Senior Housing Census and Operations Update

Move>>N
Software, Inc.

September 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 August 31st.
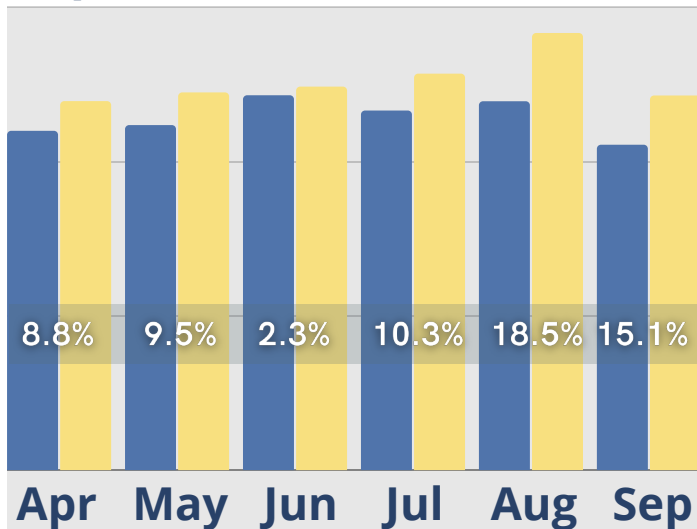
September Analysis

September continued the year over year gains that have been trending for the last six months, but month over month analysis is showing losses in inquiry and tour volume as well as move-ins when compared to August totals. Even so, leads were up over 15%, tours were up over 11%, and census was 7% higher than in September of 2021. Census and cash receipts were both stable and move-outs were almost 15% lower than the same time last year. The number of days from tour to move-in increased by 23 days when compared to August and was 3 days higher than in September 2021. Resident care needs have remained at a consistent level for the last six months, with an almost 19% increase when compared to the same time last year. Room and assessment revenues are showing little fluctuation over the last six months and monthly fee revenues have been consistent for the last four months since their decline in June. Service fees in September dropped slightly from their high in August, but all revenues for the last six months are consistently higher than for the same periods in 2021.

Giving our customers more than they expect.

Inquiries

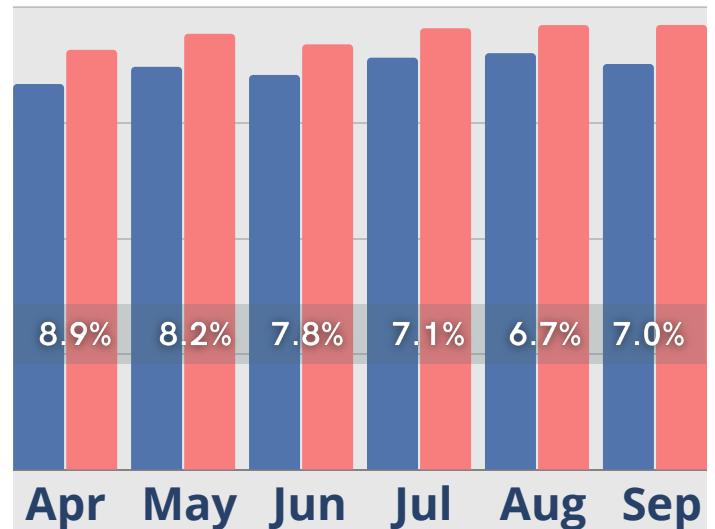Last Year   Current Year

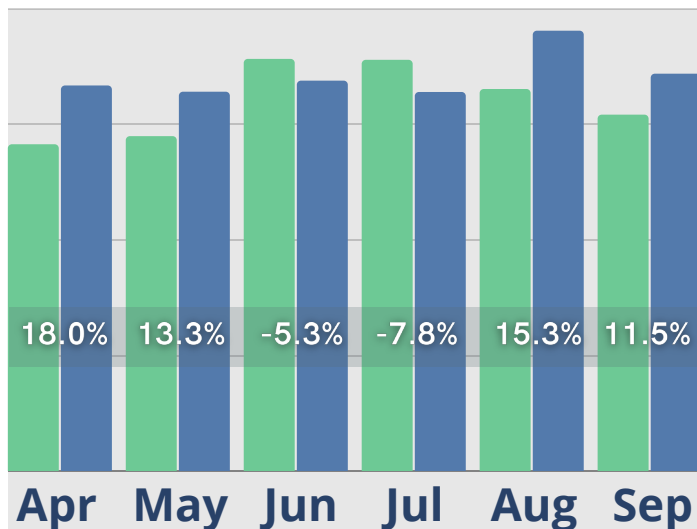| Apr	May	Jun	Jul	Aug	Sep
8.8%	9.5%	2.3%	10.3%	18.5%	15.1%

Census

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
8.9%	8.2%	7.8%	7.1%	6.7%	7.0%

Initial Tours

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
18.0%	13.3%	-5.3%	-7.8%	15.3%	11.5%

Cash Receipts

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
17.3%	14.2%	13.9%	16.2%	14.1%	6.1%

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Move-Ins

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
-1.3%	5.7%	-5.1%	-17.7%	-2.1%	0.7%
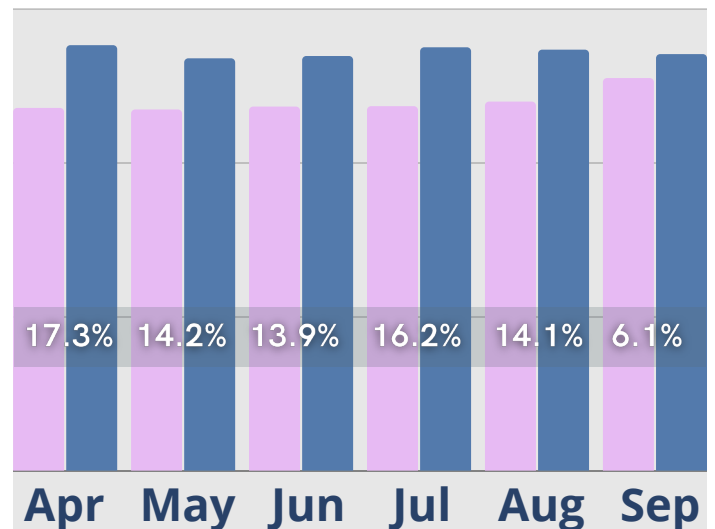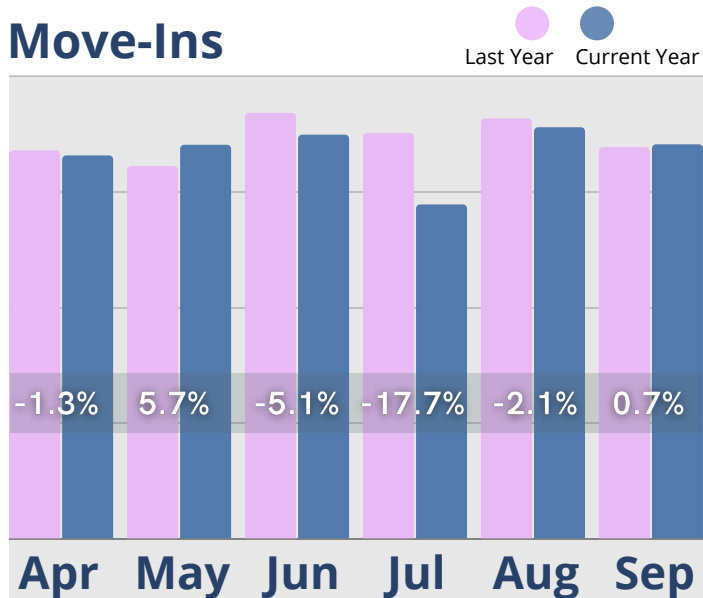
Activity Completed-Inquiry

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
-6.8%	-19.5%	-0.3%	-16.0%	9.2%	-23.9%

Move-Outs

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
0.6%	19.4%	11.2%	-2.8%	-5.1%	-14.9%
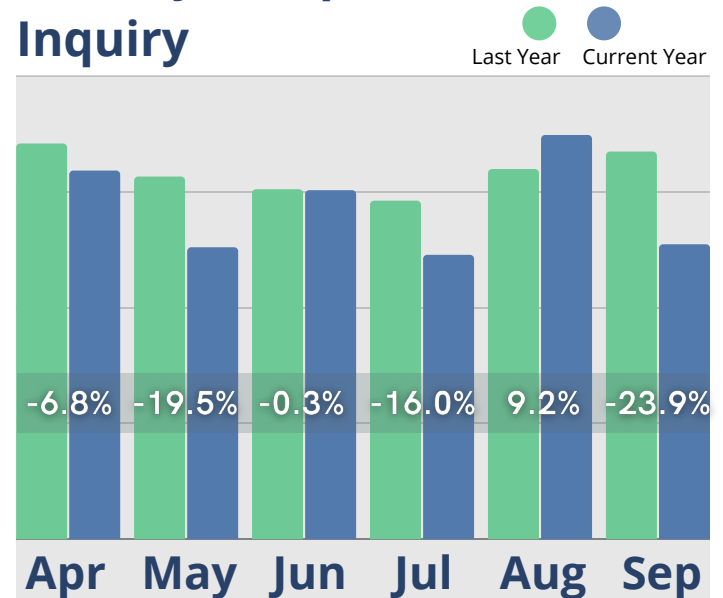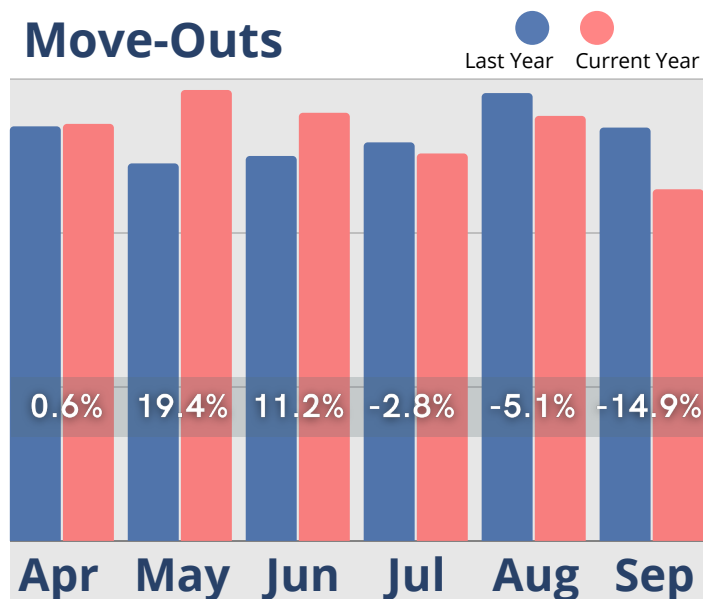
Activity Completed-Marketing

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
-11.2%	-22.6%	-7.5%	37.6%	62.8%	16.4%

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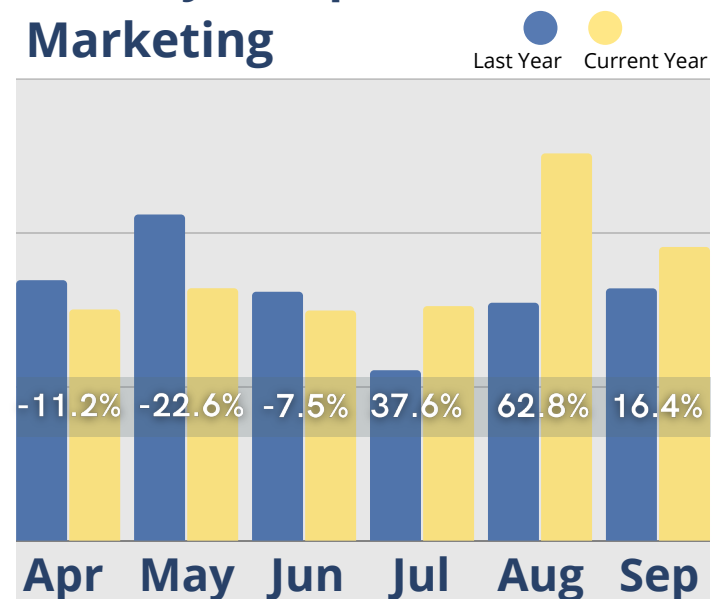
Average Tour to Move-In Conversion Days

Last Year • Current Year •

	Apr	May	Jun	Jul	Aug	Sep
Last Year	94	79	68	72	63	85
Current Year	68	69	75	92	65	88
%	-26.8%	-13.3%	10.6%	27.7%	3.2%	3.6%
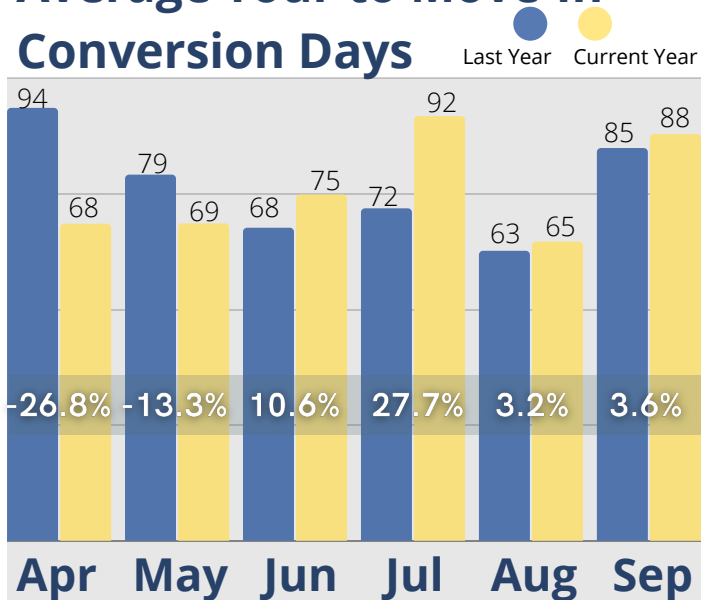
Residents w/ Assessments

Last Year • Current Year •

	Apr	May	Jun	Jul	Aug	Sep
%	17.6%	18.6%	17.7%	17.3%	18.4%	18.9%

Incidents

Last Year • Current Year •

	Apr	May	Jun	Jul	Aug	Sep
%	-10.4%	7.2%	8.5%	20.5%	8.7%	-2.4%
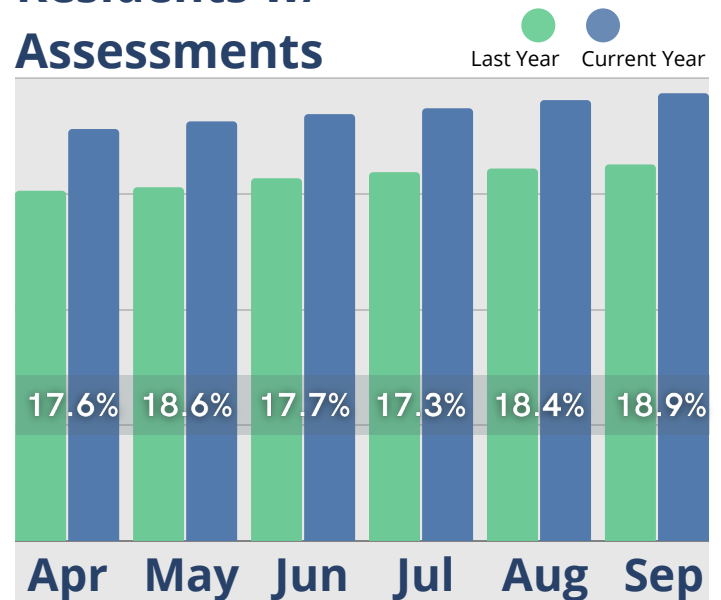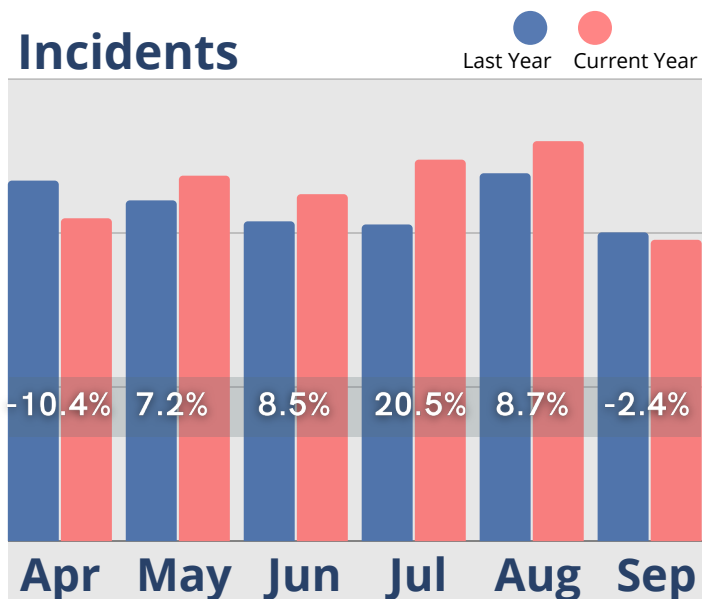
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Rent Roll Summary- Room Rate

Apr	May	Jun	Jul	Aug	Sep
11.9%	11.4%	19.4%	13.2%	13.7%	14.4%
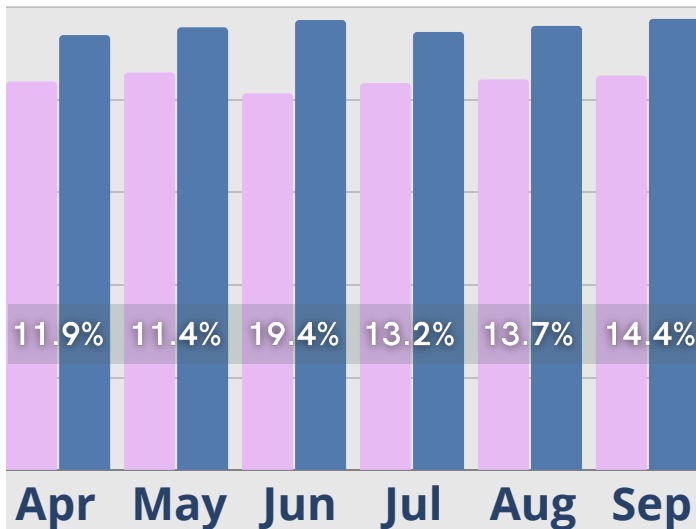
Rent Roll Summary- Assessment Fee

Apr	May	Jun	Jul	Aug	Sep
33.9%	39.1%	41.9%	37.4%	37.1%	37.5%
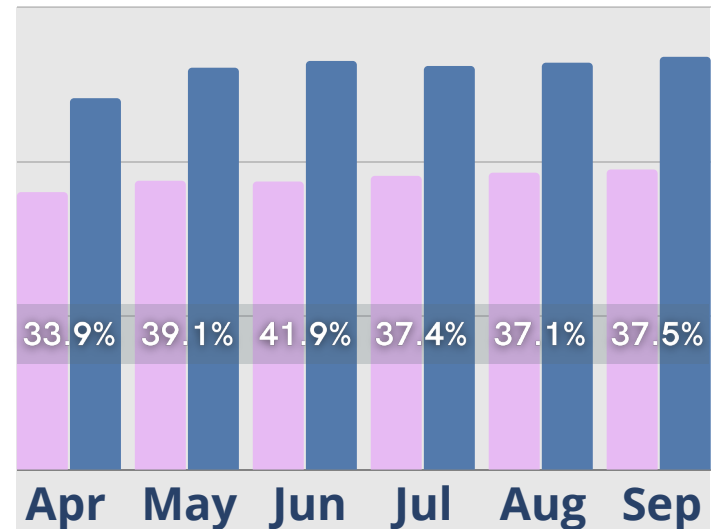
Rent Roll Summary- Monthly Fees

Apr	May	Jun	Jul	Aug	Sep
93.7%	82.6%	66.5%	72.1%	33.3%	24.1%
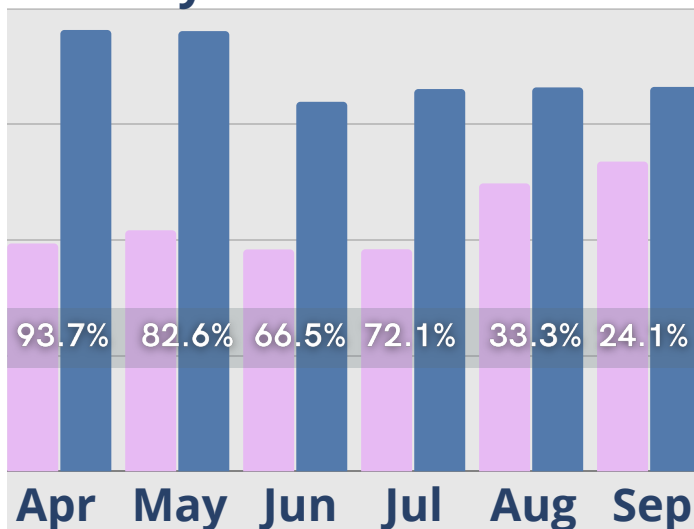
Rent Roll Summary- Service Fee
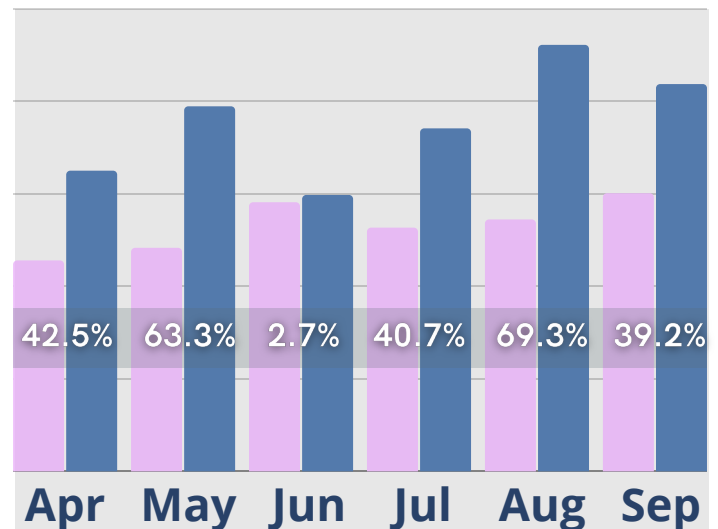
Apr	May	Jun	Jul	Aug	Sep
42.5%	63.3%	2.7%	40.7%	69.3%	39.2%

Last Year   Current Year

MoveN Software, Inc.

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