Senior Housing Census and Operations Update

MoveN Software, Inc.

October 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 October 31st.
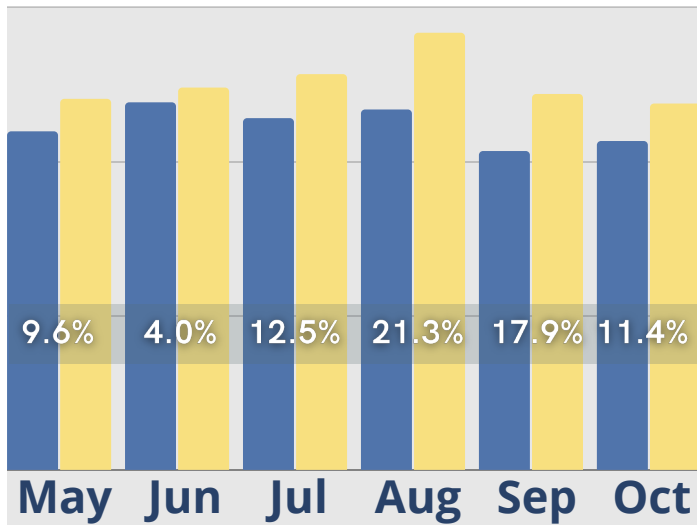
October Analysis

As the holiday season ramps up, lead volume is slowing down from earlier in the year. But when compared to traffic last year, this October has improved by more than 11% over 2021. While there was a year over year increase in traffic, initial tours for October are at their lowest level in the last six months, and down by almost 3% from last year. The good news is that the time to convert tours to move-ins has shown marked improvement, reduced by more than 3 weeks from 88 days in September to just 62 days in October. Census showed a small month over month increase from September, and was 7% higher than October of last year, even though move-ins were down for the second month in a row and 6% below October 2021 and move-outs were slightly higher than in September. More good news is that cash receipts were virtually unchanged from the previous 3 months of this year and almost 16% higher than October of last year. Room and assessment (care fee) revenues continued to be stable, showing little fluctuation in the last six months, and significant improvement from 2021 revenues, with a 21% increase in room revenues and an over 44% increase in assessment revenues in October. Other recurring revenues (monthly fees) have shown little change since July, and have not rebounded to May levels, but in October were more than 20% higher than last year, while service fees were 38.5% above 2021 totals. Outreach and lead follow up also improved in October, with the most significant change in marketing activity, which should translate into increased lead volume in the coming months.

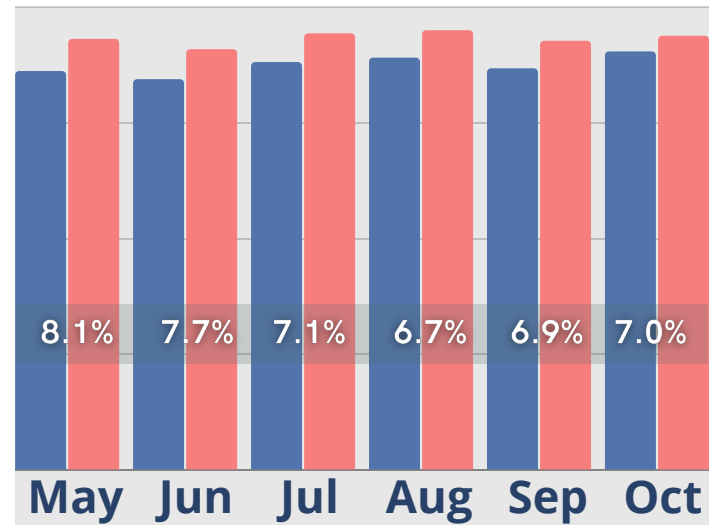## Giving our customers more than they expect.

Inquiries

Last Year   Current Year

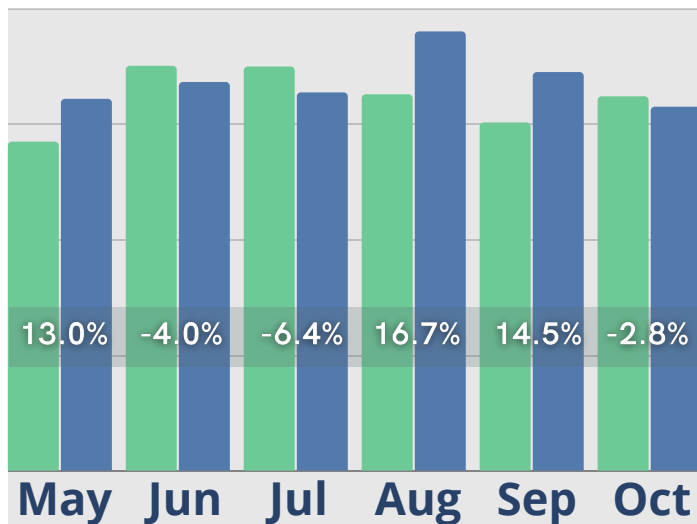| May	Jun	Jul	Aug	Sep	Oct
9.6%	4.0%	12.5%	21.3%	17.9%	11.4%

Census

Last Year   Current Year

May	Jun	Jul	Aug	Sep	Oct
8.1%	7.7%	7.1%	6.7%	6.9%	7.0%

Initial Tours

Last Year   Current Year

May	Jun	Jul	Aug	Sep	Oct
13.0%	-4.0%	-6.4%	16.7%	14.5%	-2.8%

Cash Receipts

Last Year   Current Year

May	Jun	Jul	Aug	Sep	Oct
13.7%	14.2%	21.8%	19.5%	10.8%	15.9%

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Move-Ins

Last Year | Current Year

May	Jun	Jul	Aug	Sep	Oct
6.4%	-3.1%	-17.0%	-0.2%	2.9%	-6.5%
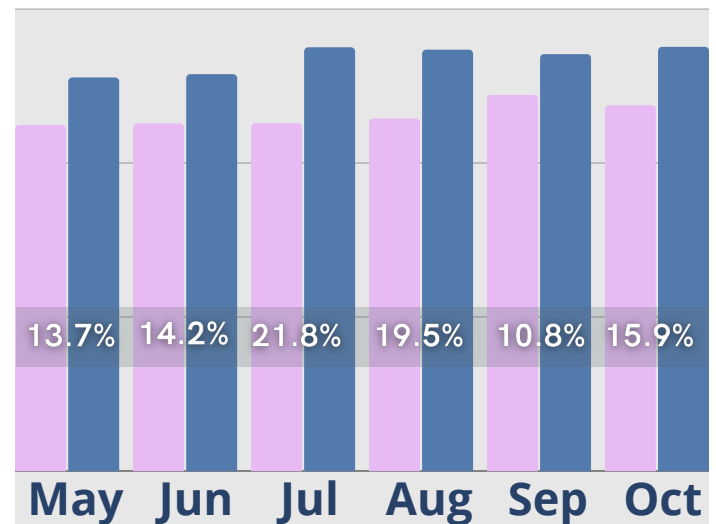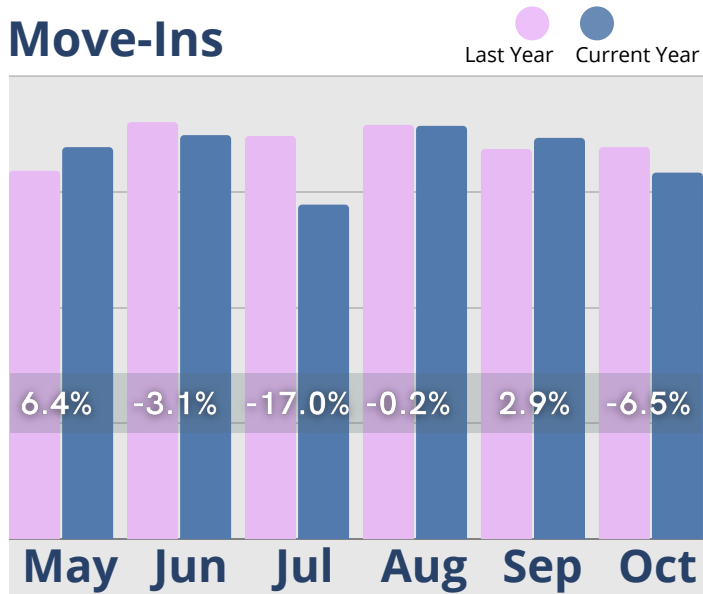
Activity Completed-Inquiry

Last Year | Current Year

May	Jun	Jul	Aug	Sep	Oct
-19.3%	1.0%	-14.7%	10.7%	-22.6%	12.2%

Move-Outs

Last Year | Current Year

May	Jun	Jul	Aug	Sep	Oct
18.5%	14.5%	-1.4%	-3.9%	-10.7%	-1.3%
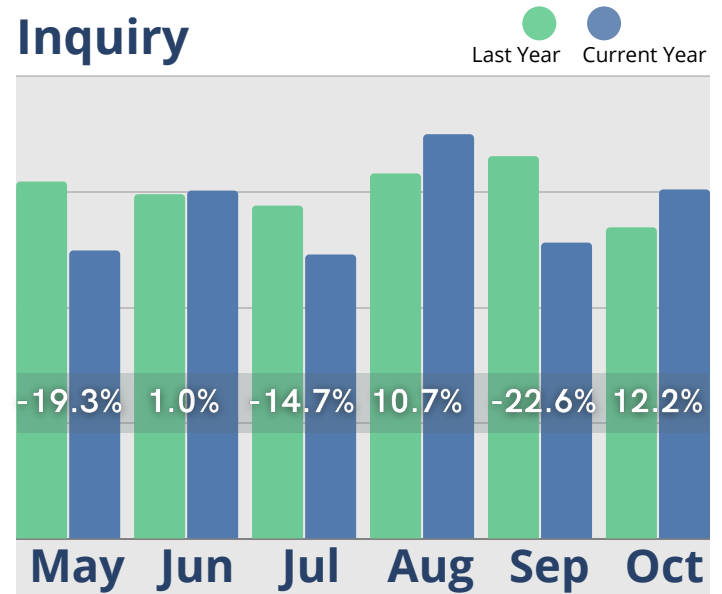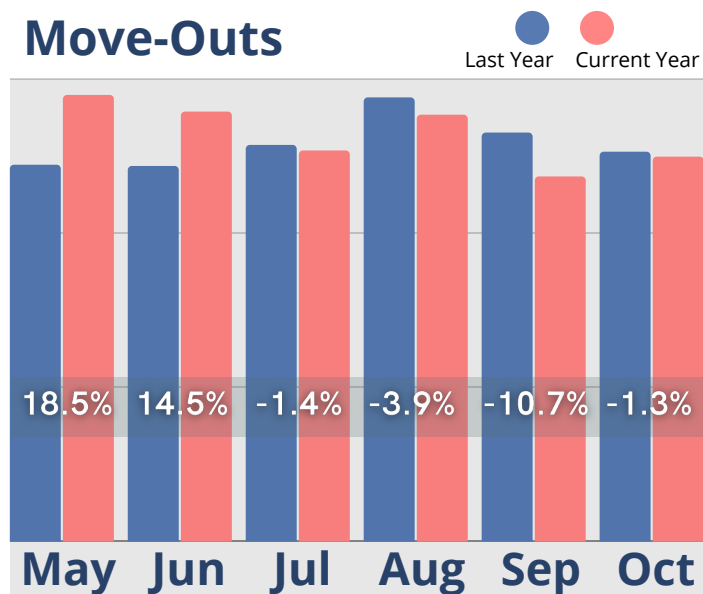
Activity Completed-Marketing

Last Year | Current Year

May	Jun	Jul	Aug	Sep	Oct
-22.6%	-7.5%	37.7%	62.9%	16.7%	151.6%

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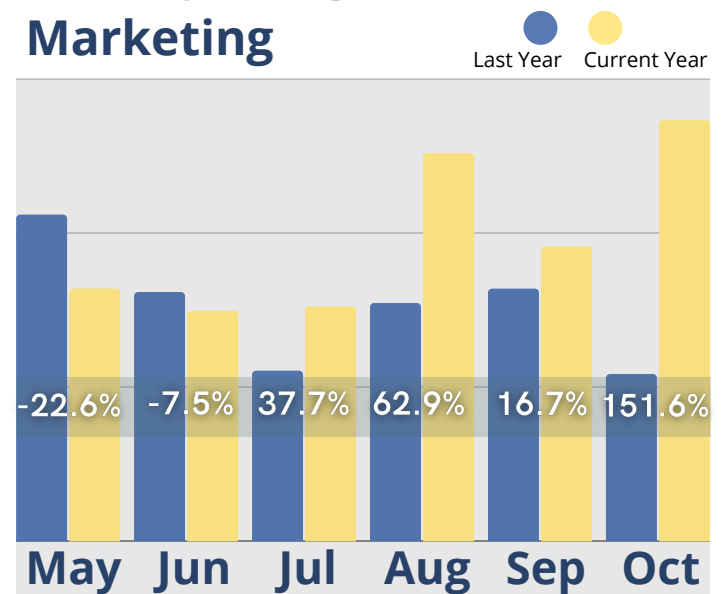
Average Tour to Move-In Conversion Days

● Last Year ● Current Year

Month	Last Year	Current Year	%
May	78	69	-12.5%
Jun	66	75	12.4%
Jul	72	92	27.8%
Aug	63	65	2.8%
Sep	85	88	4.1%
Oct	69	62	-10.5%
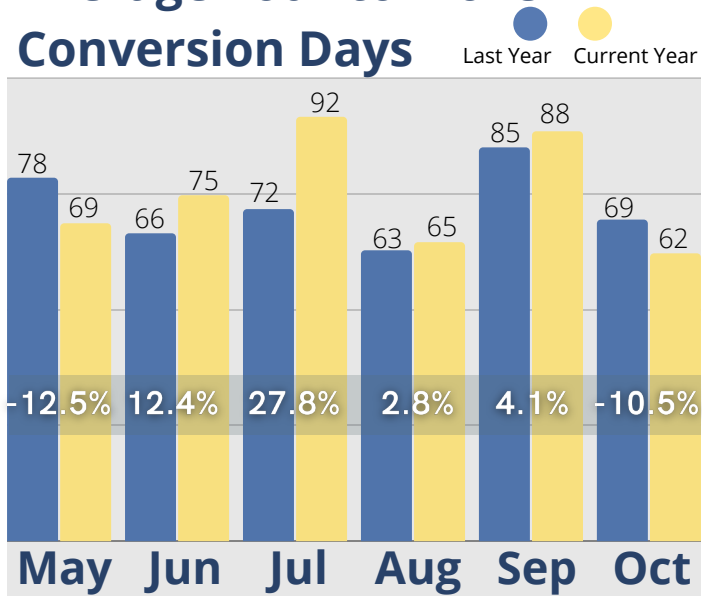
Residents w/ Assessments

● Last Year ● Current Year

Month	%
May	17.9%
Jun	16.8%
Jul	16.5%
Aug	17.7%
Sep	18.2%
Oct	21.4%

Incidents

● Last Year ● Current Year

Month	%
May	7.4%
Jun	8.9%
Jul	20.5%
Aug	9.2%
Sep	9.2%
Oct	12.5%

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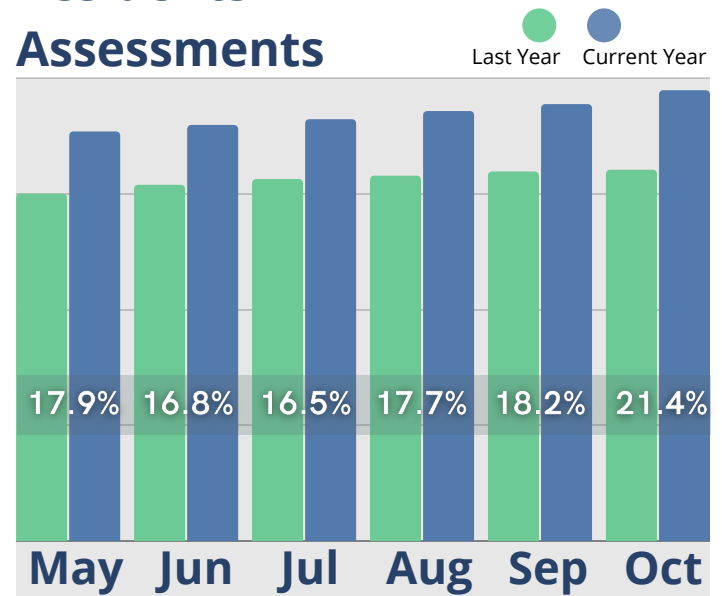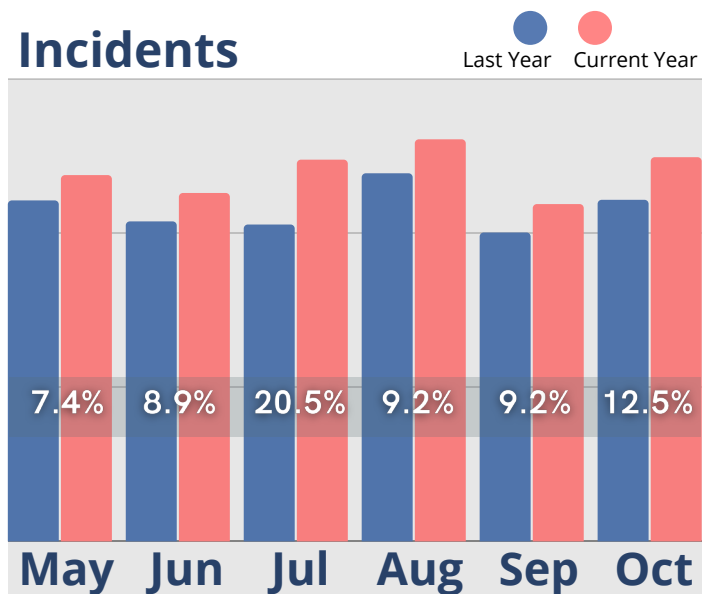
Rent Roll Summary-Room Rate

May	Jun	Jul	Aug	Sep	Oct
10.9%	19.5%	18.7%	19.3%	19.9%	21.0%
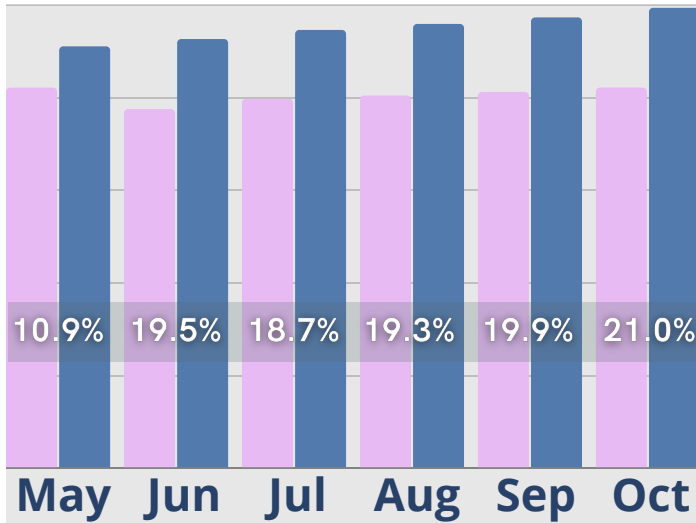
Rent Roll Summary-Assessment Fee

May	Jun	Jul	Aug	Sep	Oct
39.1%	41.9%	42.0%	41.8%	42.2%	44.3%
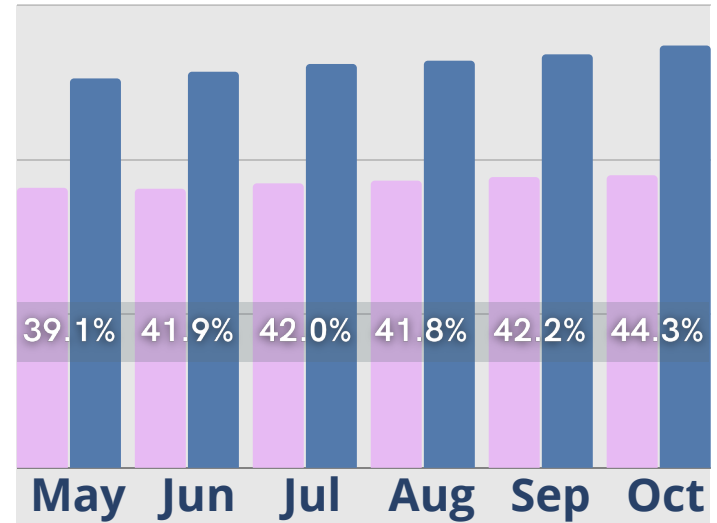
Rent Roll Summary-Monthly Fees

May	Jun	Jul	Aug	Sep	Oct
84.9%	67.9%	80.3%	38.6%	29.5%	21.3%
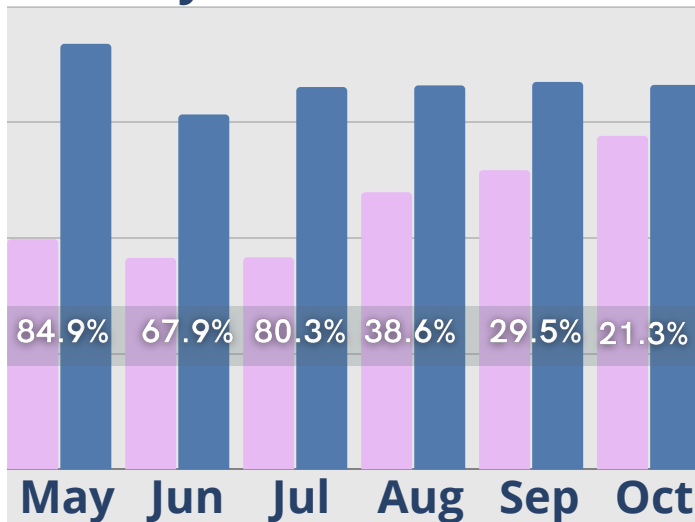
Rent Roll Summary-Service Fee
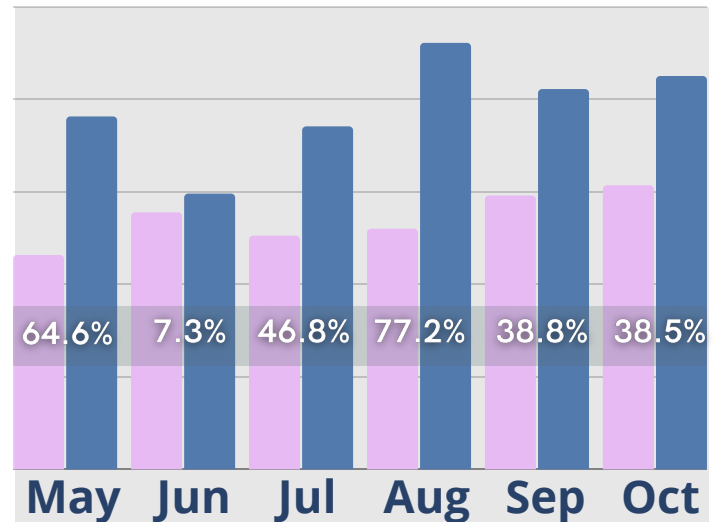
May	Jun	Jul	Aug	Sep	Oct
64.6%	7.3%	46.8%	77.2%	38.8%	38.5%

Last Year　　Current Year

MoveN Software, Inc.

2700-3 Brown Trail
Bedford, TX 76021

817-282-7300

www.move-n.com

info@move-n.com