

# Senior Housing Census and Operations Update



January  
2023

# Introduction

For more than 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. 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 January 31st.

## January Analysis

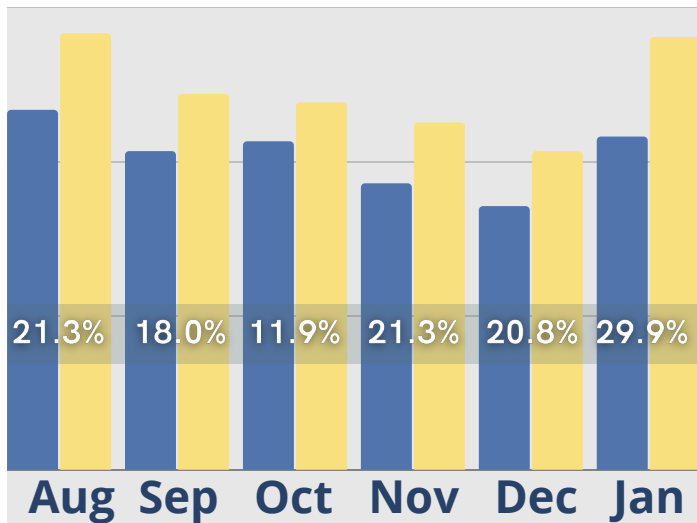
January leads rebounded from the seasonal holiday decline with an almost 30% increase in inquiries from last January. Tours also picked up, with almost 27% more tour activity in 2023 when compared to same time last year. The time to convert tours to move-ins has improved as well in January, 59 days being the fewest number of days to convert a tour in the last six months, and a 36% reduction from the December average. Census is 6% higher than in January 2022 but year over year move-ins were still their lowest in the last six months. Move-outs in January had the largest volume for the last six months and were 14% higher than in January of last year. Cash receipts were also up 14% from January 2022 and room revenues were up by 13%, but both showed a decline from December totals. Monthly fees had their first reduction in months, down 26% from same time last year. Care (assessment) fees and care levels have remained consistent for the last six months as we move into the new year, while ancillary service fees had the largest increase of the year resulting in a 46% increase over January 2022 service fee revenues.

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

# January Last 6 Months

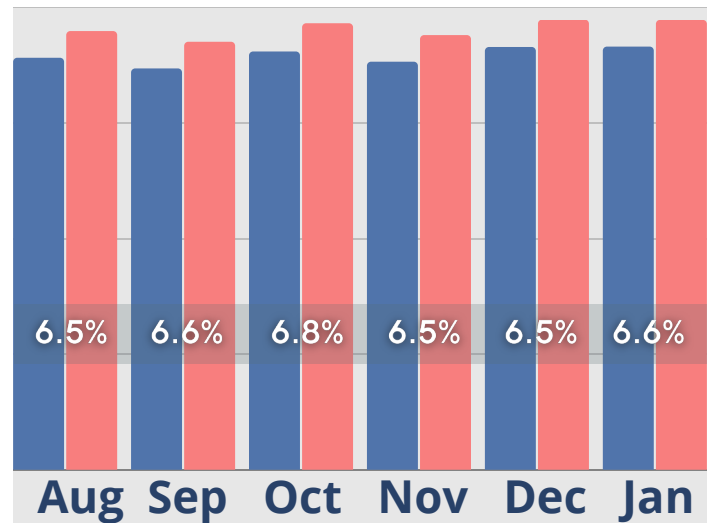
## Inquiries

● Last Year ● Current Year



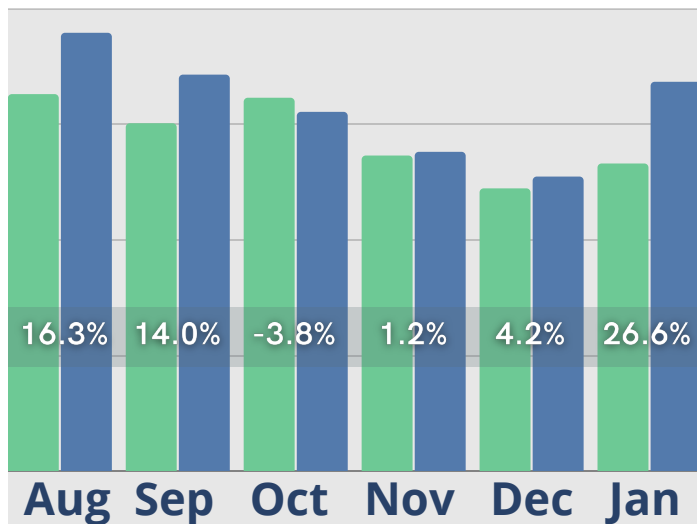
## Census

● Last Year ● Current Year



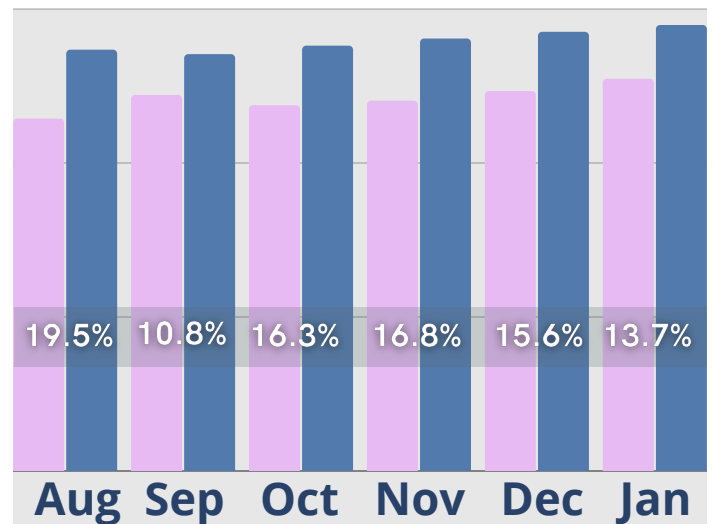
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

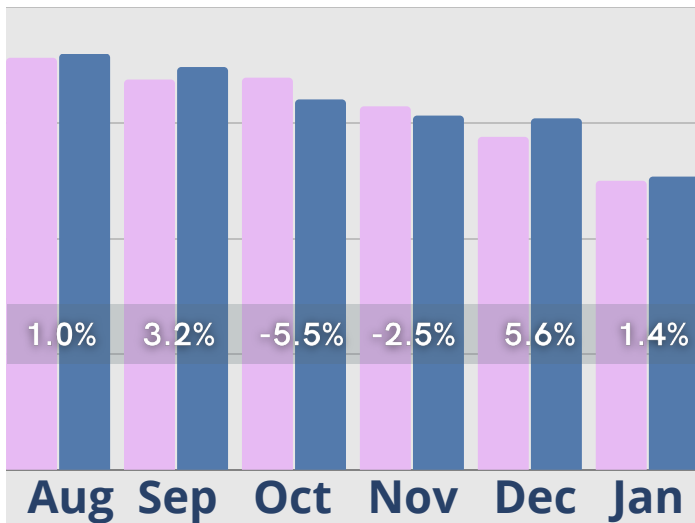
● Last Year ● Current Year



# January Last 6 Months

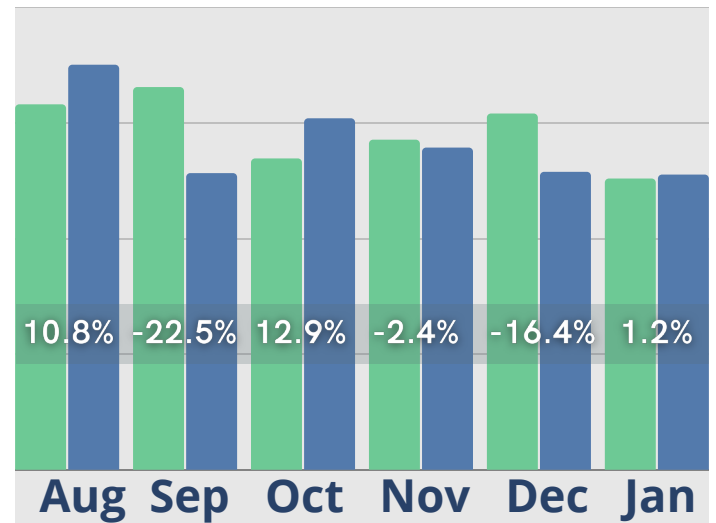
## Move-Ins

● Last Year ● Current Year



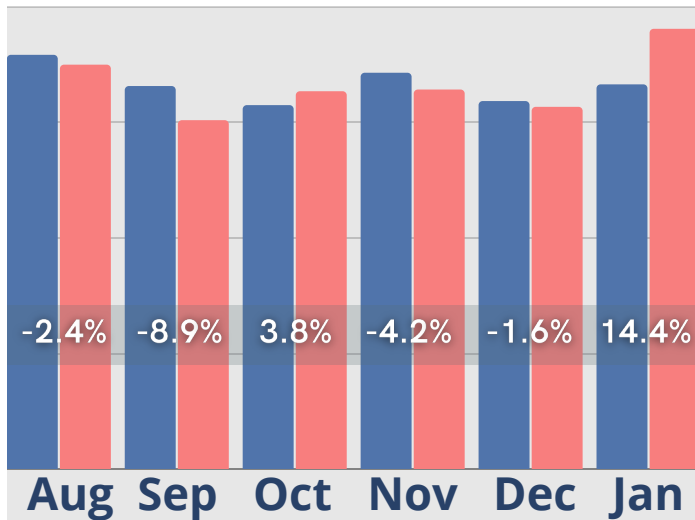
## Activity Completed-Inquiry

● Last Year ● Current Year



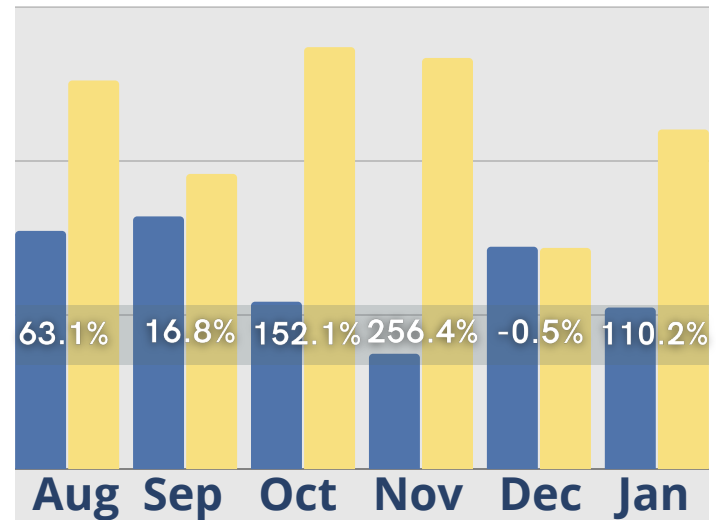
## Move-Outs

● Last Year ● Current Year



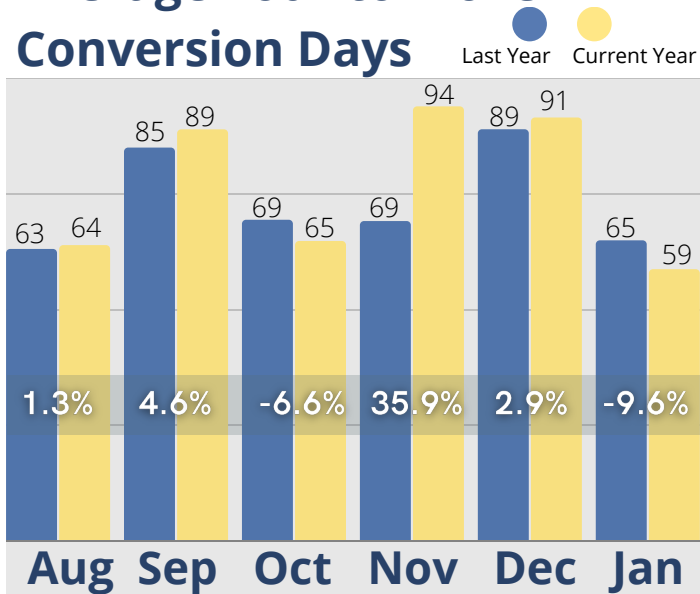
## Activity Completed-Marketing

● Last Year ● Current Year

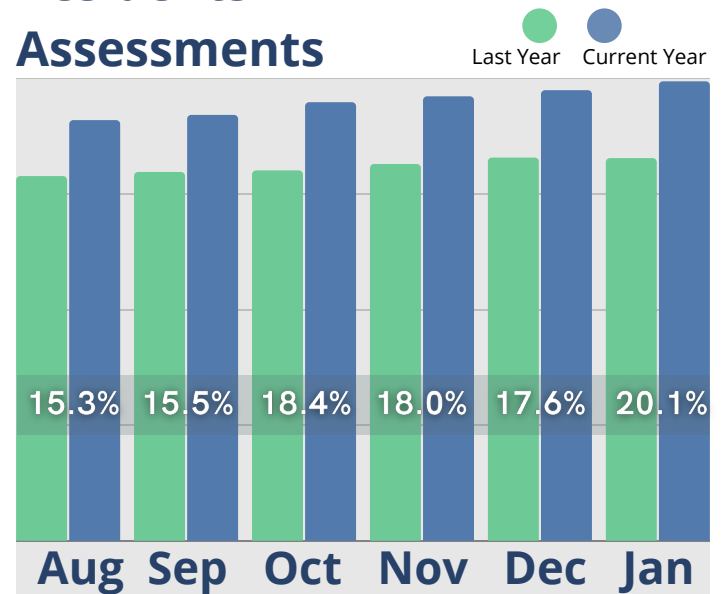


# January Last 6 Months

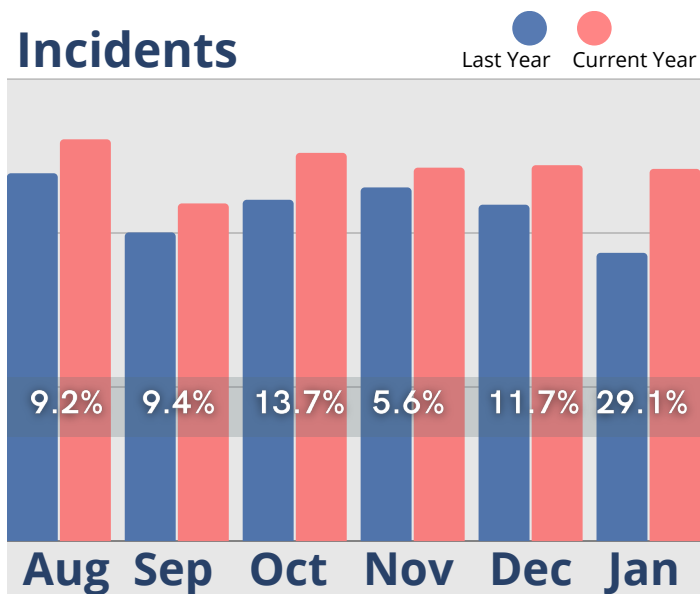
## Average Tour to Move-In Conversion Days



## Residents w/ Assessments

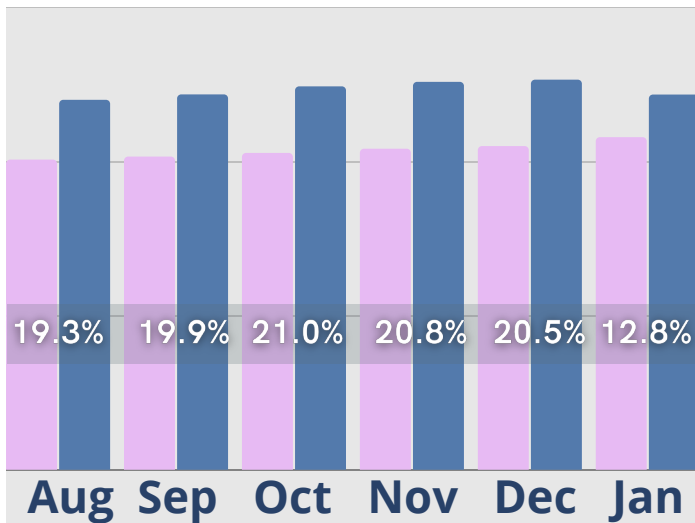


## Incidents

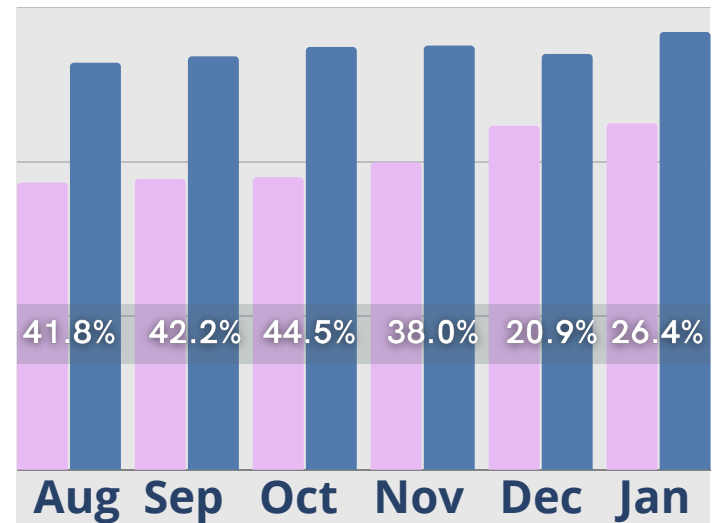


# January Last 6 Months

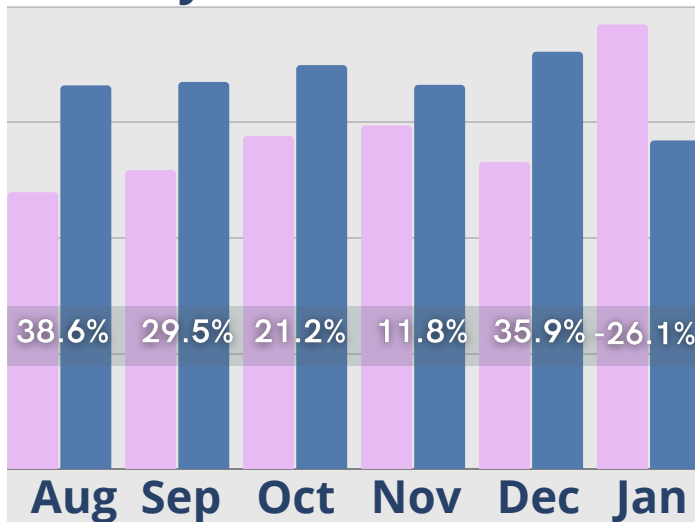
## Rent Roll Summary- Room Rate



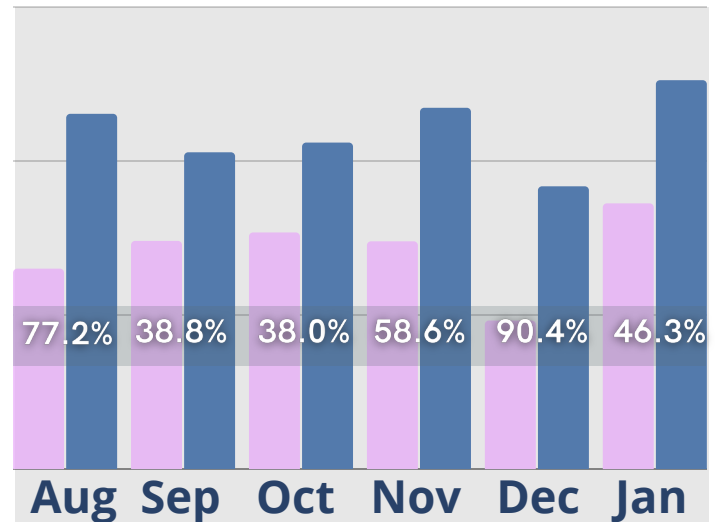
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



● Last Year

● Current Year

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