

Senior Housing Census and Operations Update



**February
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 how your communities compare to national averages.

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 February 28th.

February Analysis

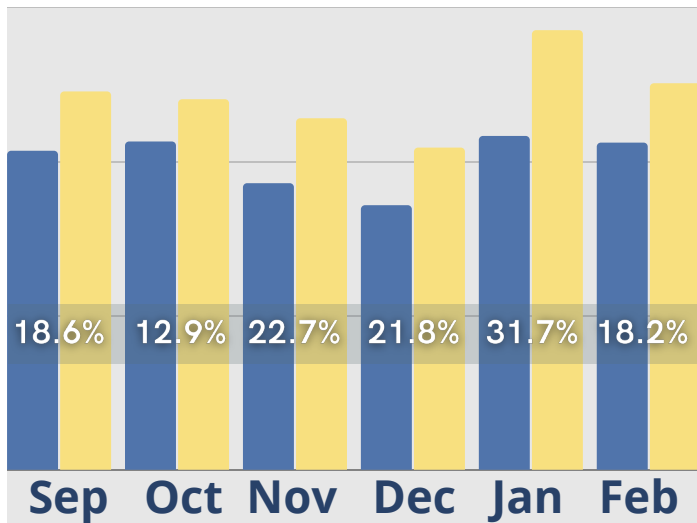
Inquiry and tour volume in February dropped below the six-month highs seen in January, but both still outperformed last year with 18% more inquiries and 6% more tours than in February 2022. Census showed similar trends with an increase of 7% from the same time last year, but a slight decline from the last six months. It took 15 more days to convert tours to move-ins in February than it did in January, matching the number of days reported last February, while move-in and move-out activity were both the lowest in six months, with almost 10% fewer move-ins and more than 5% fewer move-outs than last year. Cash was relatively stable, showing only a slight drop from prior months and a more than 13% year over year improvement. In comparison to 2022, marketing outreach was up 68%, with activity levels similar to January of this year, but still short of the levels achieved in October of last year. Activities related to Inquires has remained consistent for the last several months, but February totals were over 8% below 2022. Month over month comparisons of resident care needs and care revenues shows little fluctuation since last September, however the year over year care revenues for that same period have averaged almost 35% higher. Room revenues have remained relatively stable, but February totals revealed the lowest percentage year over year increase in recent months. Other recurring monthly charges in February doubled from January, and outperformed 2022 revenues by over 63%, and while ancillary service fees dropped slightly from January, they were still more than 43% above February of last year.

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

February Last 6 Months

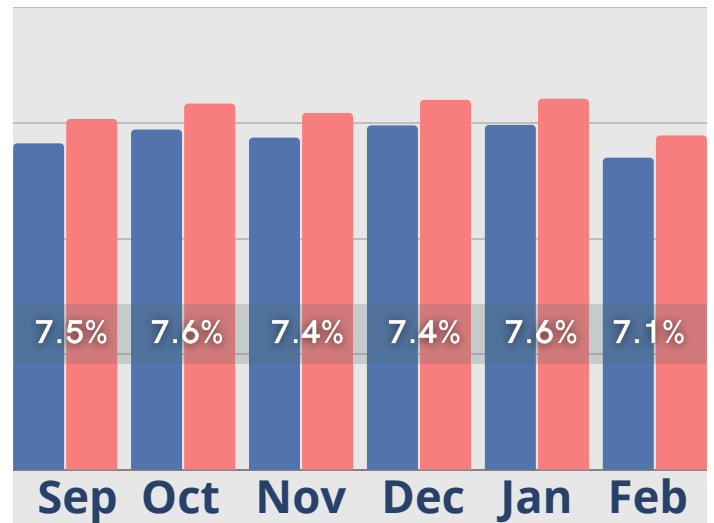
Inquiries

● Last Year ● Current Year



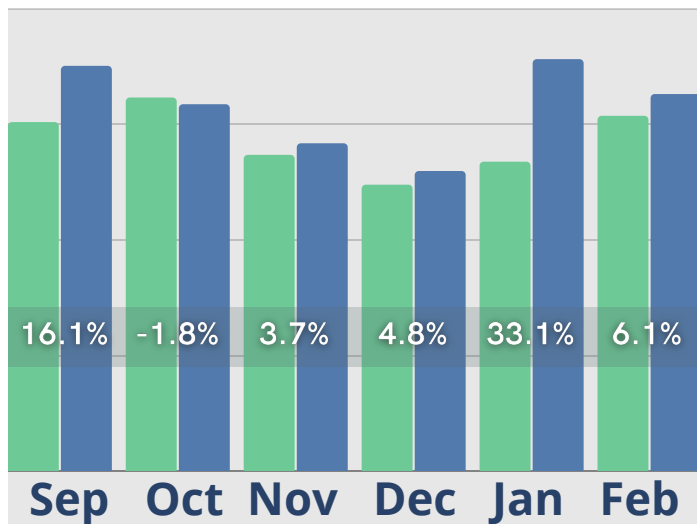
Census

● Last Year ● Current Year



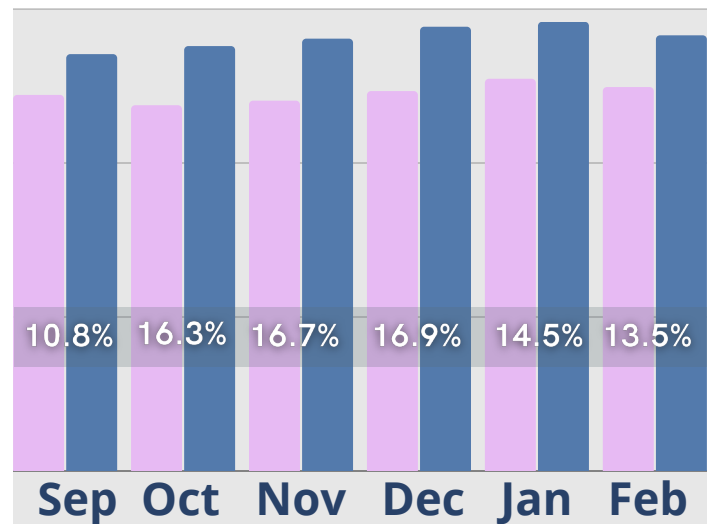
Initial Tours

● Last Year ● Current Year



Cash Receipts

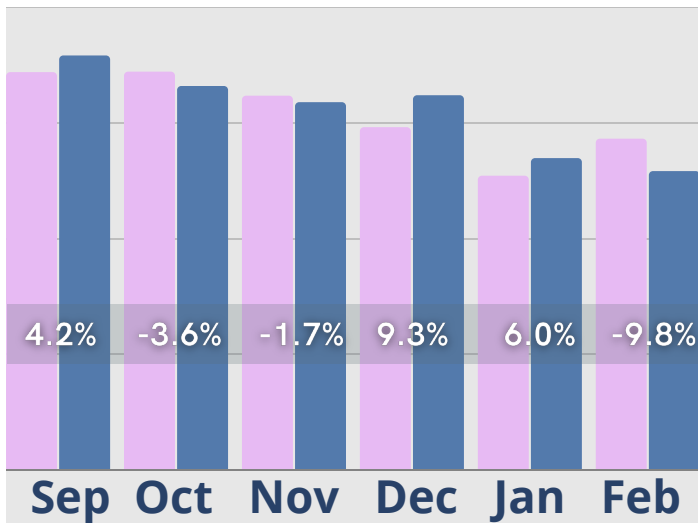
● Last Year ● Current Year



February Last 6 Months

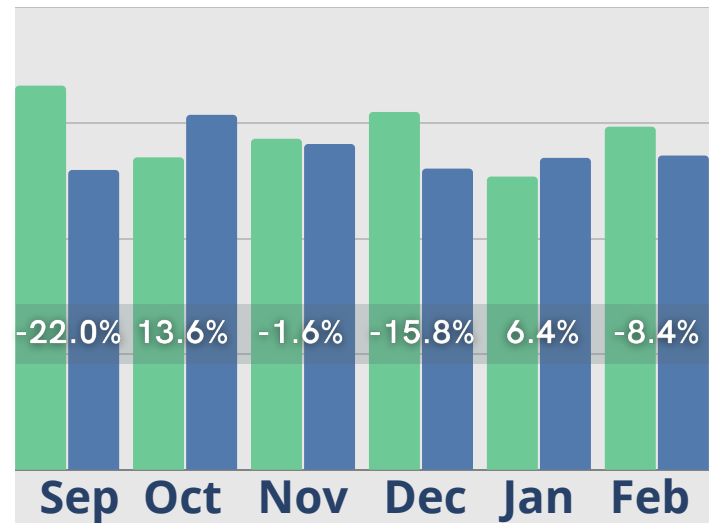
Move-Ins

● Last Year ● Current Year



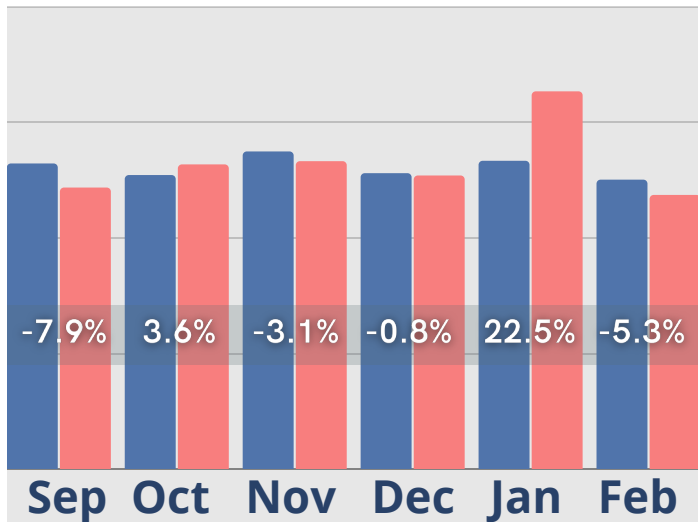
Activity Completed-Inquiry

● Last Year ● Current Year



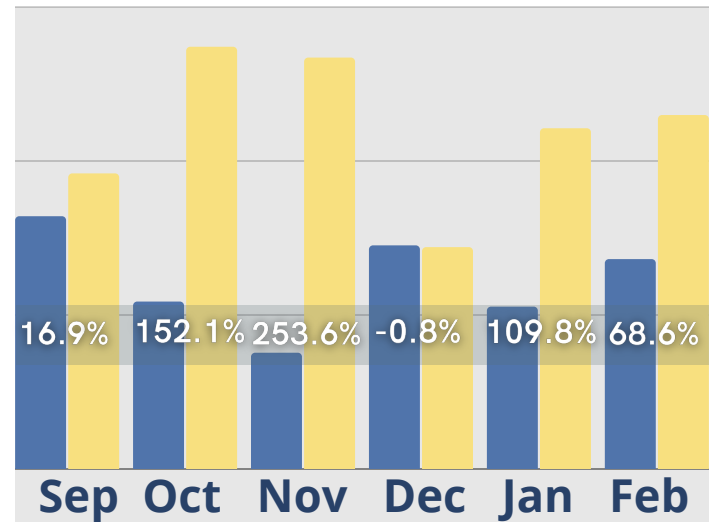
Move-Outs

● Last Year ● Current Year



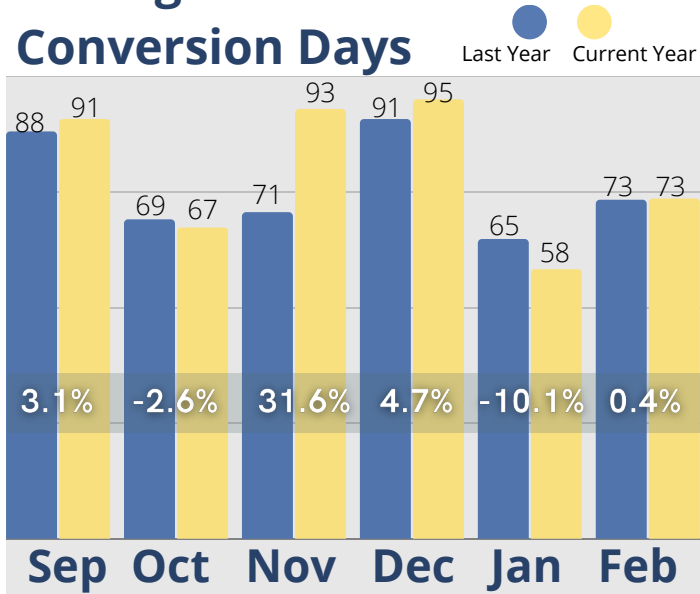
Activity Completed-Marketing

● Last Year ● Current Year

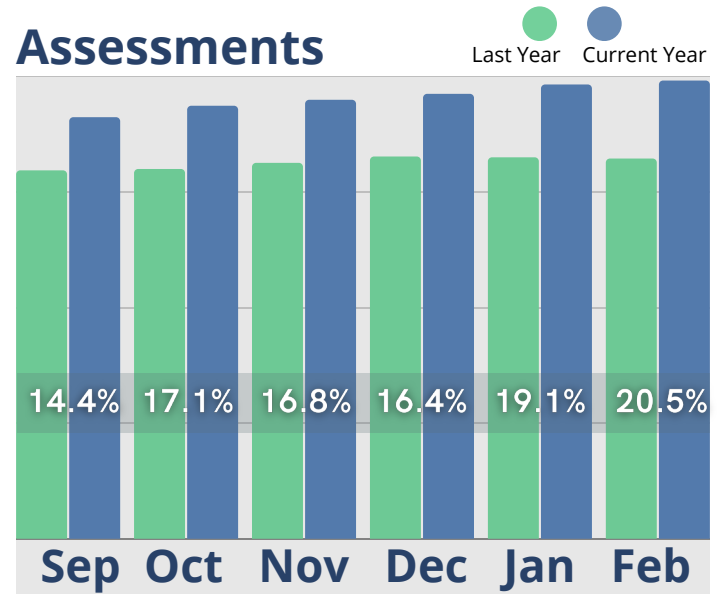


February Last 6 Months

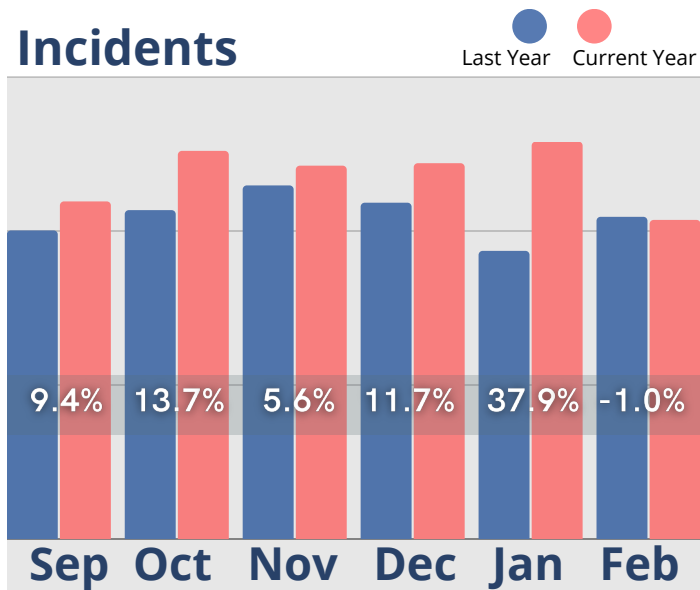
Average Tour to Move-In Conversion Days



Residents w/ Assessments

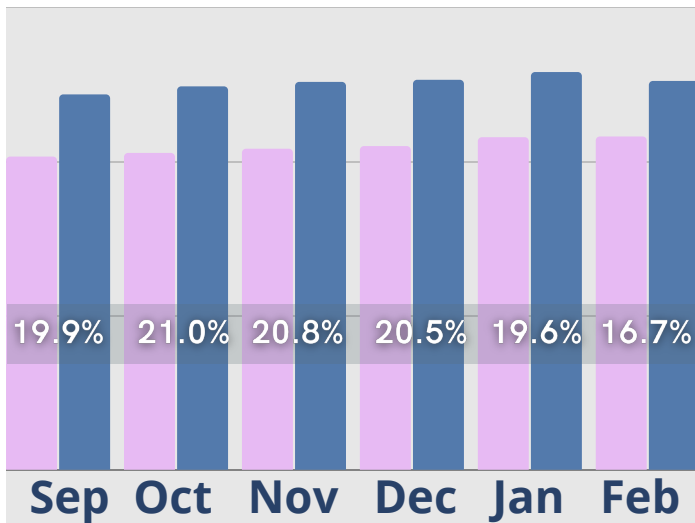


Incidents

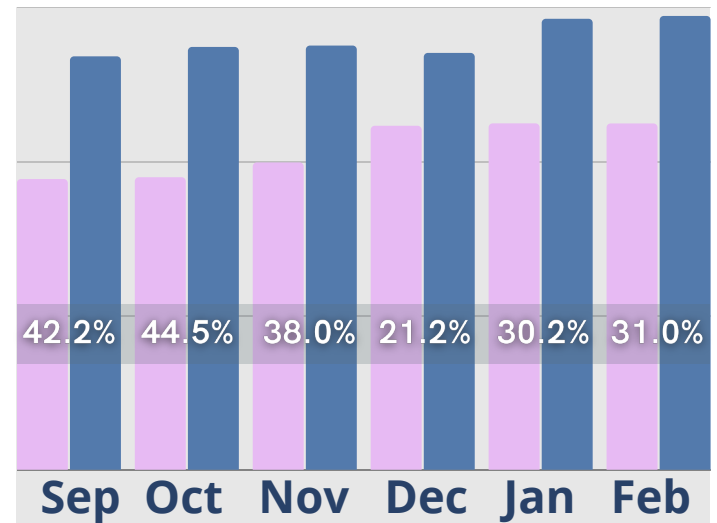


February Last 6 Months

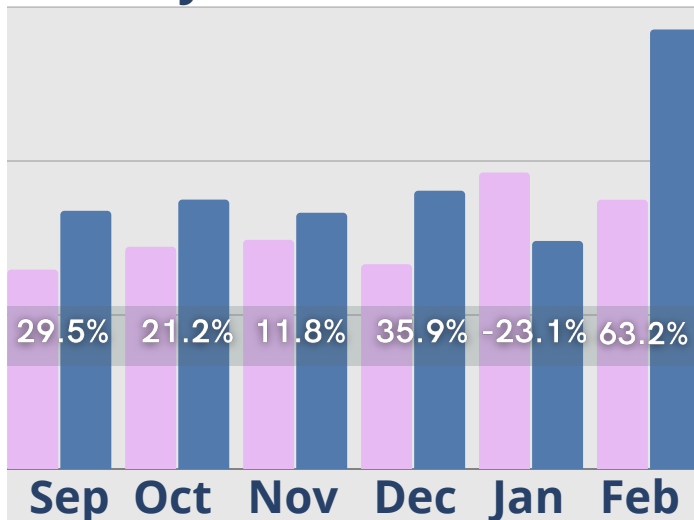
Rent Roll Summary- Room Rate



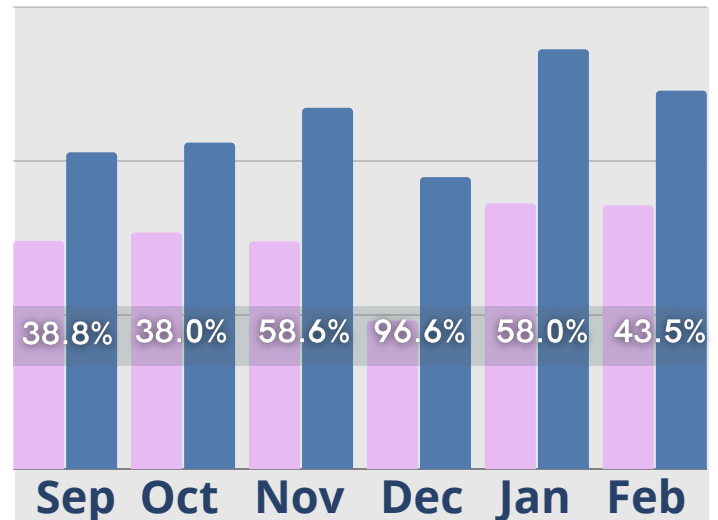
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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