

# Senior Housing Census and Operations Update



May  
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 May 31st.

## 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**

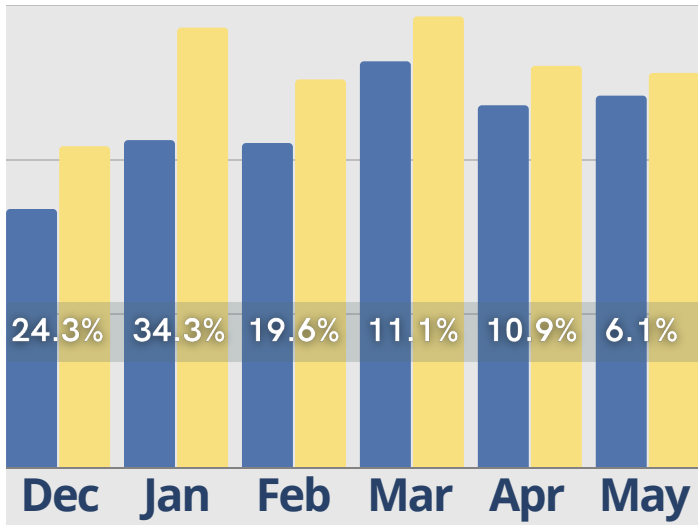
**Contact us to learn more!**

**[info@move-n.com](mailto:info@move-n.com)**

# May Last 6 Months

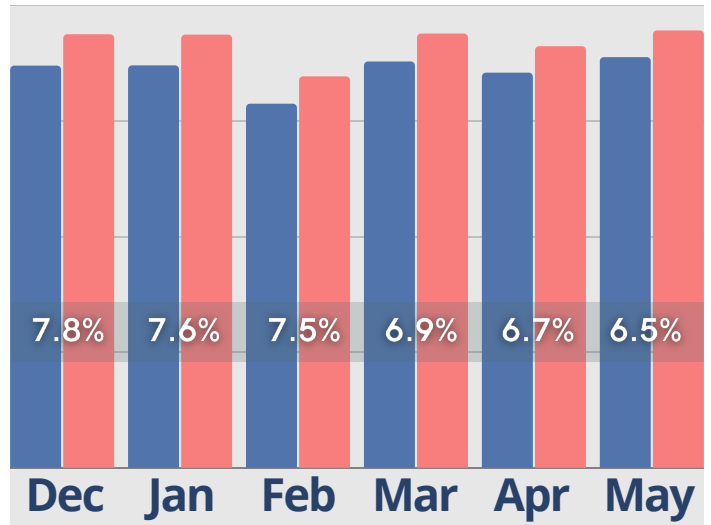
## Inquiries

● Last Year ● Current Year



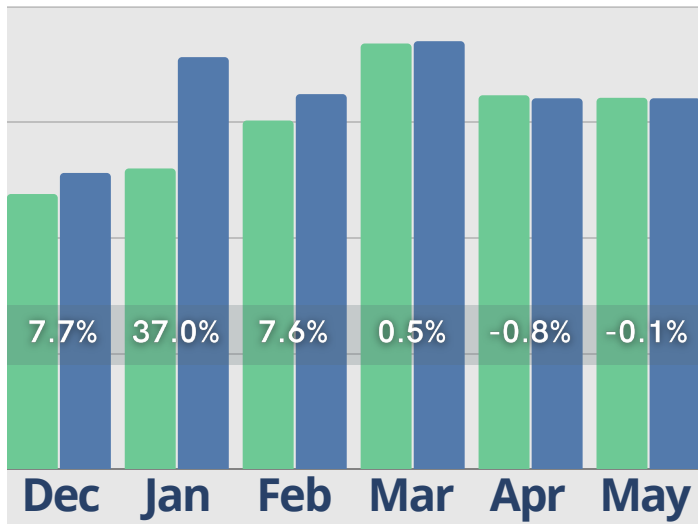
## Census

● Last Year ● Current Year



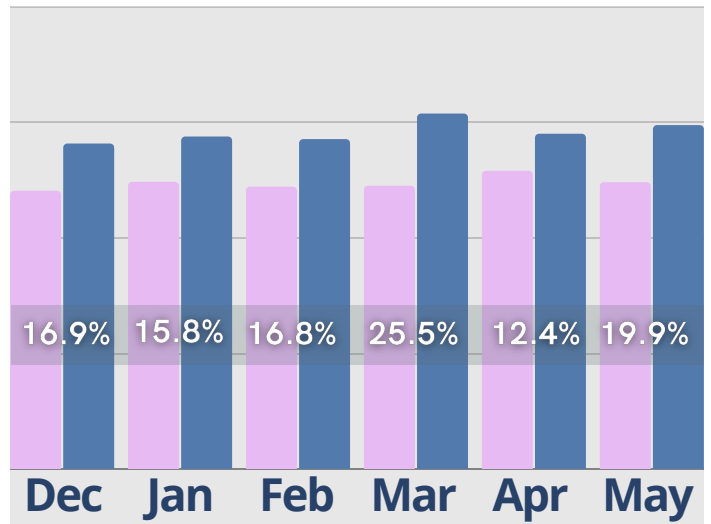
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

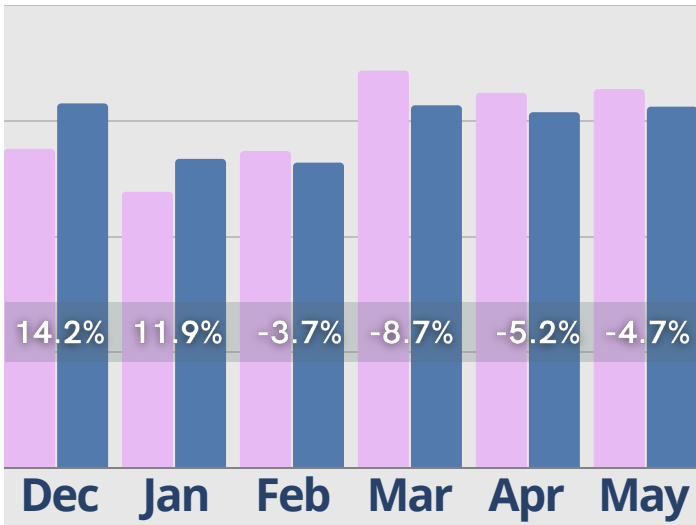
● Last Year ● Current Year



# May Last 6 Months

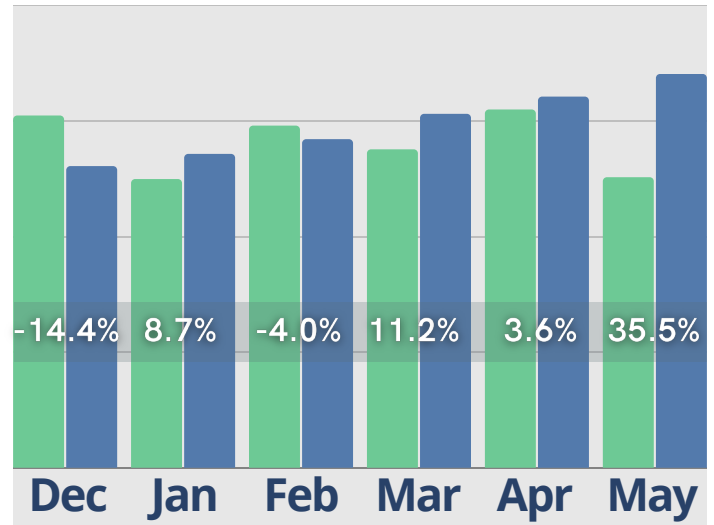
## Move-Ins

● Last Year ● Current Year



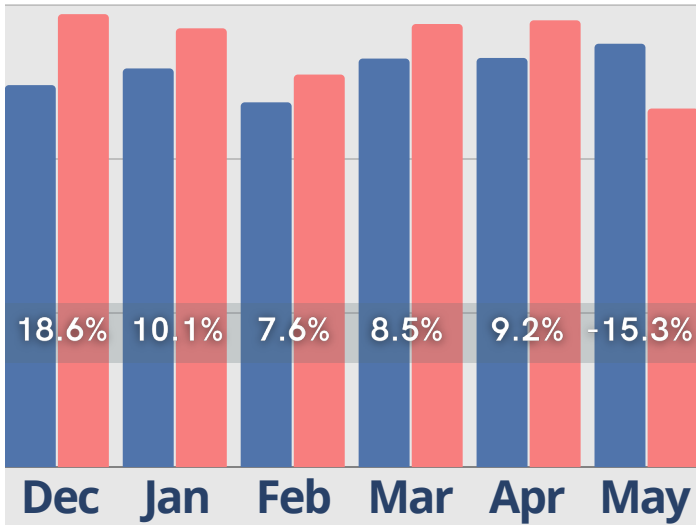
## Activity Completed- Inquiry

● Last Year ● Current Year



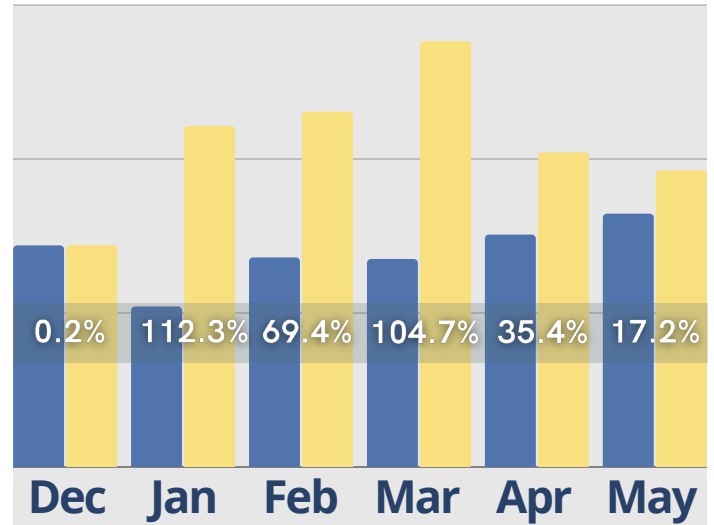
## Move-Outs

● Last Year ● Current Year



## Activity Completed- Marketing

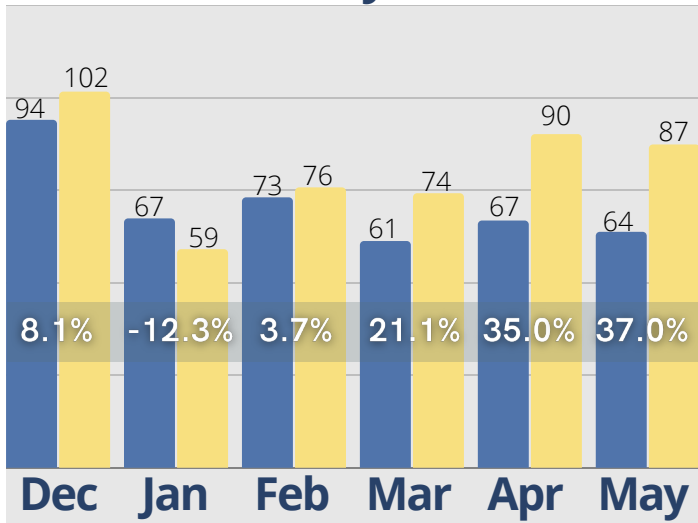
● Last Year ● Current Year



# May Last 6 Months

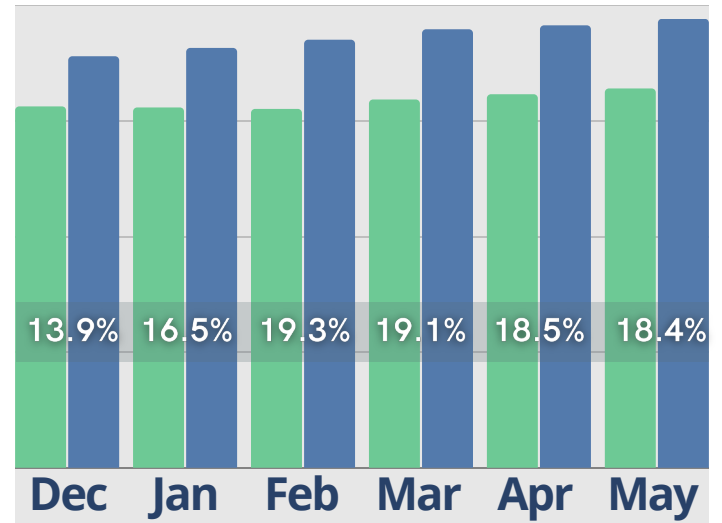
## Average Tour to Move-In Conversion Days

● Last Year ● Current Year



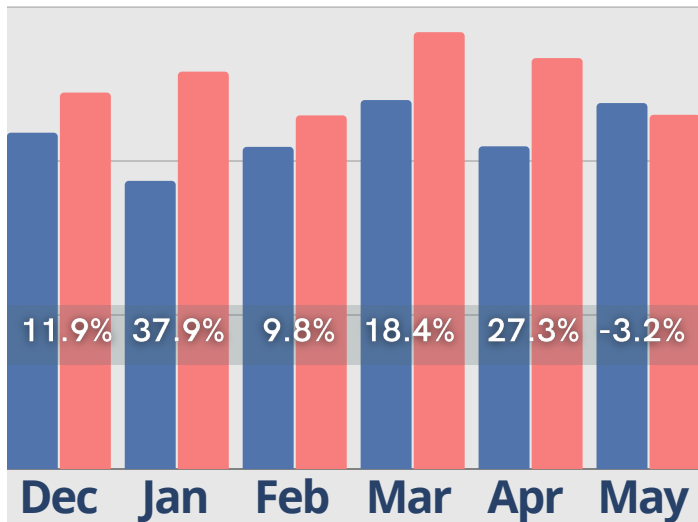
## Residents w/ Assessments

● Last Year ● Current Year



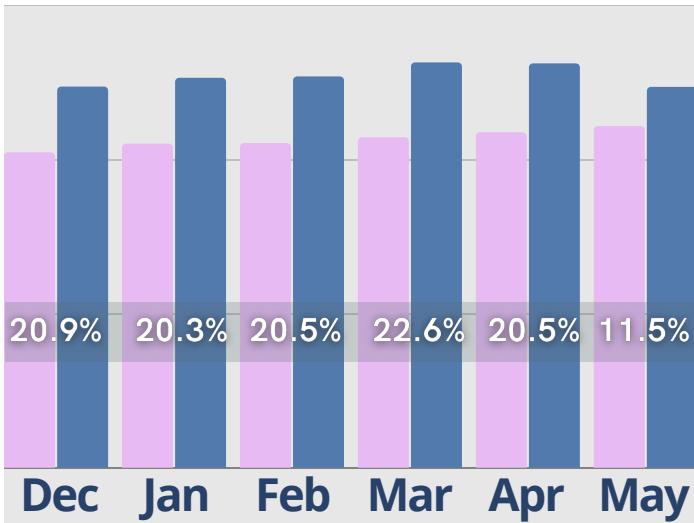
## Incidents

● Last Year ● Current Year

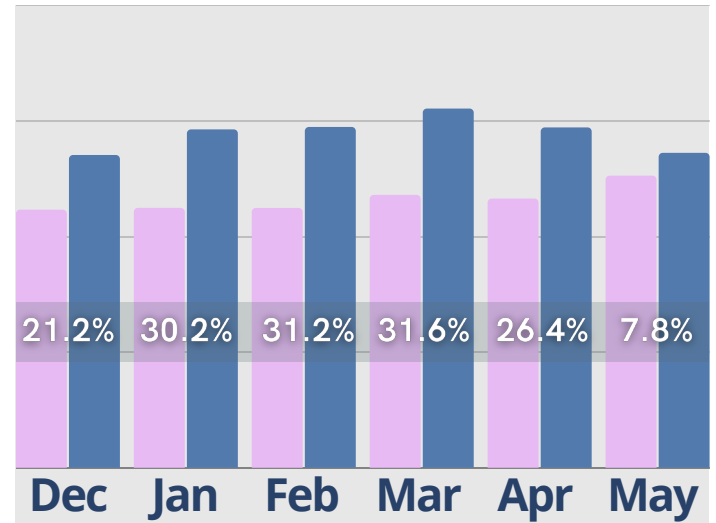


# May Last 6 Months

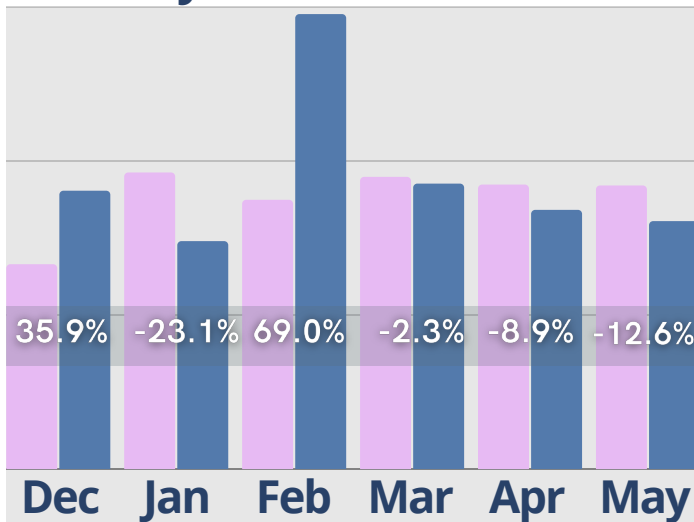
## Rent Roll Summary- Room Rate



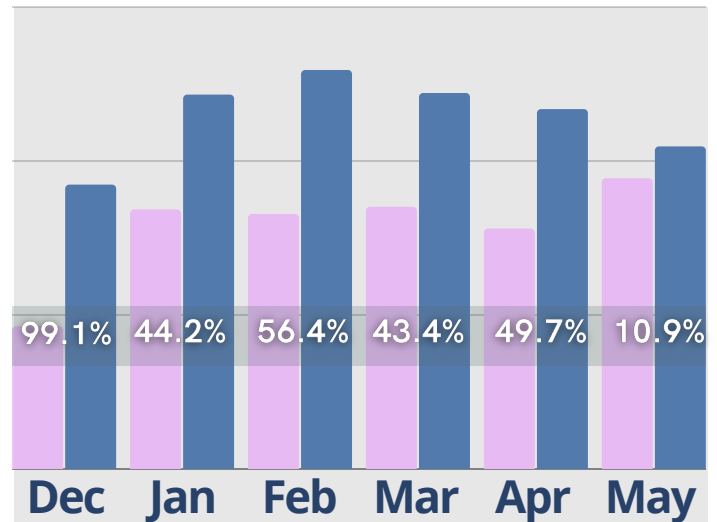
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



● Last Year

● Current Year

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