

# Senior Housing Census and Operations Update



January  
2024

# 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 January 31st.



## Introducing Texting With Marketing Automation

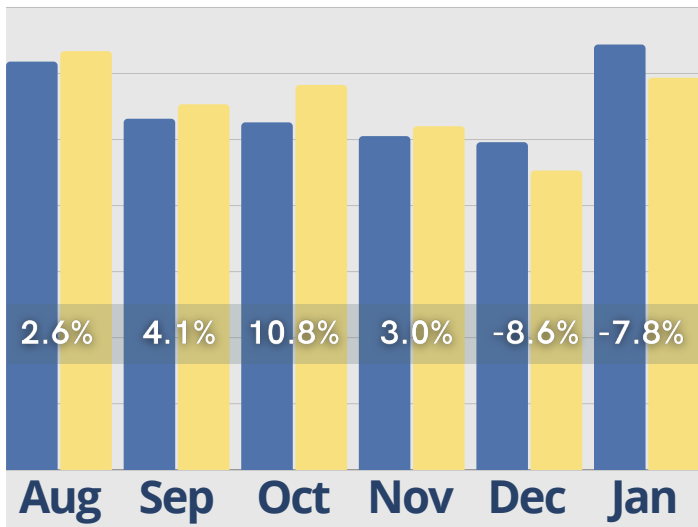
Automatically text and email prospects, residents and referral sources! Be sure new leads get an immediate response and appointments and tours get confirmation and follow up. Prospects that need to be nurtured are touched on a regular basis by adding Marketing Automation with Texting to your Move-N CRM.

**Contact us to learn more!**  
**[info@move-n.com](mailto:info@move-n.com)**

# January Last 6 Months

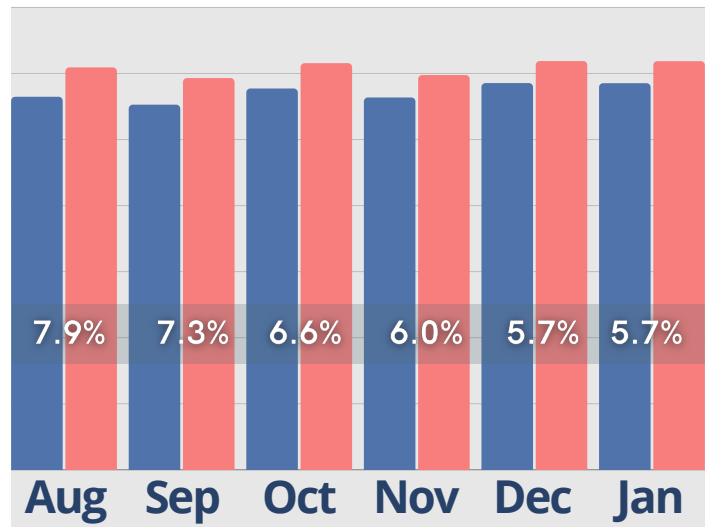
## Inquiries

● Last Year ● Current Year



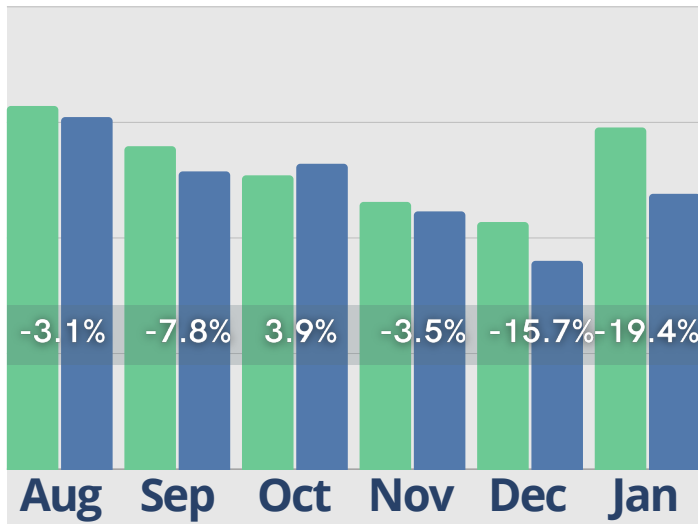
## Census

● Last Year ● Current Year



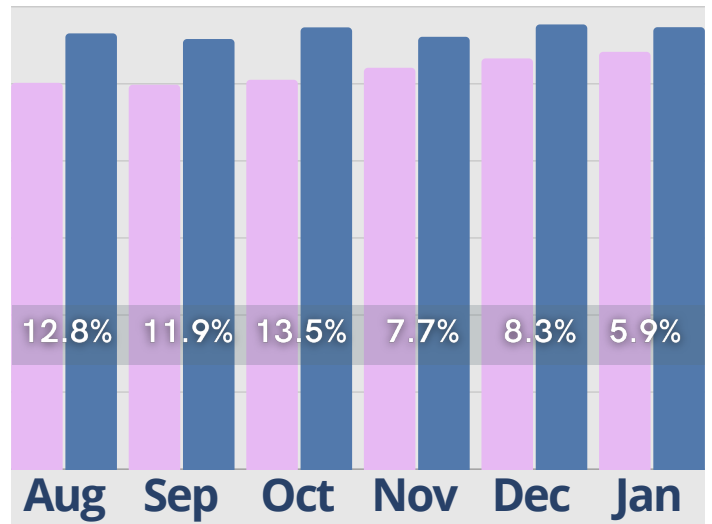
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

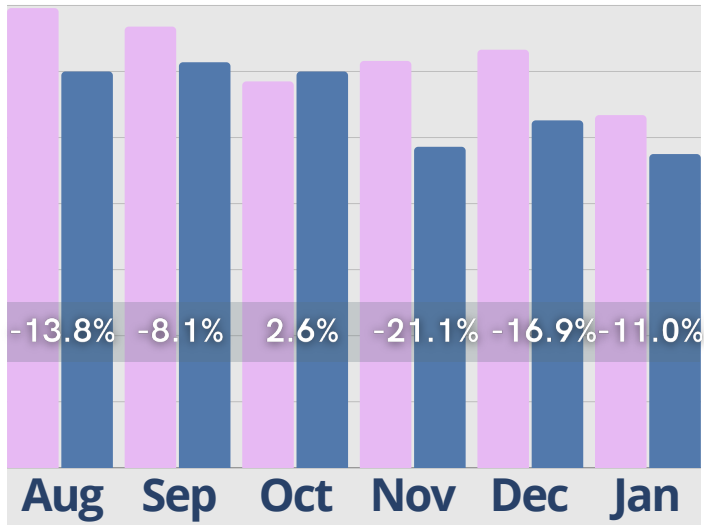
● Last Year ● Current Year



# January Last 6 Months

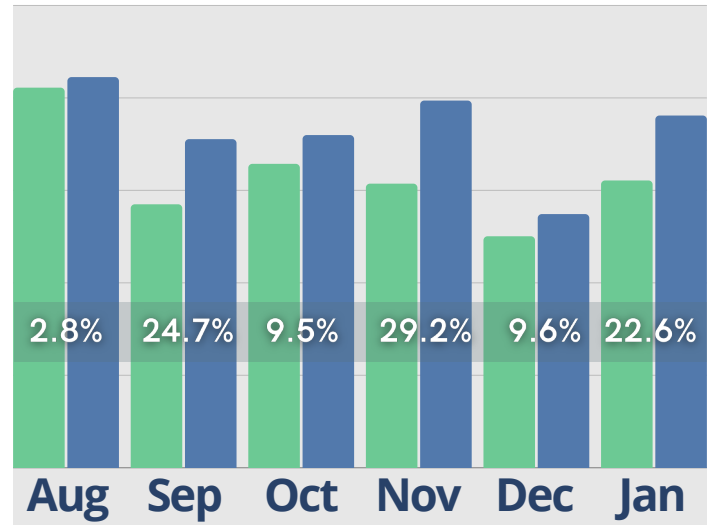
## Move-Ins

Last Year Current Year



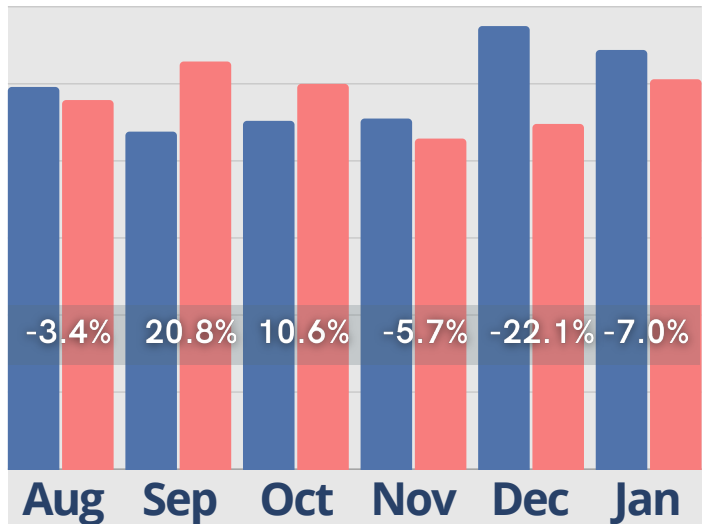
## Activity Completed- Inquiry

Last Year Current Year



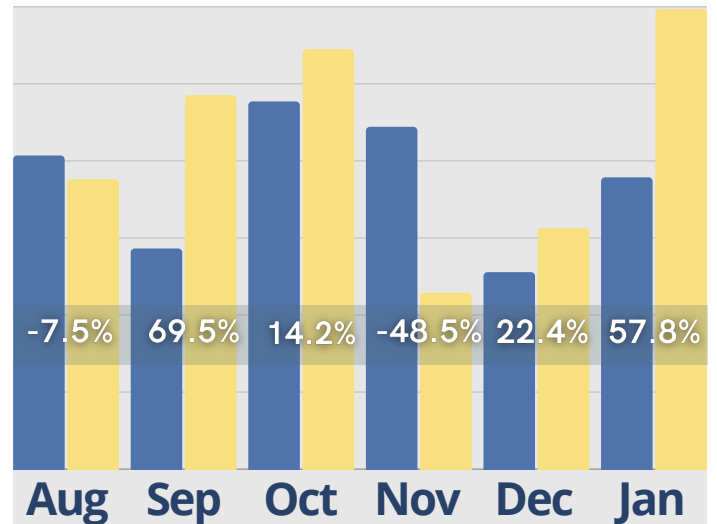
## Move-Outs

Last Year Current Year



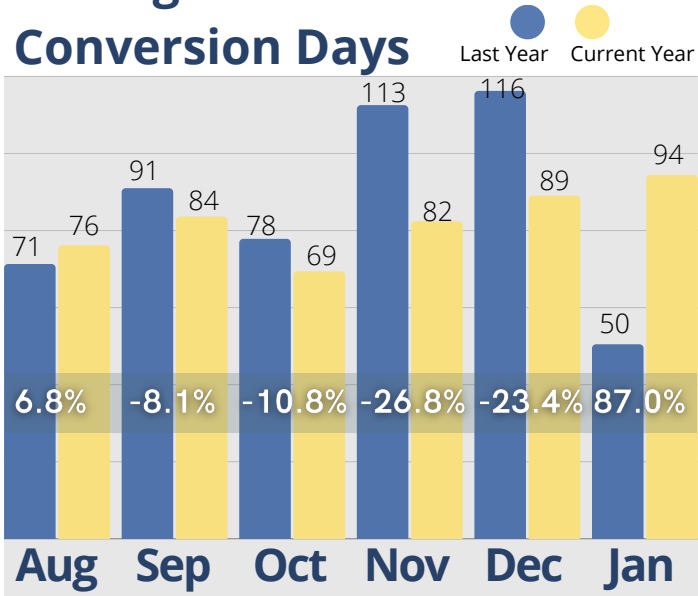
## Activity Completed- Marketing

Last Year Current Year

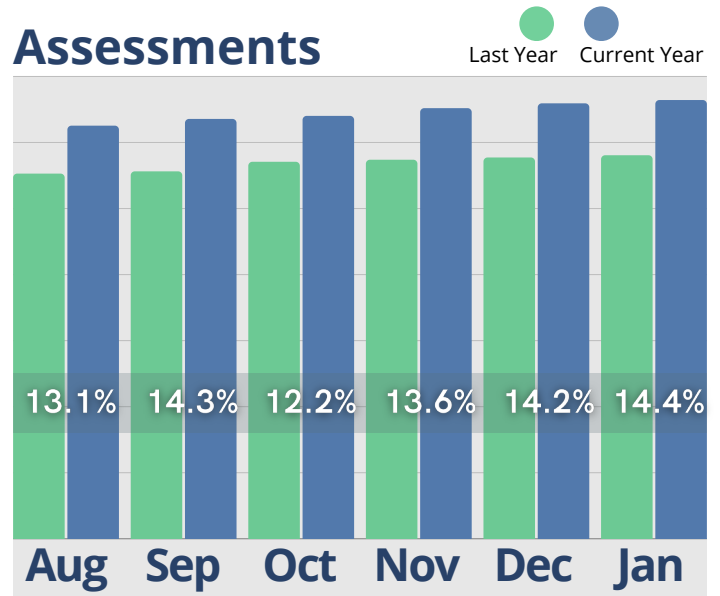


# January Last 6 Months

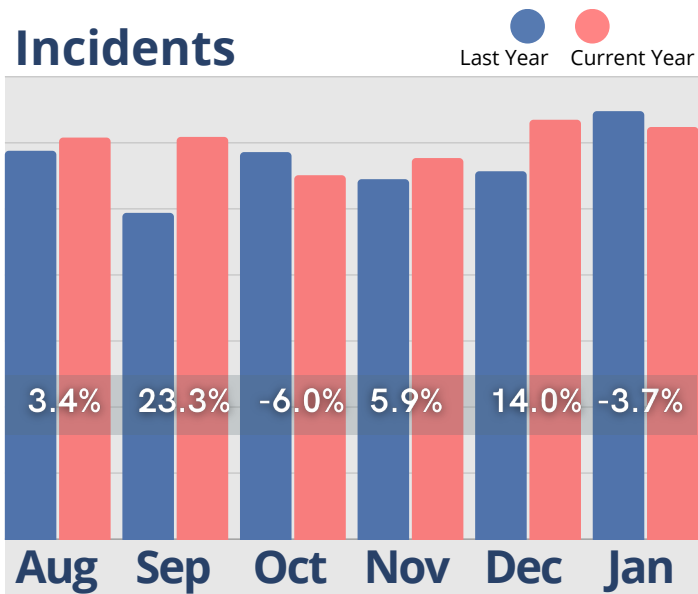
## Average Tour to Move-In Conversion Days



## Residents w/ Assessments

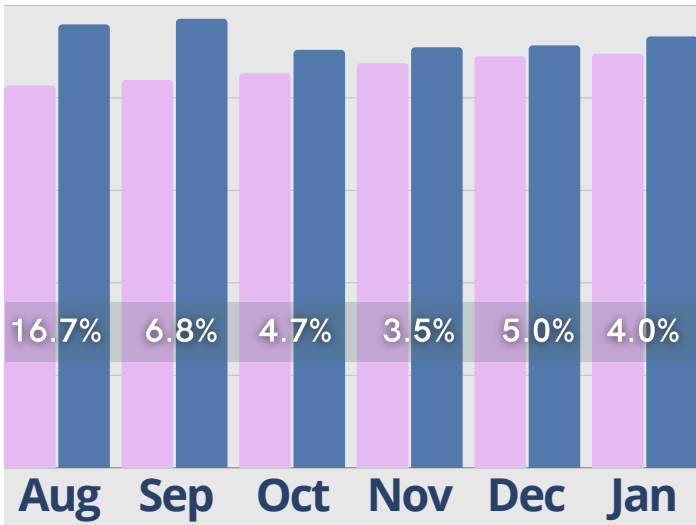


## Incidents

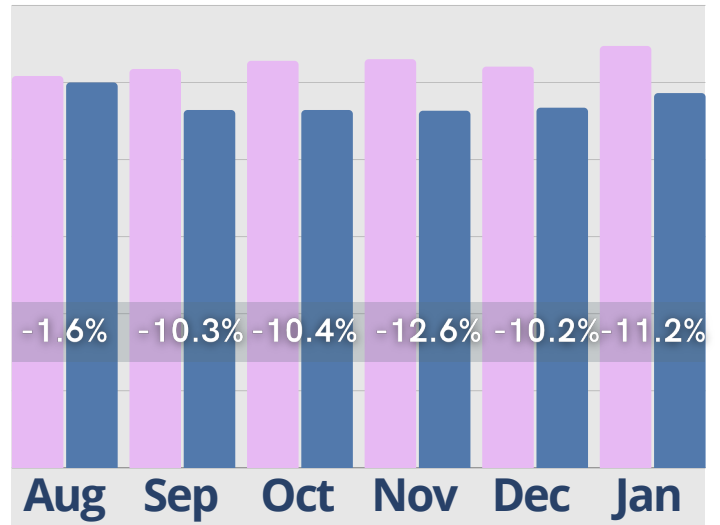


# January Last 6 Months

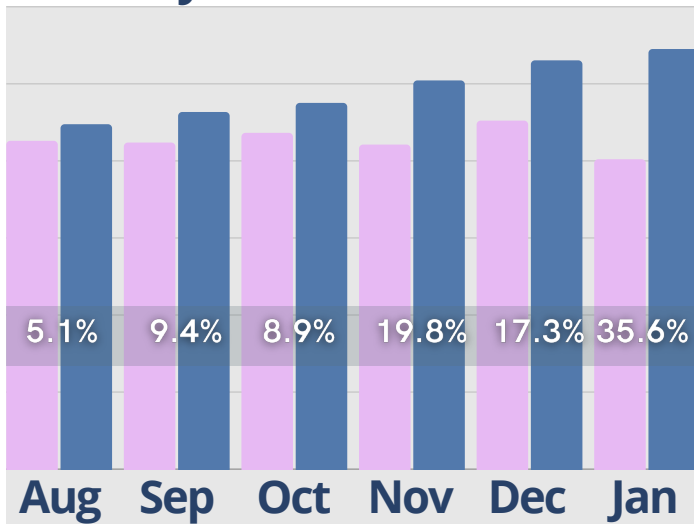
## Rent Roll Summary- Room Rate



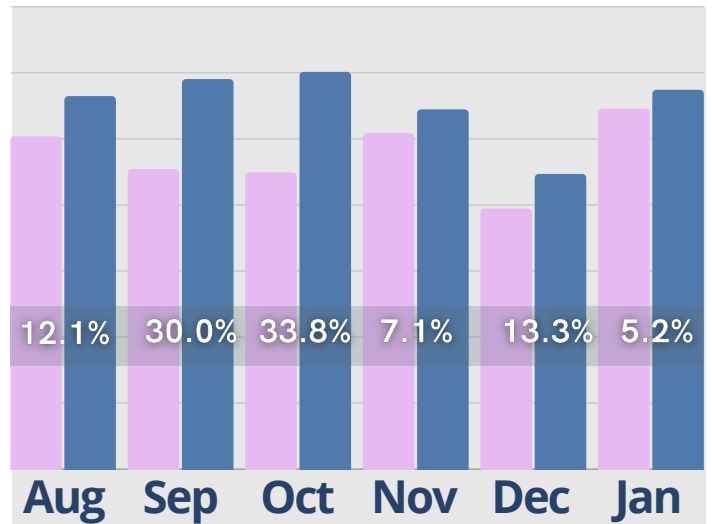
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



● Last Year

● Current Year

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