Senior Housing Census and Operations Update

MoveN Software, Inc.

April 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 April 30th.

What's New with Move»N Software, Inc.
Marketing Automation

More than thirty new marketing email and newsletter templates designed to boost census and revenues

Expansion of automation to include emails to current residents, families and resident contacts. (Automatically send statements, assessments, resident paperwork, etc.)

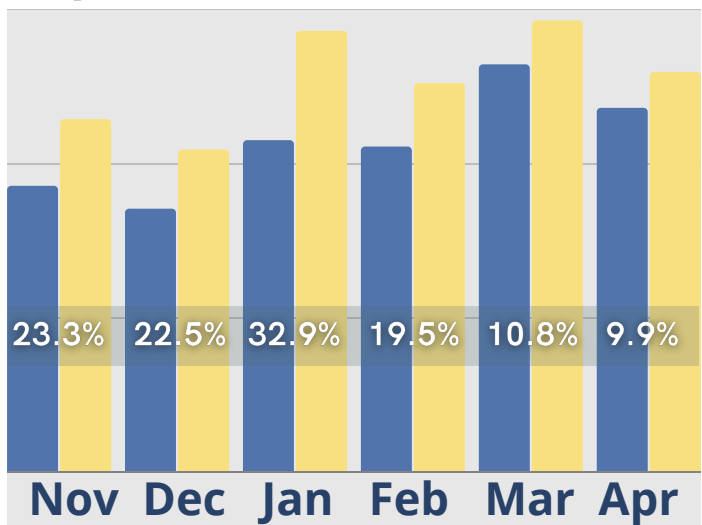**Template sharing between communities**

Automated texts
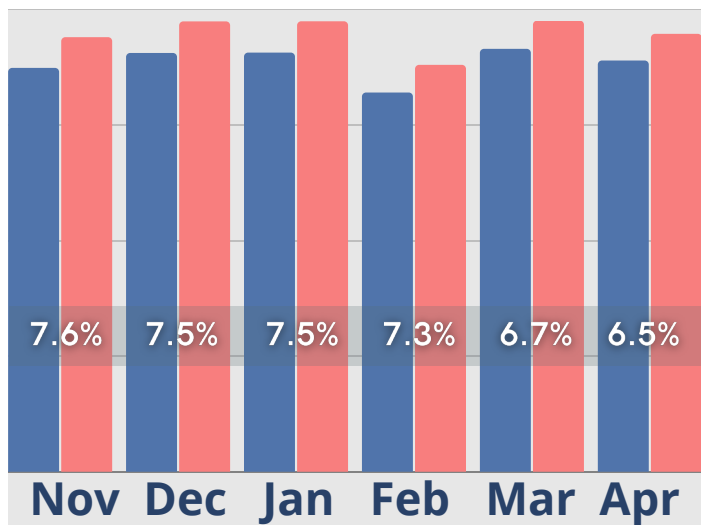
Contact us to learn more!
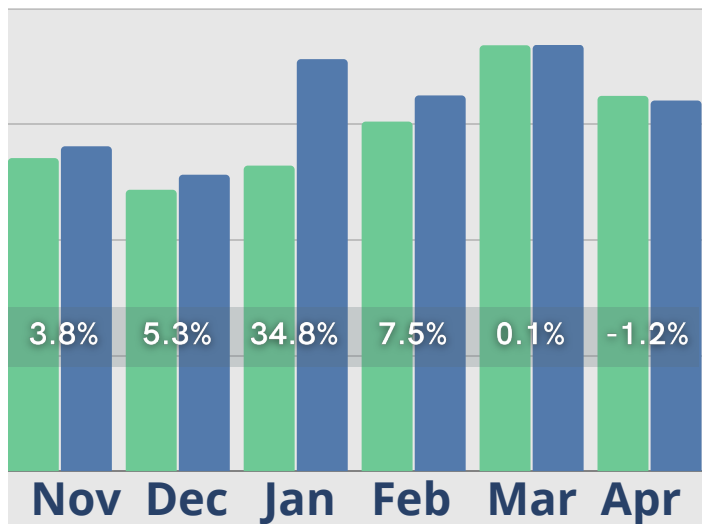## info@move-n.com

Inquiries

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
23.3%	22.5%	32.9%	19.5%	10.8%	9.9%

Census

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
7.6%	7.5%	7.5%	7.3%	6.7%	6.5%

Initial Tours

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
3.8%	5.3%	34.8%	7.5%	0.1%	-1.2%

Cash Receipts

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
17.6%	16.9%	15.8%	16.8%	25.5%	12.4%

Move N Software, Inc.
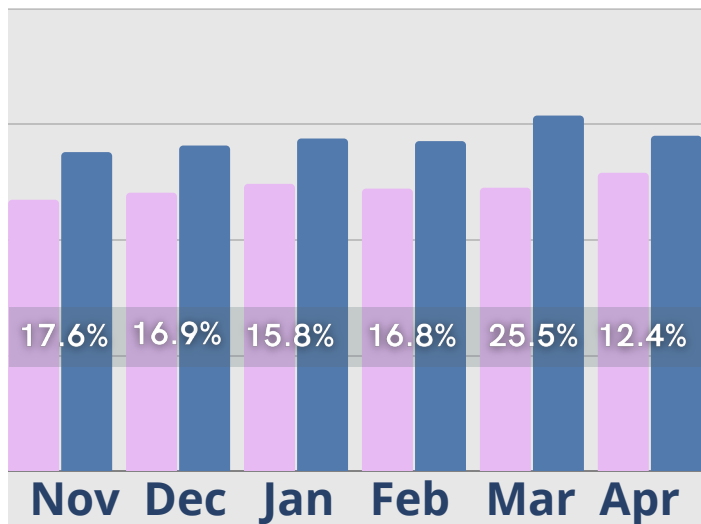
Move-Ins

Last Year | Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-0.9%	9.9%	10.0%	-5.3%	-11.7%	-11.5%
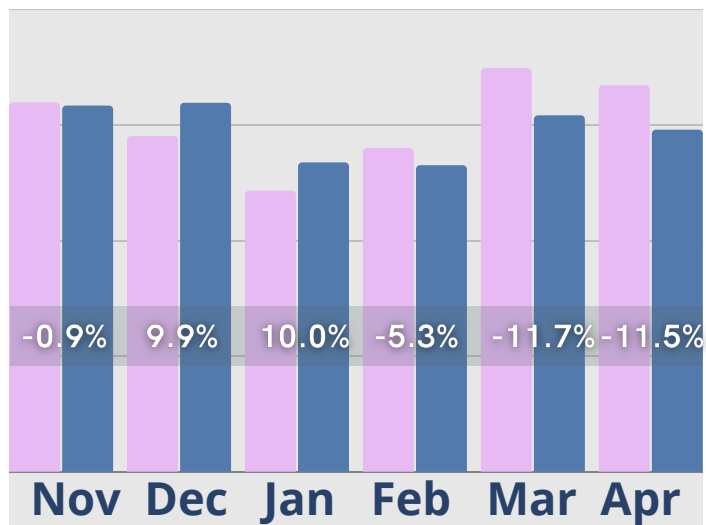
Activity Completed-Inquiry

Last Year | Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-1.2%	-15.6%	7.2%	-4.1%	10.9%	3.0%
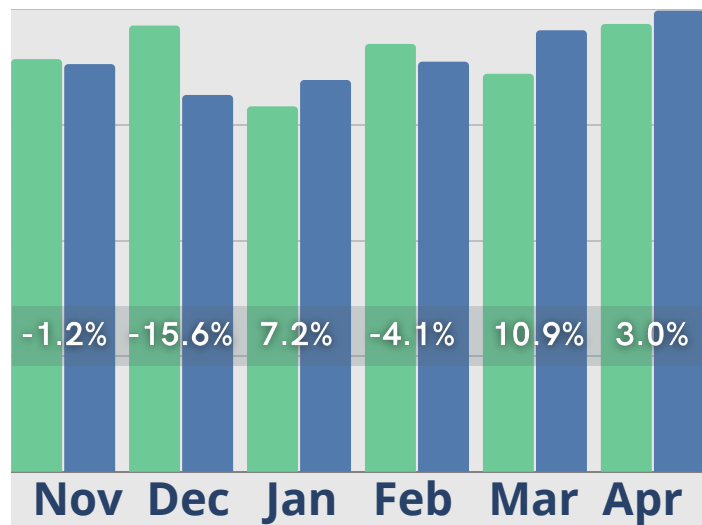
Move-Outs

Last Year | Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-1.3%	13.7%	11.0%	4.6%	4.1%	0.0%
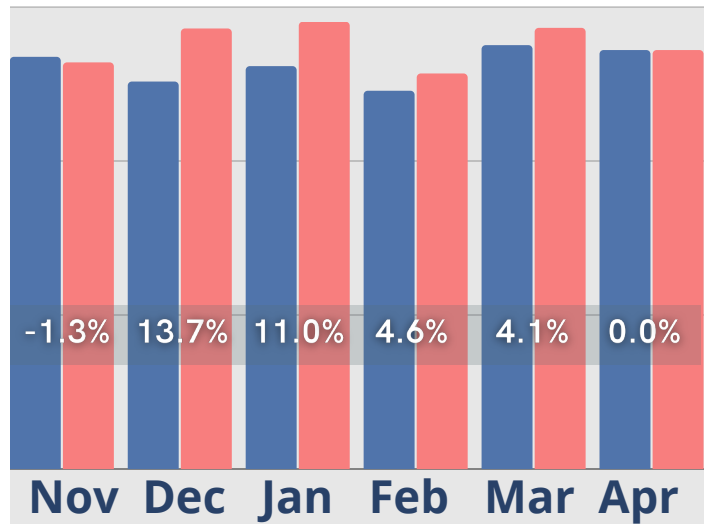
Activity Completed-Marketing

Last Year | Current Year

Nov	Dec	Jan	Feb	Mar	Apr
253.7%	-0.7%	110.0%	69.2%	104.6%	34.9%

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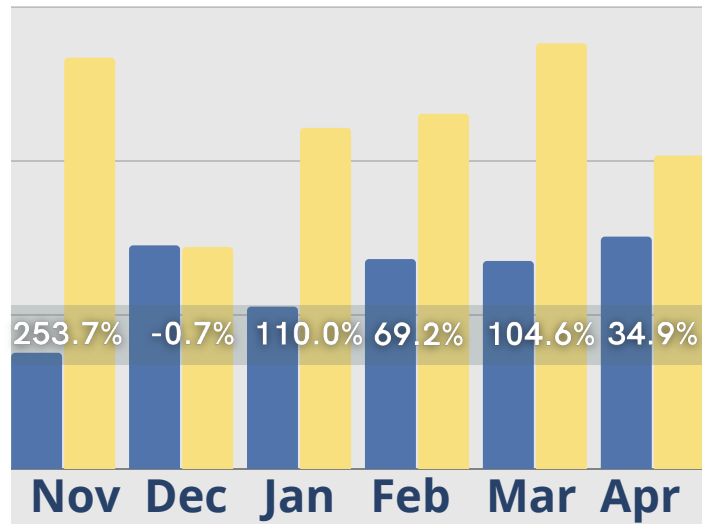
Average Tour to Move-In Conversion Days

Last Year · Current Year

	Nov	Dec	Jan	Feb	Mar	Apr
Last Year	70	92	67	73	61	65
Current Year	97	101	59	75	75	91
	38.0%	10.0%	-12.0%	3.5%	22.0%	40.3%
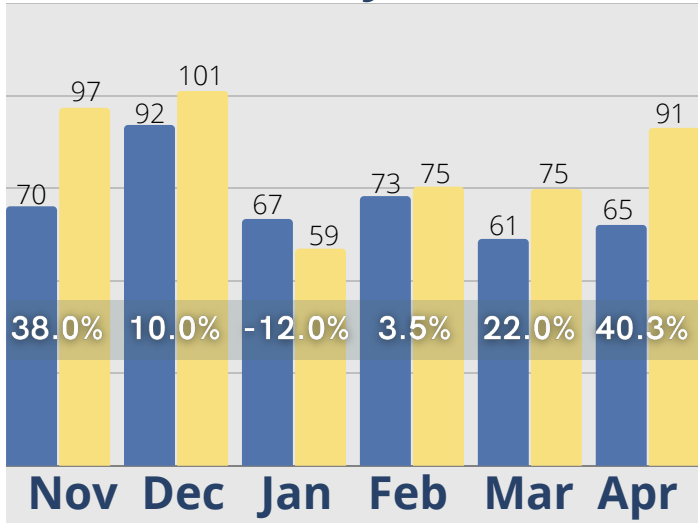
Residents w/ Assessments

Last Year · Current Year

	Nov	Dec	Jan	Feb	Mar	Apr
	15.4%	14.9%	17.6%	20.3%	20.2%	19.4%

Incidents

Last Year · Current Year

	Nov	Dec	Jan	Feb	Mar	Apr
	5.6%	11.9%	37.9%	9.8%	18.1%	11.3%
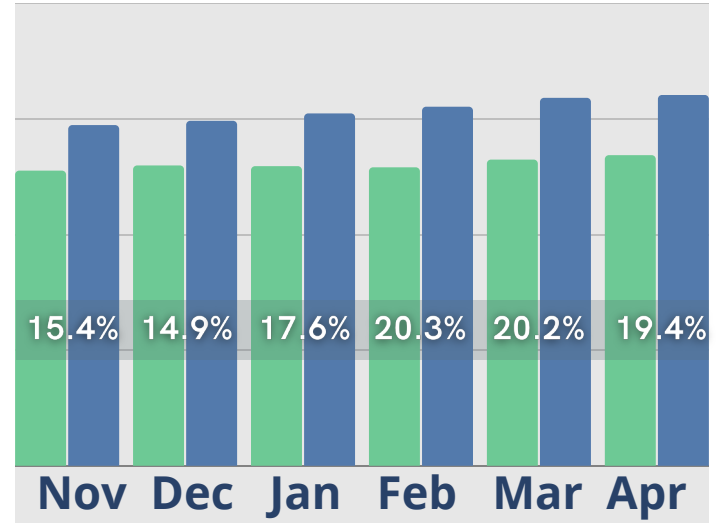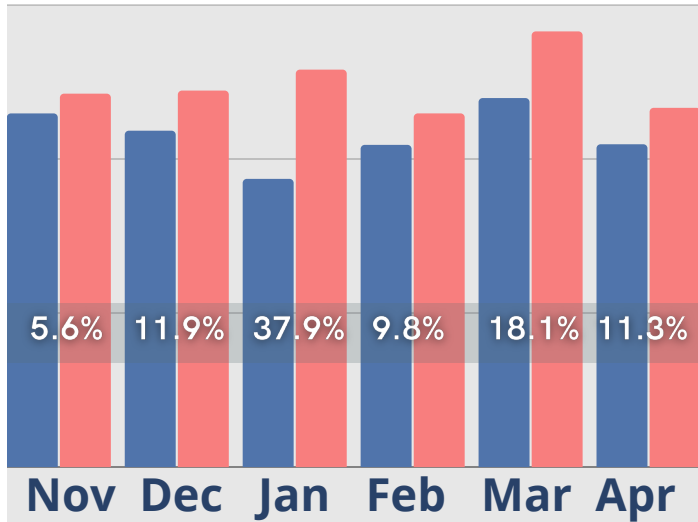
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Rent Roll Summary-Room Rate

Nov	Dec	Jan	Feb	Mar	Apr
21.3%	20.9%	20.3%	20.5%	22.6%	20.5%
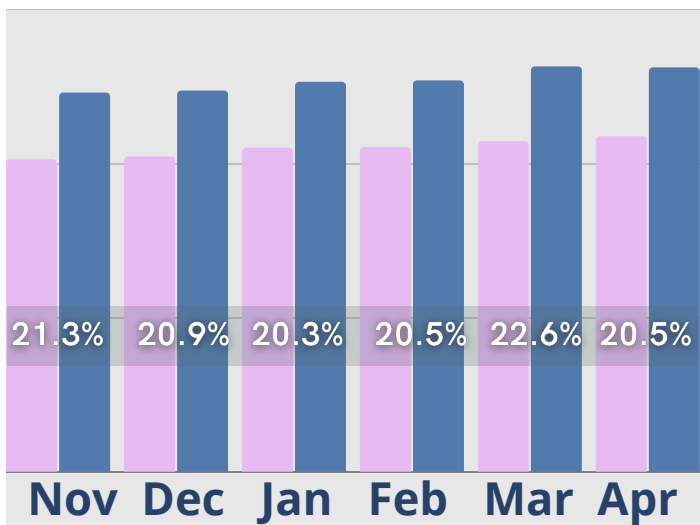
Rent Roll Summary-Assessment Fee

Nov	Dec	Jan	Feb	Mar	Apr
38.0%	21.2%	30.2%	31.2%	31.6%	26.4%
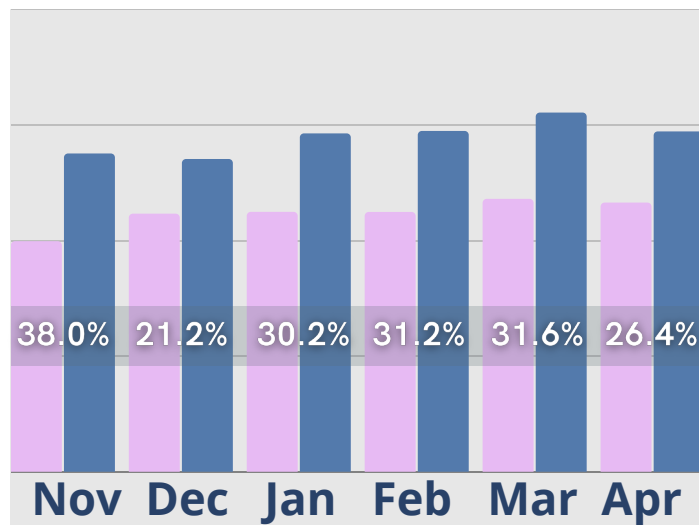
Rent Roll Summary-Monthly Fees

Nov	Dec	Jan	Feb	Mar	Apr
11.8%	35.9%	-23.1%	69.0%	-2.3%	-8.9%
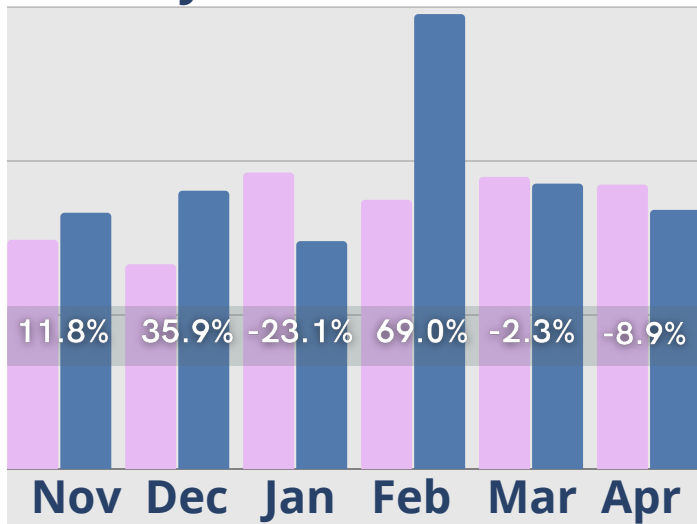
Rent Roll Summary-Service Fee
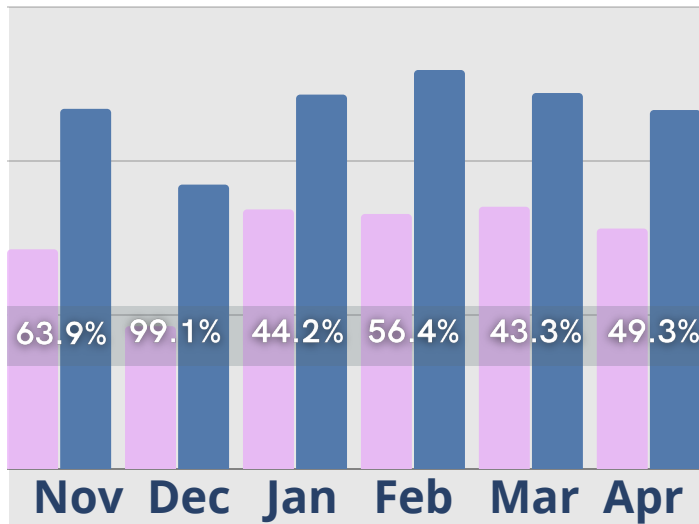
Nov	Dec	Jan	Feb	Mar	Apr
63.9%	99.1%	44.2%	56.4%	43.3%	49.3%

Last Year   Current Year

Move»N
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