Senior Housing Census and Operations Update

Move>>N Software, Inc.

February 2024

Introduction

For more than 28 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 29th.
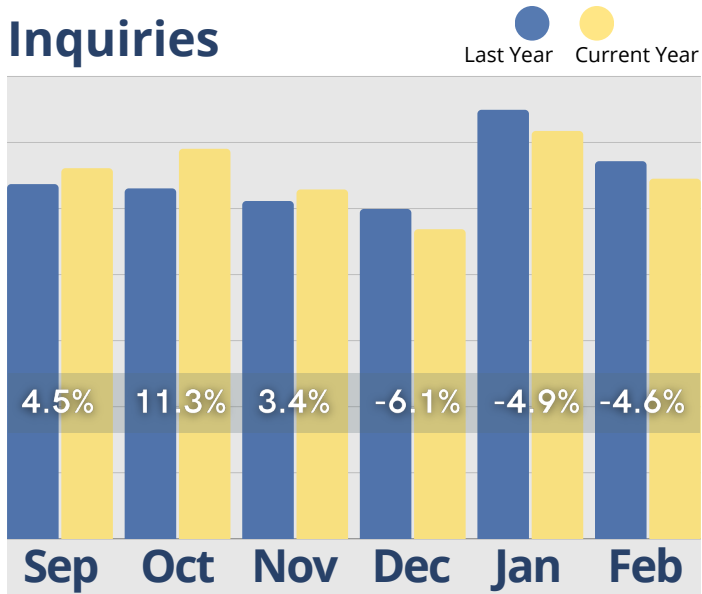
February Analysis

This February report highlights the average number of days between inquiry and move-in decreased by 24.5% in February 2024. This was a substantial gain in the marketplace considering the average number of days fell from 106 to 80 for the same time last year. The report supports a shorter timeline to make a move to senior living by the increase in census during February of 10%.

Initial Tours were up from January of 2024 and Move-ins stayed stable, while the Move-outs were down from the same time last year and from January 2024. Gentle shifts in the marketplace support the volume of inquiries within communities by looking at the increase in inquiry activities, within communities. A further dive into this data set revealed that communities were busy connecting via text, email, and phone conversations and a significant increase in secondary and tertiary tours.
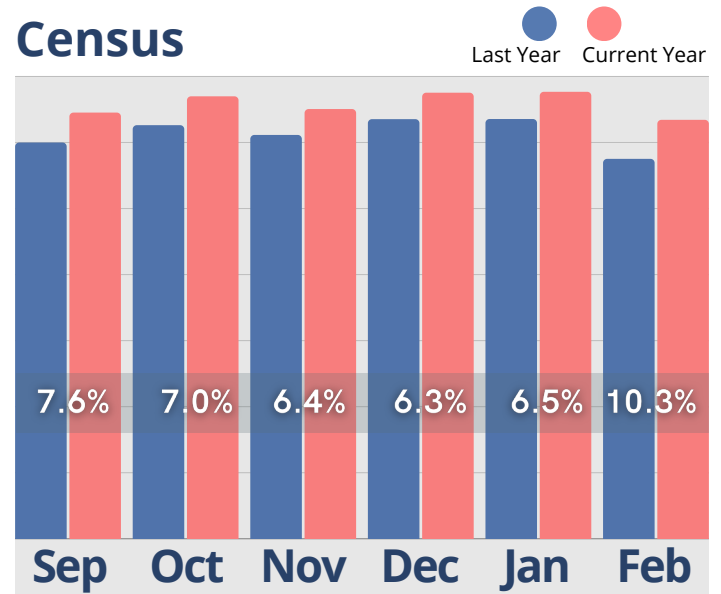
Cash receipts were on trend with the last six months and continue to trend up over the same period of 2022/2023. Rent roll room rate and service fees saw a gentle incline in February, while the monthly fees and assessment fees took a dip. Rolling into March and rounding out the first quarter of 2024, a concentrated focus on databases and external referral sources should be made to increase revenue going into the second quarter. Through a strong lead cultivation system or drip marketing campaign found within Move-N, marketing efforts can be enhanced at the touch of a few simple keystrokes.

Inhuiries

Inquiries
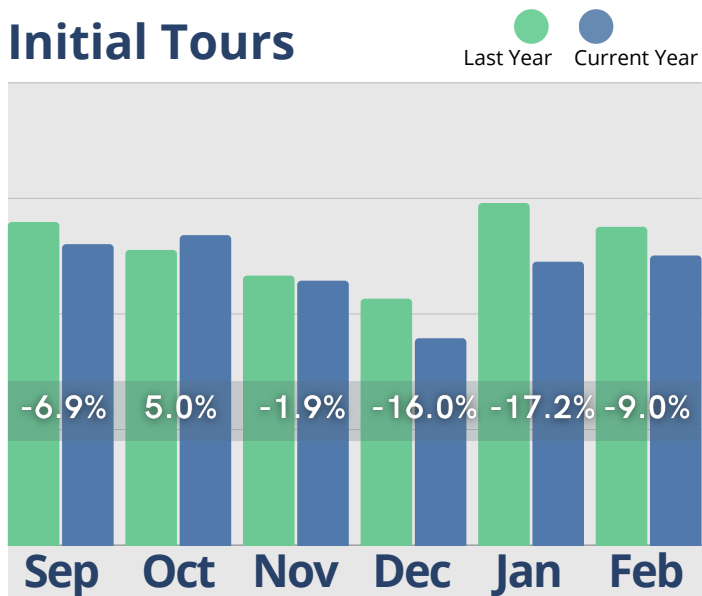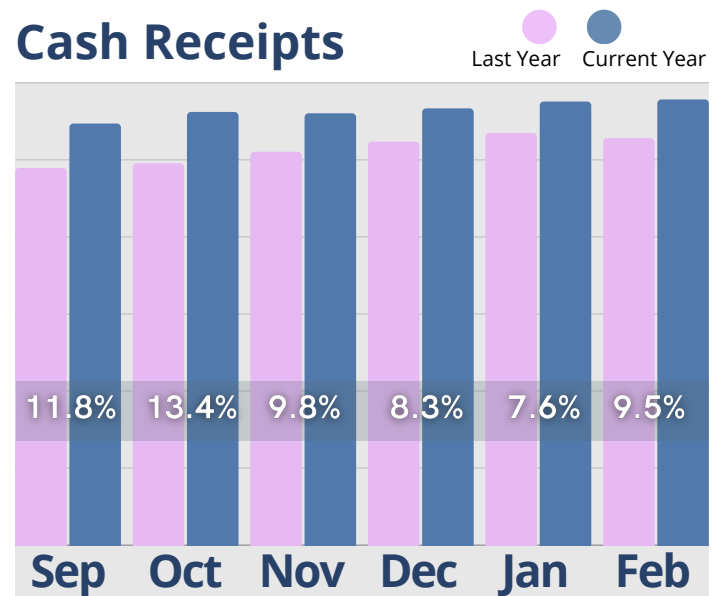
Last Year ● Current Year ●

Sep	Oct	Nov	Dec	Jan	Feb
4.5%	11.3%	3.4%	-6.1%	-4.9%	-4.6%

Census

Last Year ● Current Year ●

Sep	Oct	Nov	Dec	Jan	Feb
7.6%	7.0%	6.4%	6.3%	6.5%	10.3%

Initial Tours

Last Year ● Current Year ●

Sep	Oct	Nov	Dec	Jan	Feb
-6.9%	5.0%	-1.9%	-16.0%	-17.2%	-9.0%

Cash Receipts

Last Year ● Current Year ●

Sep	Oct	Nov	Dec	Jan	Feb
11.8%	13.4%	9.8%	8.3%	7.6%	9.5%

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Move-Ins

Last Year · Current Year

Sep	Oct	Nov	Dec	Jan	Feb
-6.8%	4.7%	-19.6%	-4.9%	-5.9%	-1.5%
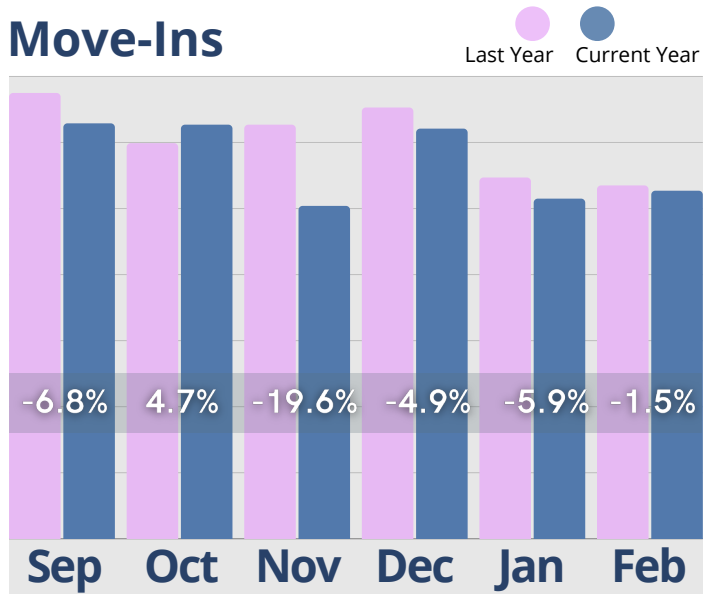
Activity Completed-Inquiry

Last Year · Current Year

Sep	Oct	Nov	Dec	Jan	Feb
25.8%	10.0%	30.0%	11.1%	28.6%	18.8%

Move-Outs

Last Year · Current Year

Sep	Oct	Nov	Dec	Jan	Feb
20.7%	12.1%	-4.6%	-21.1%	0.0%	-11.4%
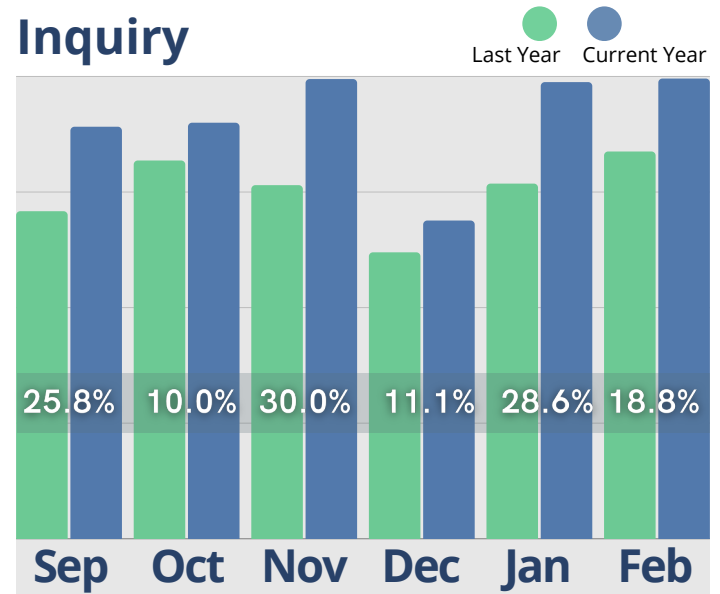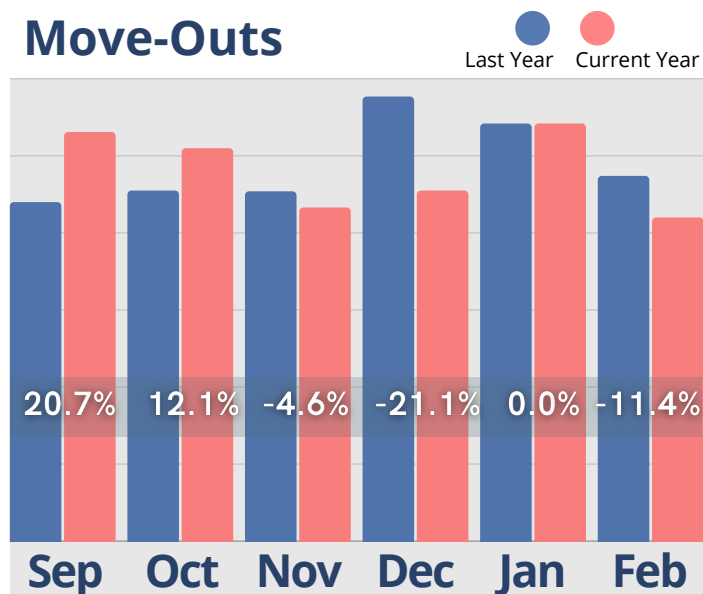
Activity Completed-Marketing

Last Year · Current Year

Sep	Oct	Nov	Dec	Jan	Feb
69.4%	13.6%	-48.3%	22.7%	59.1%	-4.8%

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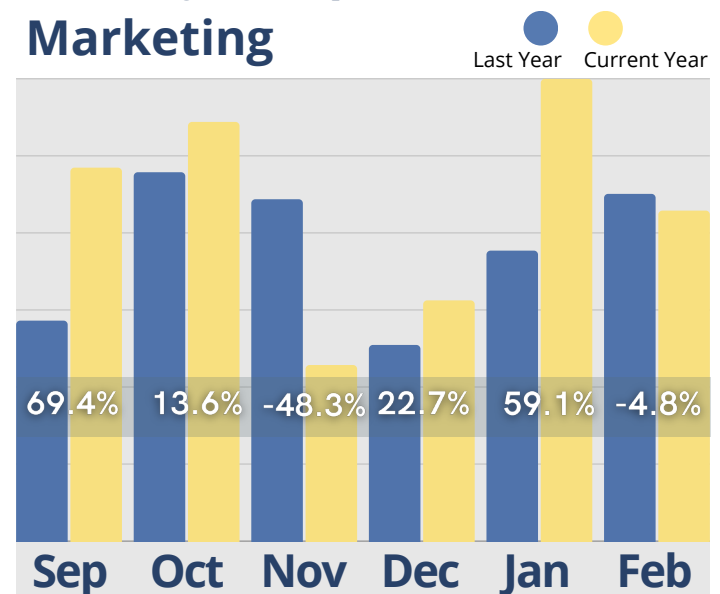
Average Tour to Move-In Conversion Days

Last Year   Current Year

	Sep	Oct	Nov	Dec	Jan	Feb
Last Year	90	76	108	114	50	106
Current Year	81	72	84	93	107	80
	-9.4	-4.7%	-22.6%	-18.5%	-115.1%	-24.5%
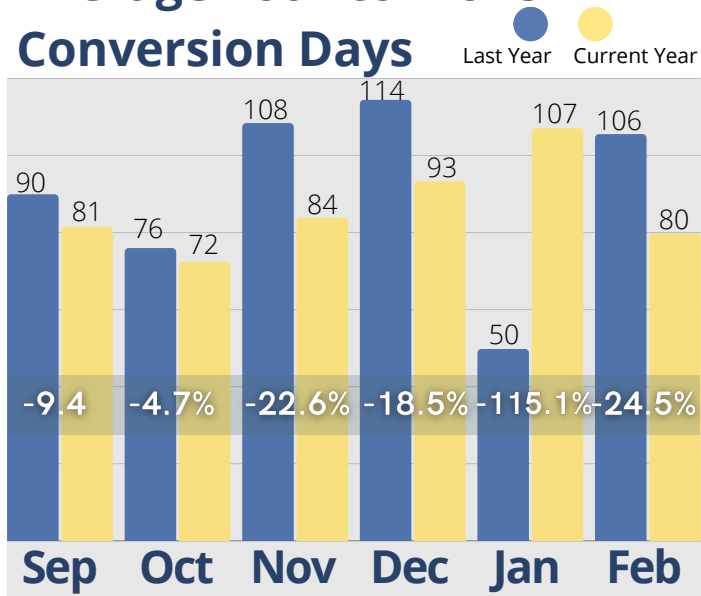
Residents w/ Assessments

Last Year   Current Year

	Sep	Oct	Nov	Dec	Jan	Feb
	11.1%	9.3%	10.6%	11.1%	11.2%	11.0%

Incidents

Last Year   Current Year

	Sep	Oct	Nov	Dec	Jan	Feb
	24.7%	-5.8%	-6.6%	16.5%	-0.8%	0.0%

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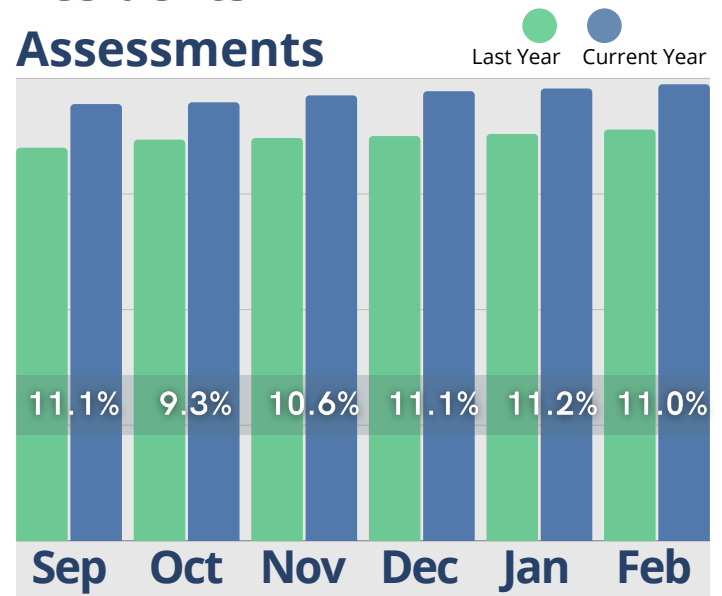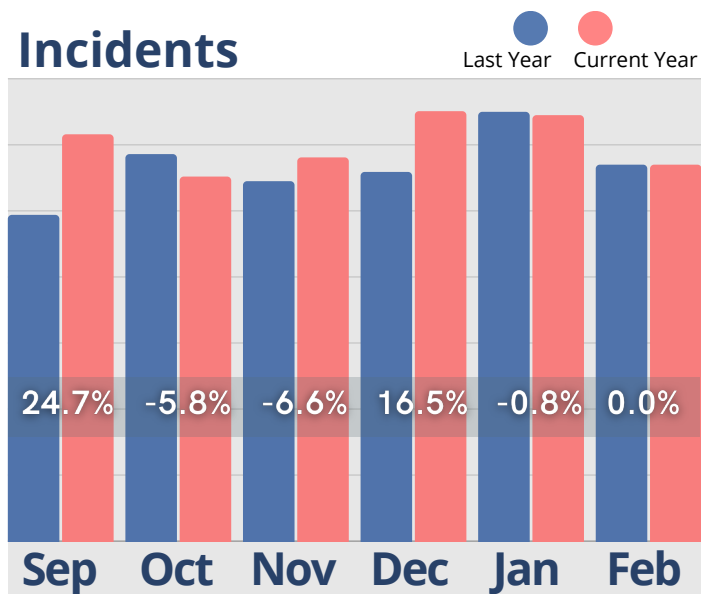
Rent Roll Summary-Room Rate

Sep	Oct	Nov	Dec	Jan	Feb
6.8%	5.3%	4.1%	5.7%	4.7%	5.5%
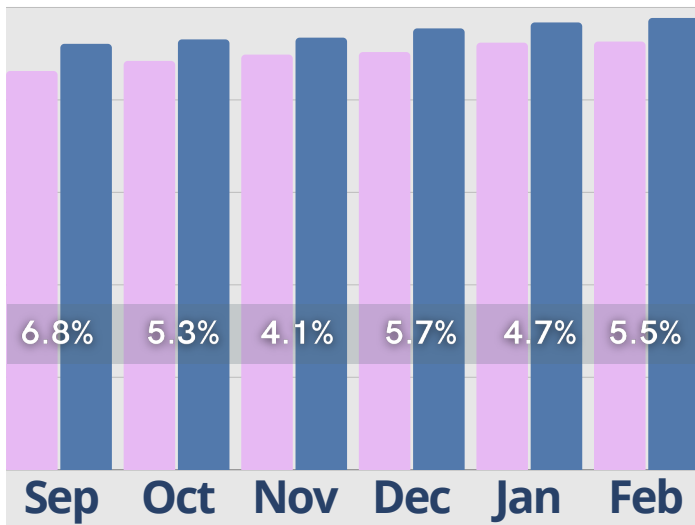
Rent Roll Summary-Assessment Fee

Sep	Oct	Nov	Dec	Jan	Feb
-10.1%	-10.3%	-12.3%	-9.9%	-10.9%	-11.4%
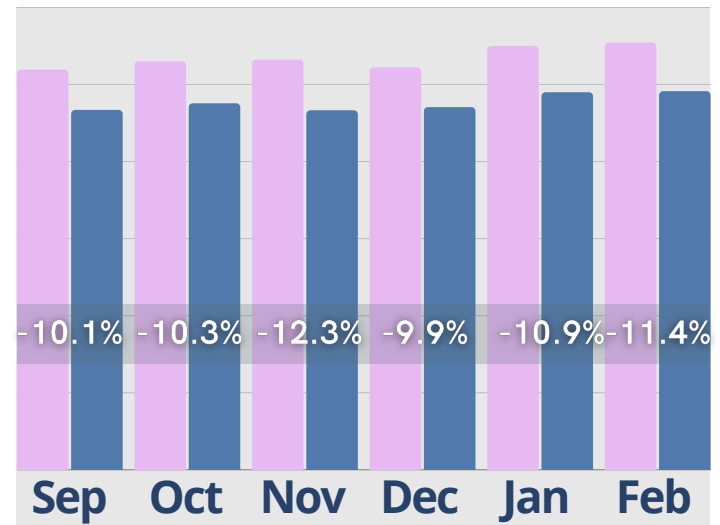
Rent Roll Summary-Monthly Fees

Sep	Oct	Nov	Dec	Jan	Feb
8.2%	11.0%	21.9%	19.9%	57.3%	-28.0%
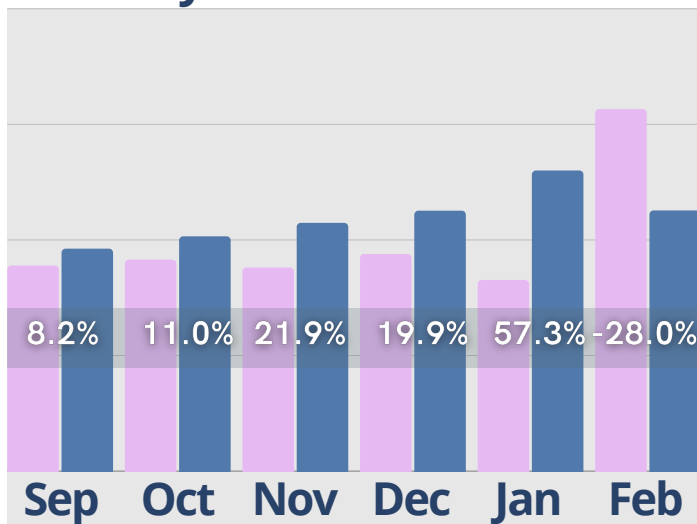
Rent Roll Summary-Service Fee
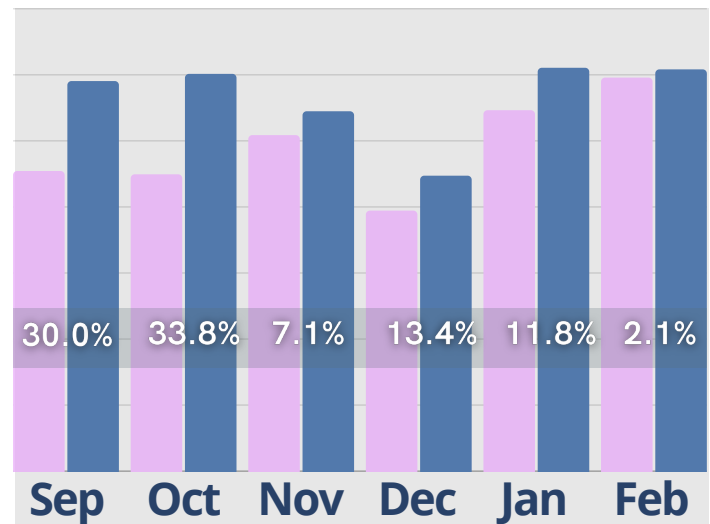
Sep	Oct	Nov	Dec	Jan	Feb
30.0%	33.8%	7.1%	13.4%	11.8%	2.1%

Last Year   Current Year

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