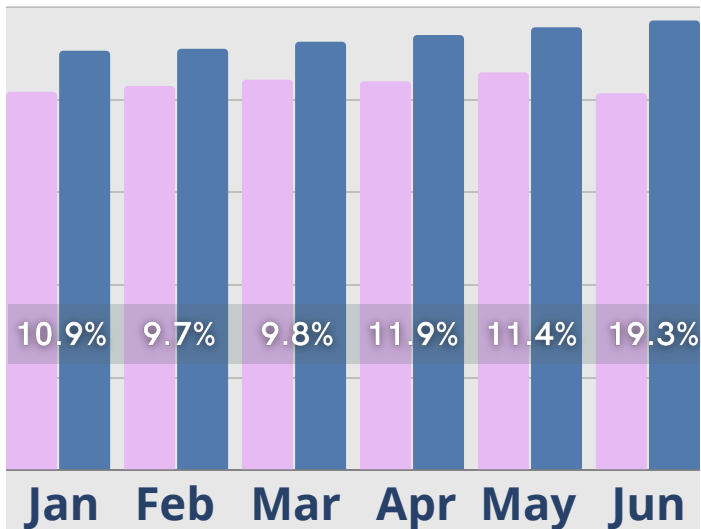
Rent Roll Summary- Assessment Fee

Jan	Feb	Mar	Apr	May	Jun
59.4%	48.0%	51.5%	33.9%	39.1%	41.8%
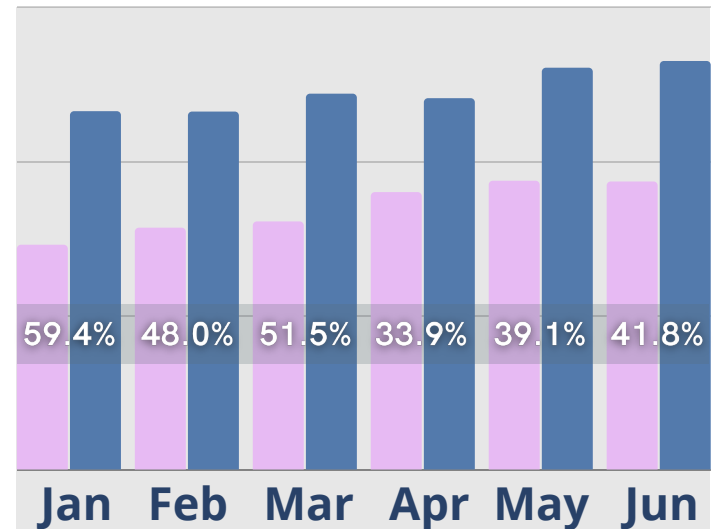
Rent Roll Summary- Monthly Fees

Jan	Feb	Mar	Apr	May	Jun
-13.4%	-9.7%	25.5%	93.7%	82.6%	61.6%
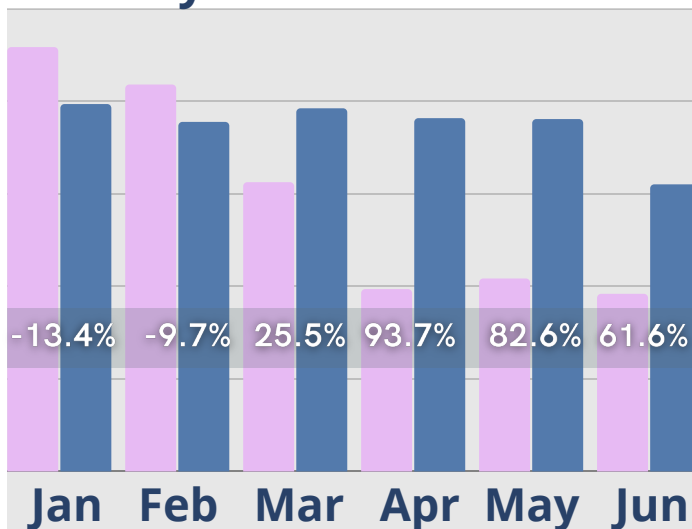
Rent Roll Summary- Service Fee
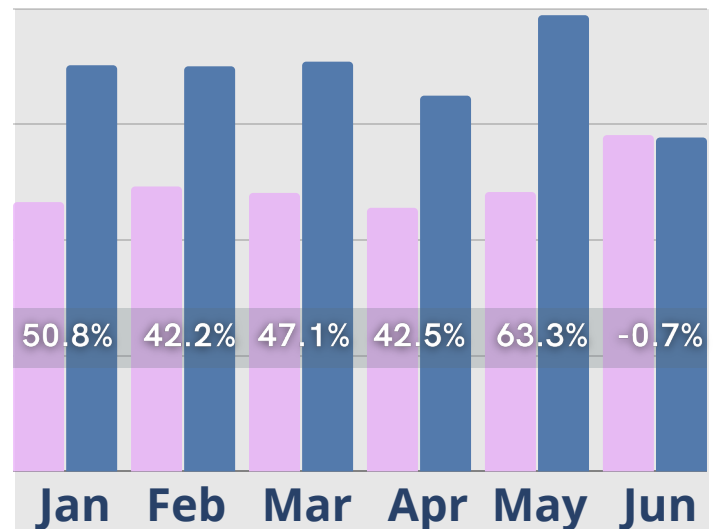
Jan	Feb	Mar	Apr	May	Jun
50.8%	42.2%	47.1%	42.5%	63.3%	-0.7%

Last Year   Current Year

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