

Senior Housing Census and Operations Update



July
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 July 30th.

July Analysis

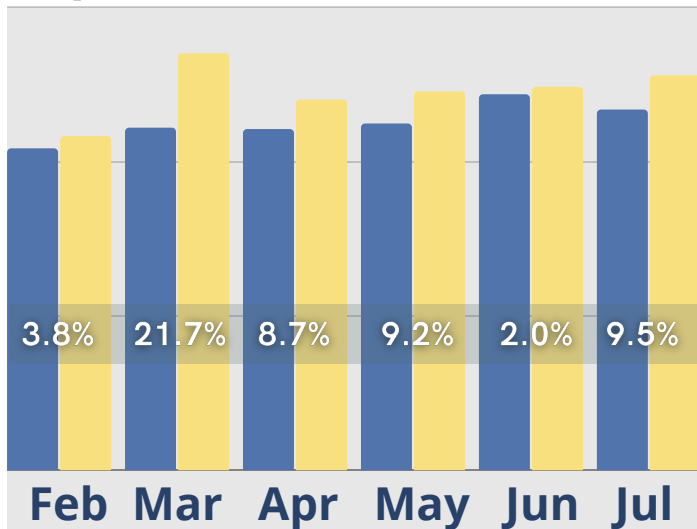
July 2022 leads had an increase of 9.5% over July 2021 and also showed a slight uptick from June. Reporting for initial tours was the reverse though, with 9.4% fewer tours than last July and slightly fewer tours than June. The number of days to convert tours to move-ins increased from 75 days in June to 92 days in July. Move-ins and move-outs were both at their lowest level since February of this year, with move-ins down by 20% and move-outs down 8.3% from July 2021. Census remained stable with a minor increase from June and over 7% higher than same time last year. Cash receipts were also unaffected and improved by over 16% compared to July of 2021. In year over year comparisons, residents with assessments increased 18.5% and assessment fee revenues increased by over 37%, both showing little change since February of 2022. Room revenues are also stable and continue to outperform 2021 revenue totals. Service fee revenues bounced back from their decline in June and were 33% higher than in July of last year, while monthly fees were consistent with June totals and over 71% above revenues reported for the same time last year.

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

July Last 6 Months

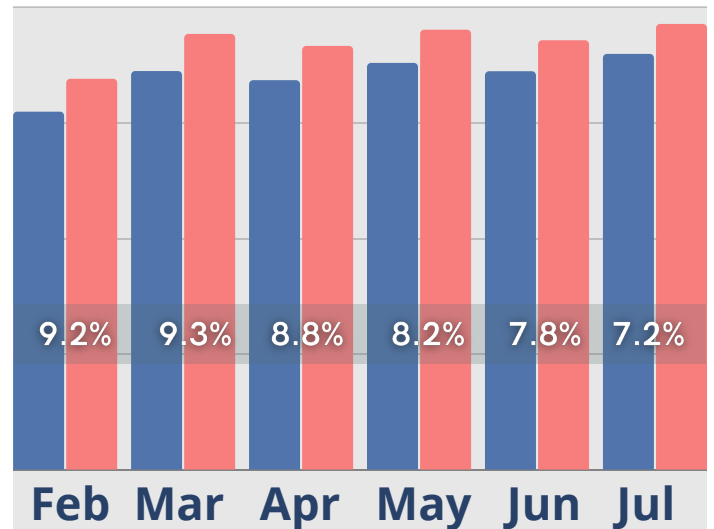
Inquiries

● Last Year ● Current Year



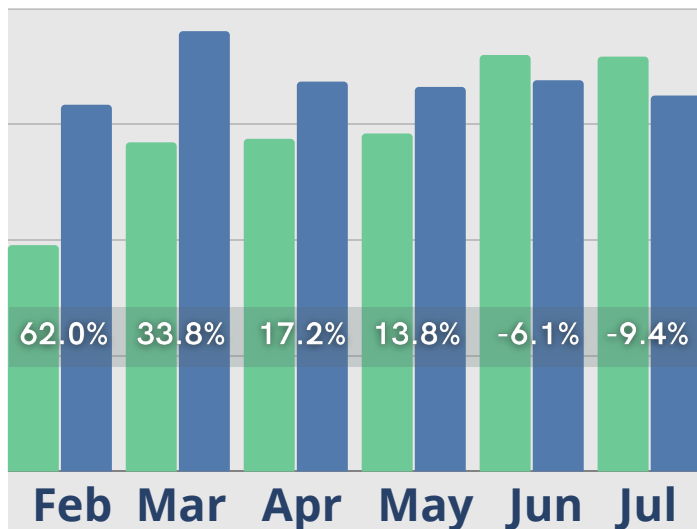
Census

● Last Year ● Current Year



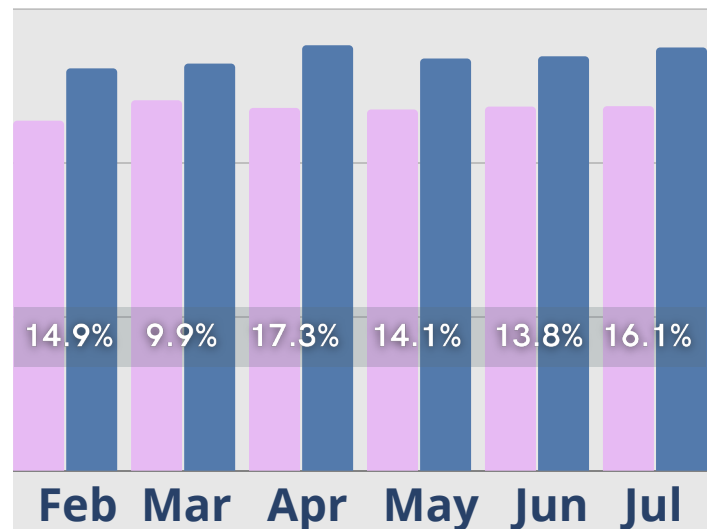
Initial Tours

● Last Year ● Current Year



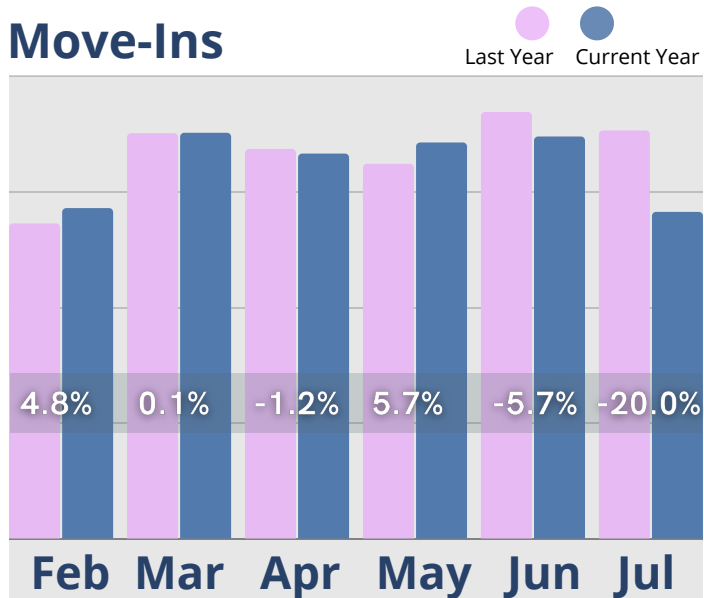
Cash Receipts

● Last Year ● Current Year

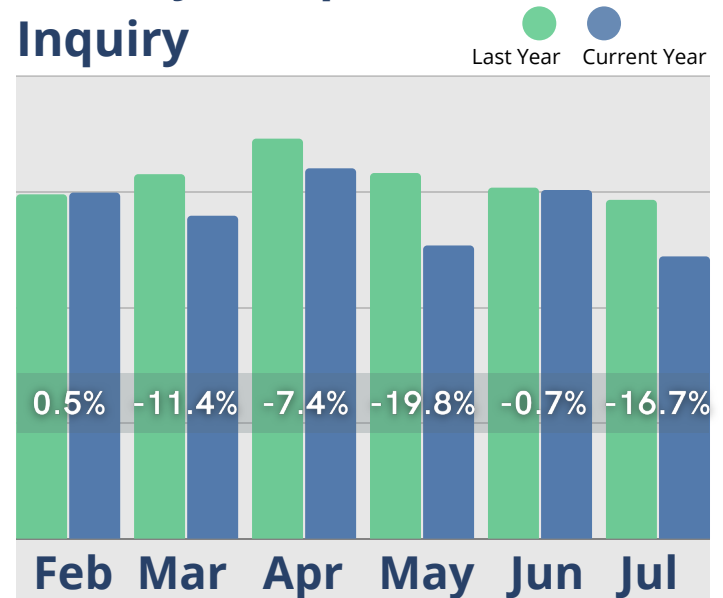


July Last 6 Months

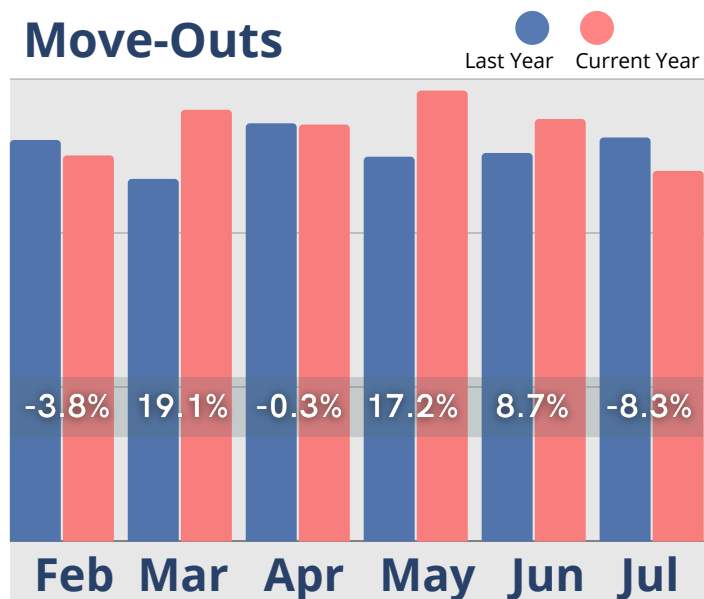
Move-Ins



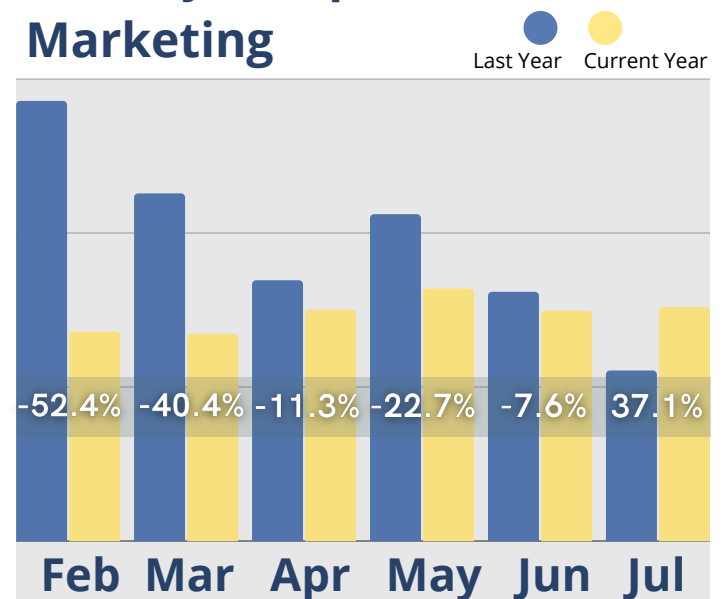
Activity Completed-Inquiry



Move-Outs

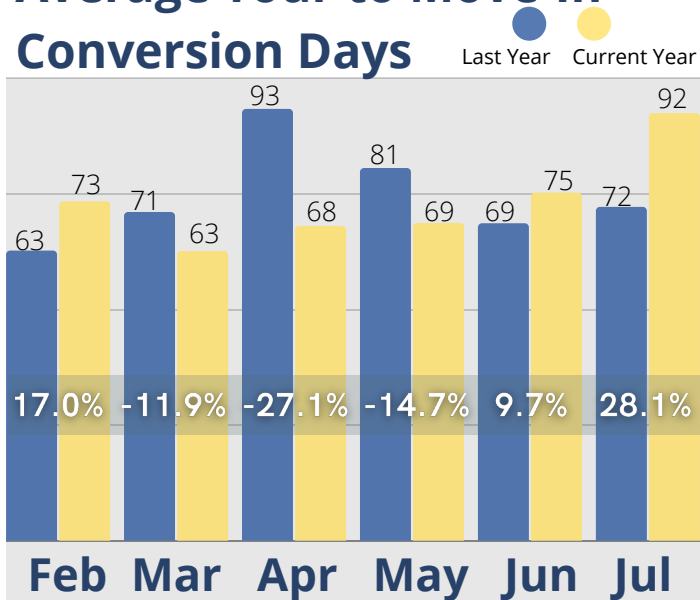


Activity Completed-Marketing

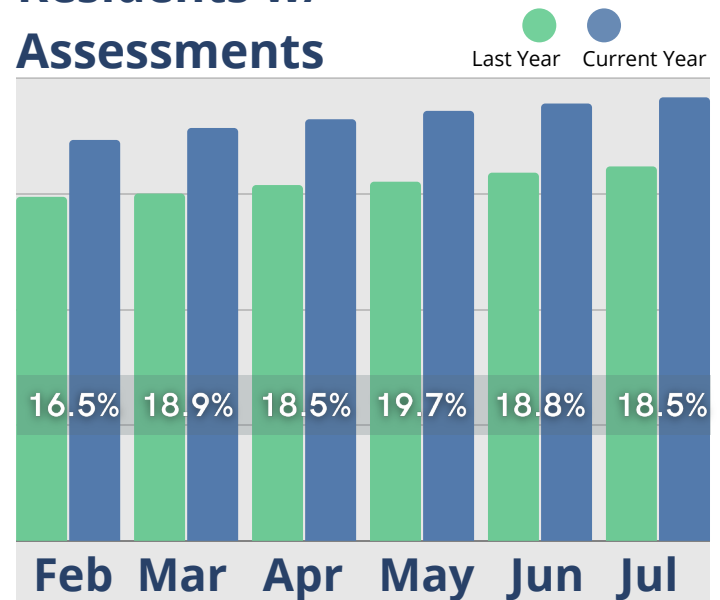


July Last 6 Months

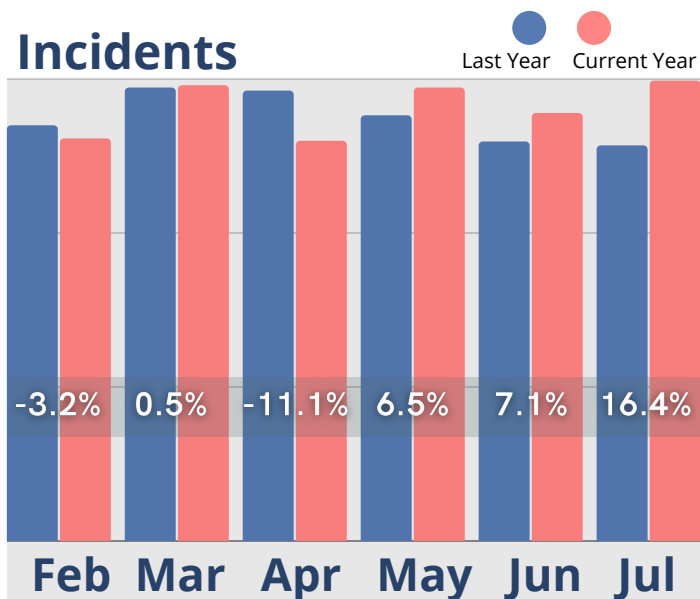
Average Tour to Move-In Conversion Days



Residents w/ Assessments

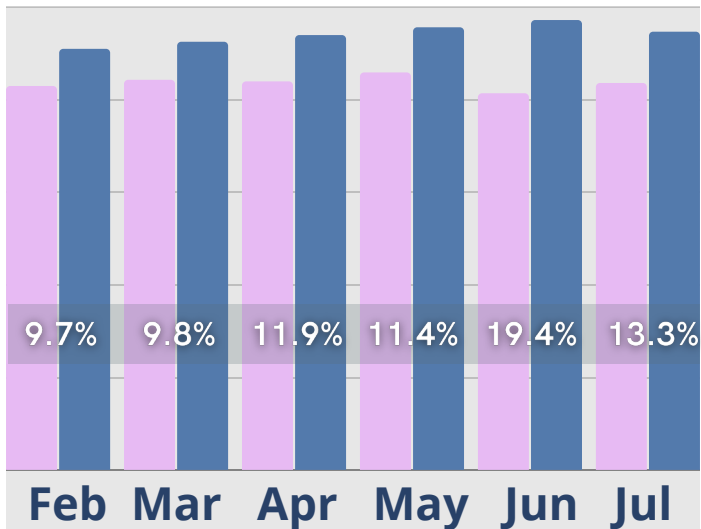


Incidents

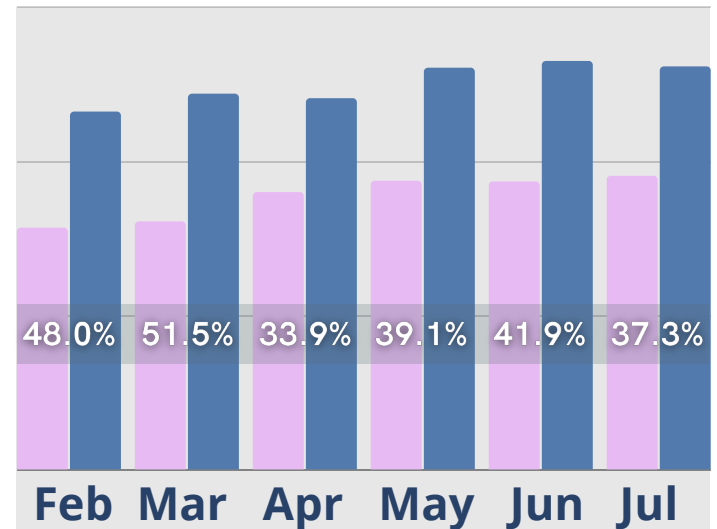


July Last 6 Months

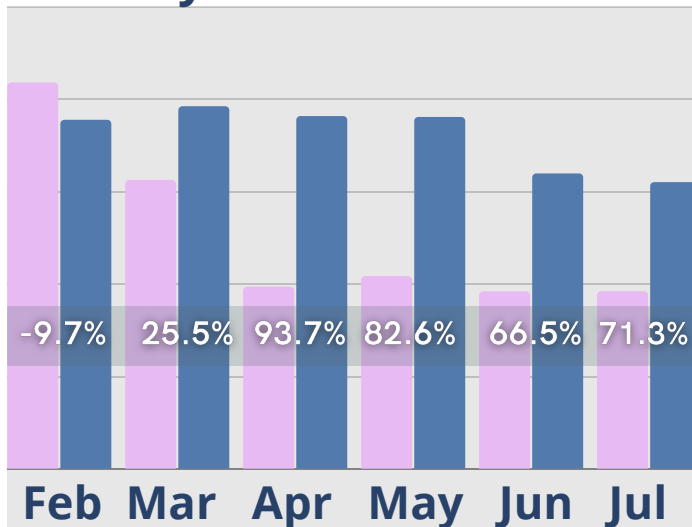
Rent Roll Summary- Room Rate



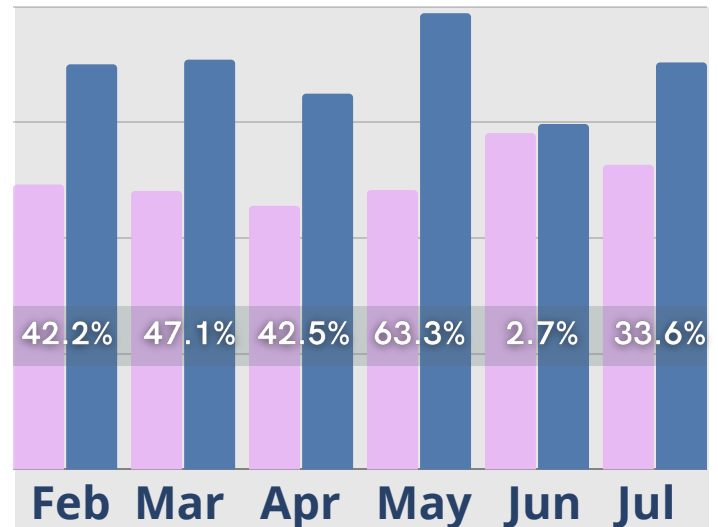
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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