

Senior Housing Census and Operations Update



November
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 November 30th.

November Analysis

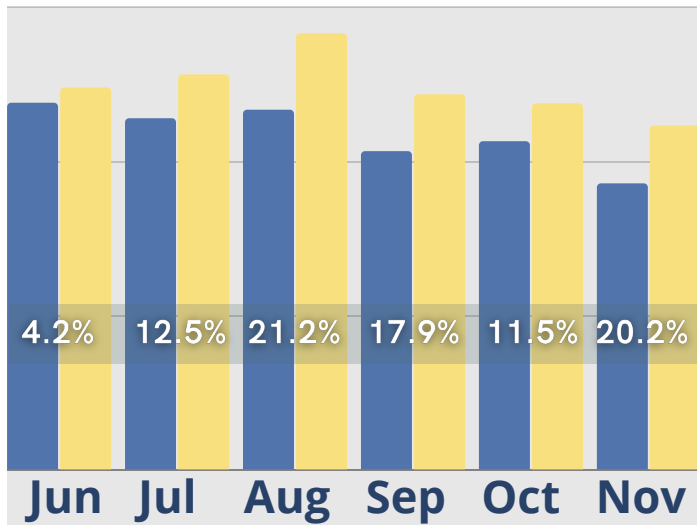
As is typical for this time of year November leads showed a decline from October totals but were still over 20% higher than the same time last year. Tours were down both month over month and year over year, but were less than 2% below November 2021 totals. There was a slight drop in census from October, but over 6.5% improvement in census from November 2021. Move-outs were near October totals and improved from November 2021 but move-ins were the lowest in the last 4 months and 6% below same time last year. Days to convert a tour to a move-in jumped from 65 days in October to 87 days in November, almost reaching the 2022 high of 92 days reported in June, and resulting in a 25+% increase from November 2021. Resident care needs and care fees as well as room revenues have remained consistent, which has generated steady cash flow throughout 2022 and gains of 16% above same time last year. Other monthly revenues were off slightly in November, but the November year over year totals were still up by over 8%. Ancillary service fees improved by almost 53% from 2021. Outreach to referral sources had another good month with the second highest activity this year and a whopping 250% increase when compared to last November, but inquiry activities were down both from October and year over year by almost 4%.

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

November Last 6 Months

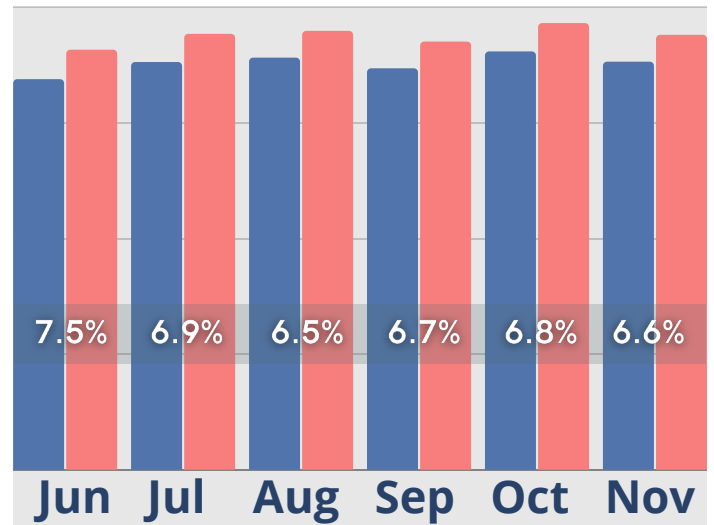
Inquiries

● Last Year ● Current Year



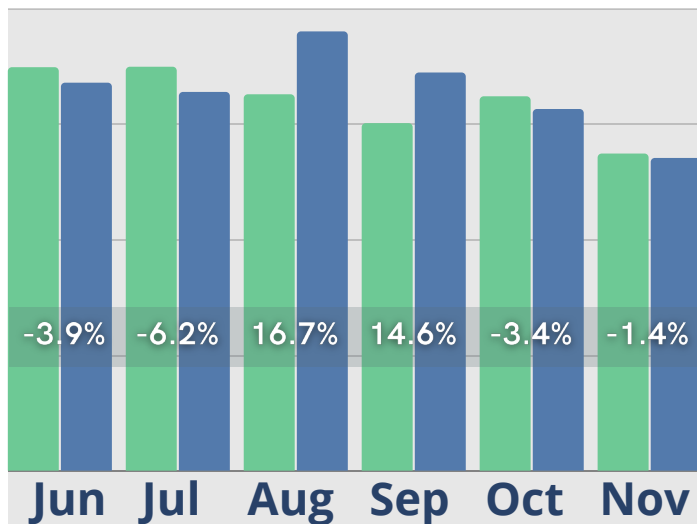
Census

● Last Year ● Current Year



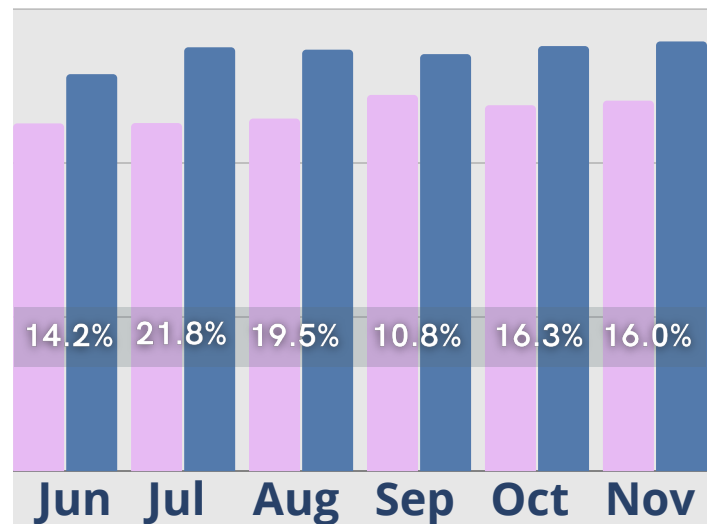
Initial Tours

● Last Year ● Current Year



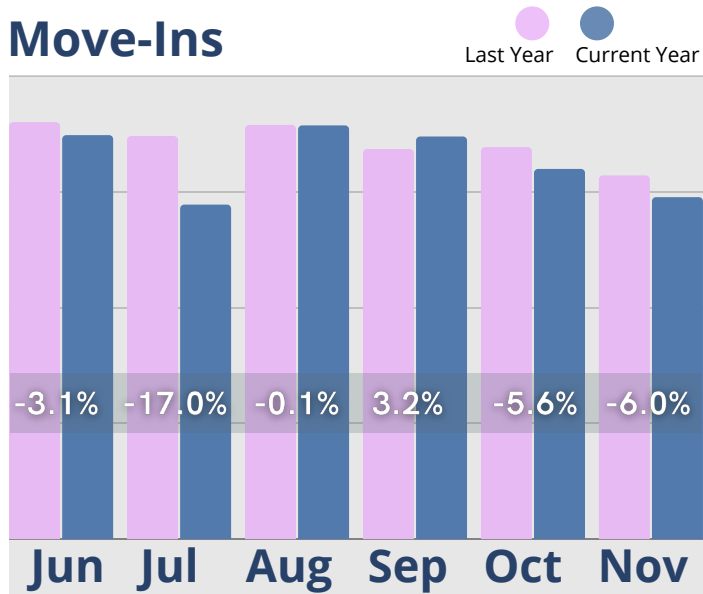
Cash Receipts

● Last Year ● Current Year

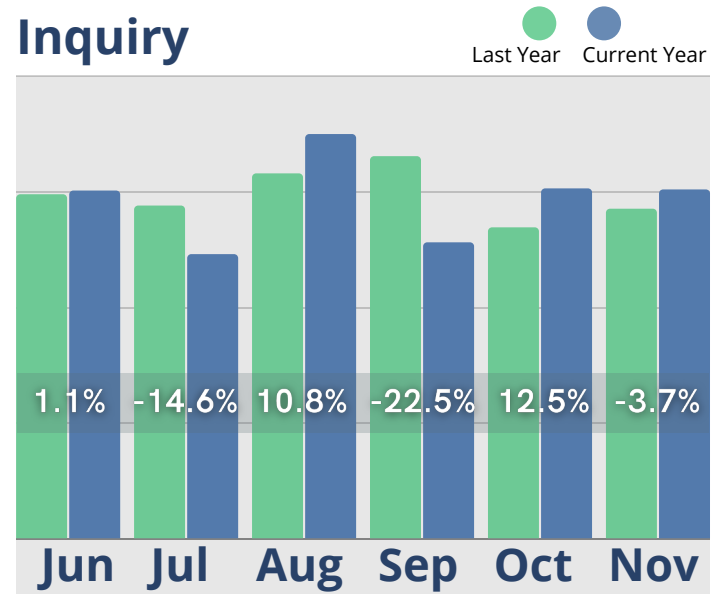


November Last 6 Months

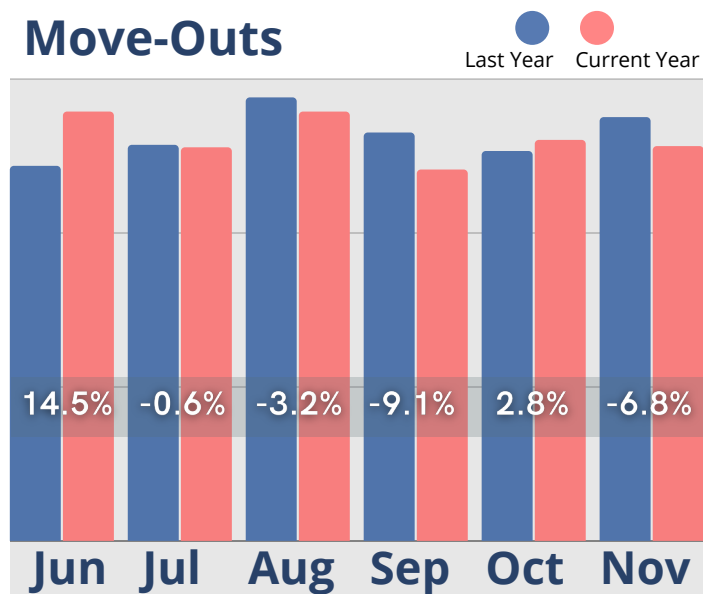
Move-Ins



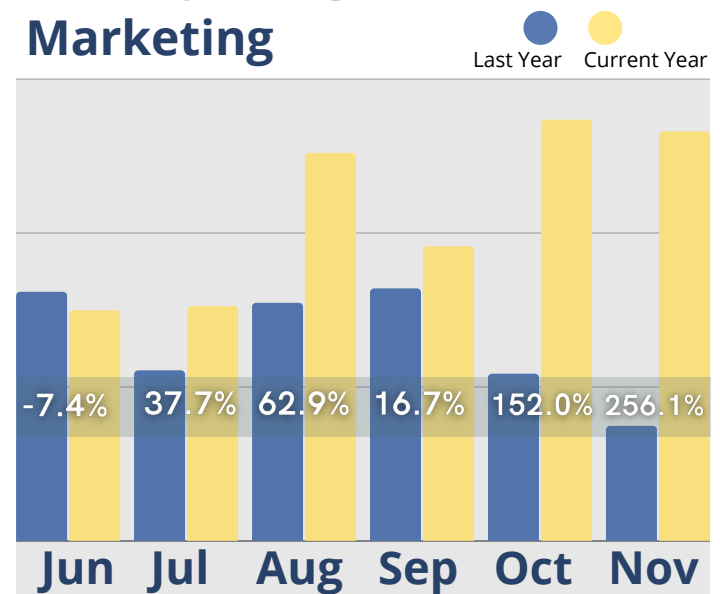
Activity Completed-Inquiry



Move-Outs

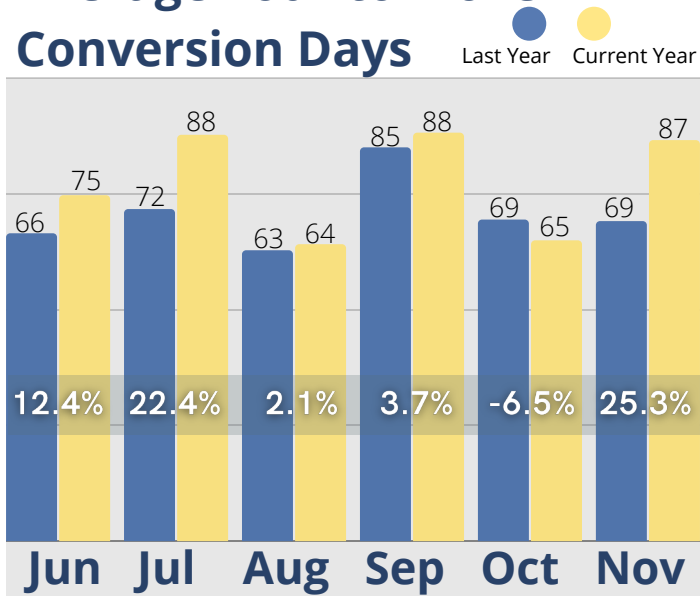


Activity Completed-Marketing

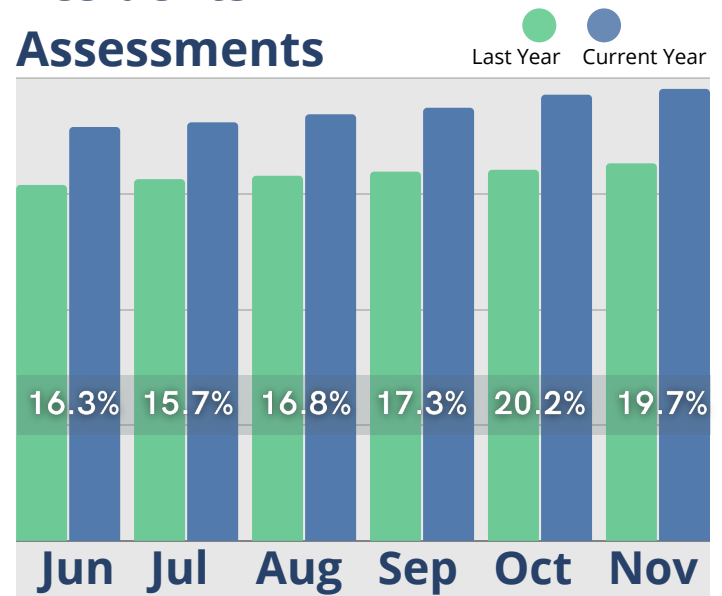


November Last 6 Months

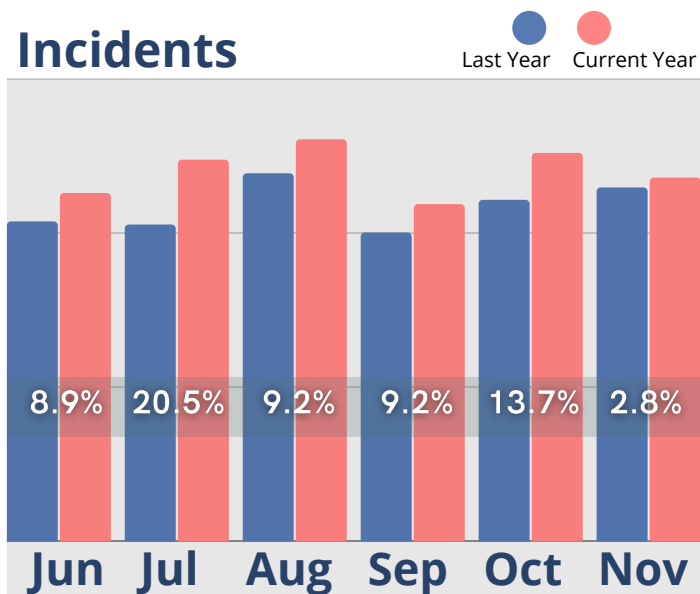
Average Tour to Move-In Conversion Days



Residents w/ Assessments

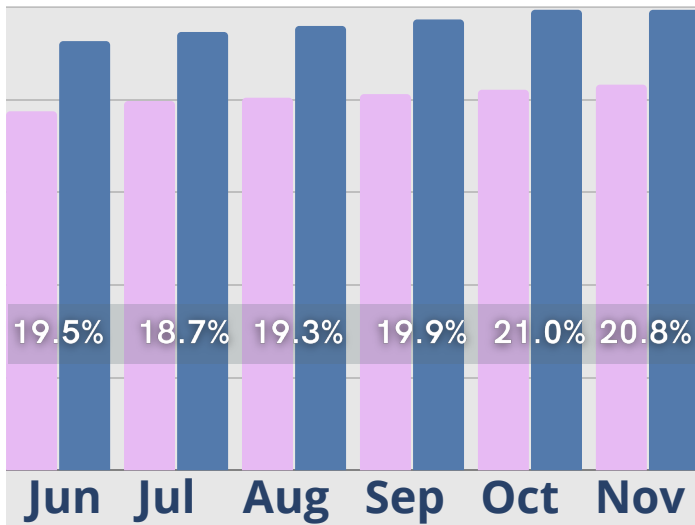


Incidents

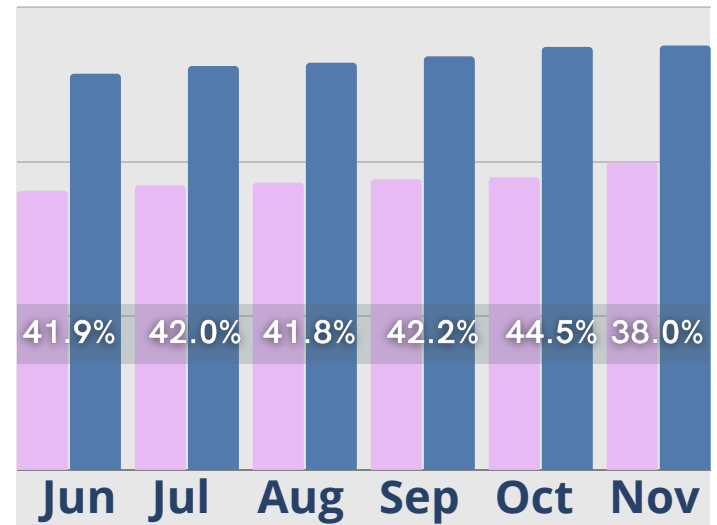


November Last 6 Months

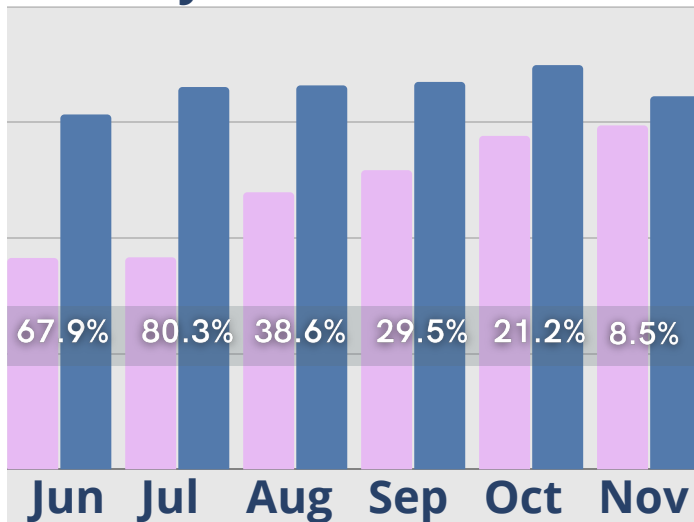
Rent Roll Summary- Room Rate



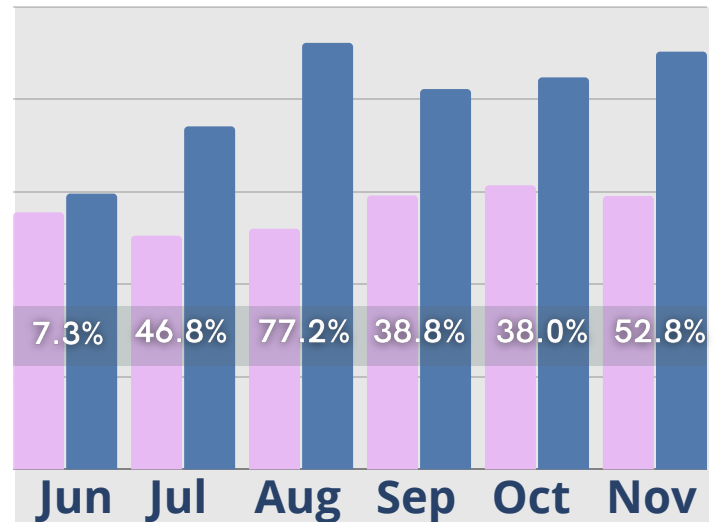
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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