# Senior Housing Census and Operations Update

**Move>>N Software, Inc.**

**March 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 March 31st.

# March Analysis

Operational efficiency is crucial in senior living to maintain high occupancy rates and profitability. Despite a decline in inquiries and initial tours, recent data reveals positive trends. Reduced inquiries suggest more targeted marketing, attracting higher-quality leads likely to convert. Improved communication channels and pre-screening processes contribute to better-informed prospects and higher conversion rates during tours.
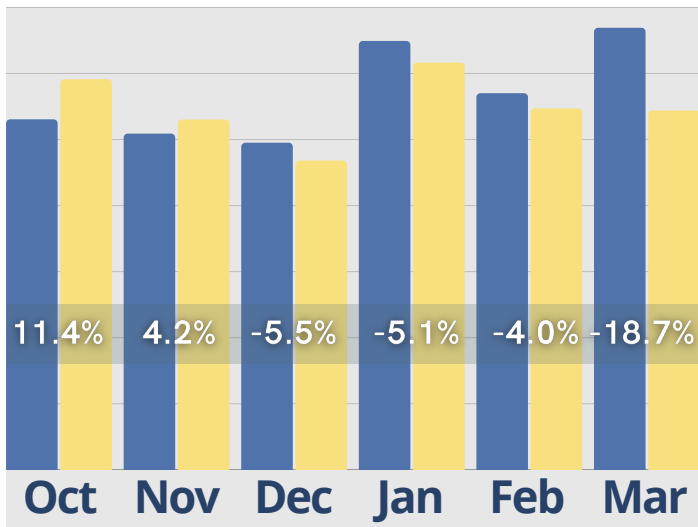
Remarkably, despite fewer initial tours, there's a commendable 6.7% increase in census, indicating successful conversion strategies. Personalized tours, competitive pricing, and enhanced resident services foster higher conversion rates and satisfaction levels. Furthermore, a significant 14% rise in cash receipts highlights the financial viability of operational changes, including revenue management strategies and improved collection processes.

These trends underscore the value of operational improvements in senior living. Despite initial concerns, increased occupancy, and cash receipts signify greater efficiency and financial performance. Continued focus on targeted marketing and resident retention strategies will sustain these positive outcomes and drive long-term success.
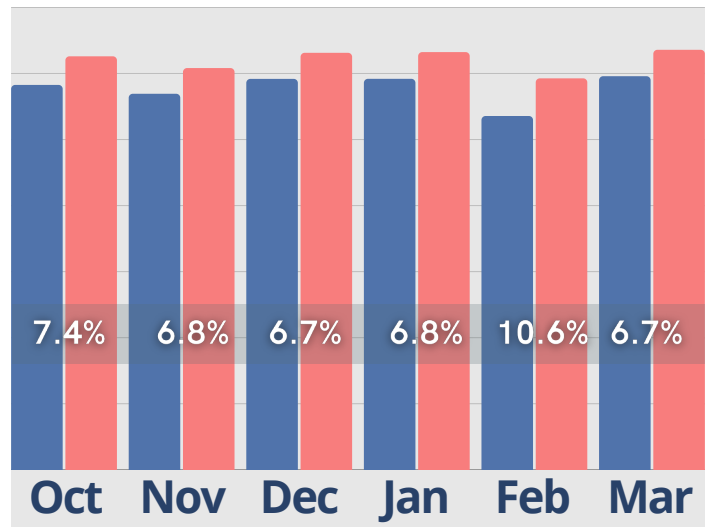
## Inquiries

Last Year    Current Year

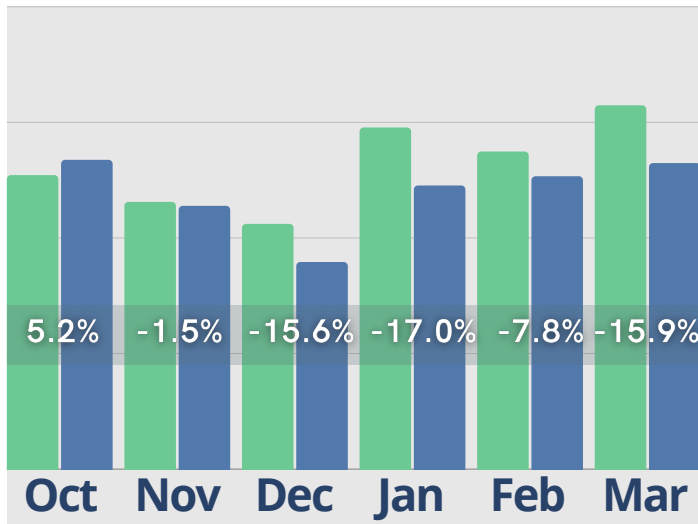| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 11.4% | 4.2% | -5.5% | -5.1% | -4.0% | -18.7% |

## Census

Last Year    Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 7.4% | 6.8% | 6.7% | 6.8% | 10.6% | 6.7% |

## Initial Tours

Last Year    Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 5.2% | -1.5% | -15.6% | -17.0% | -7.8% | -15.9% |

## Cash Receipts

Last Year    Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 13.7% | 7.8% | 8.3% | 8.5% | 11.7% | 14.0% |

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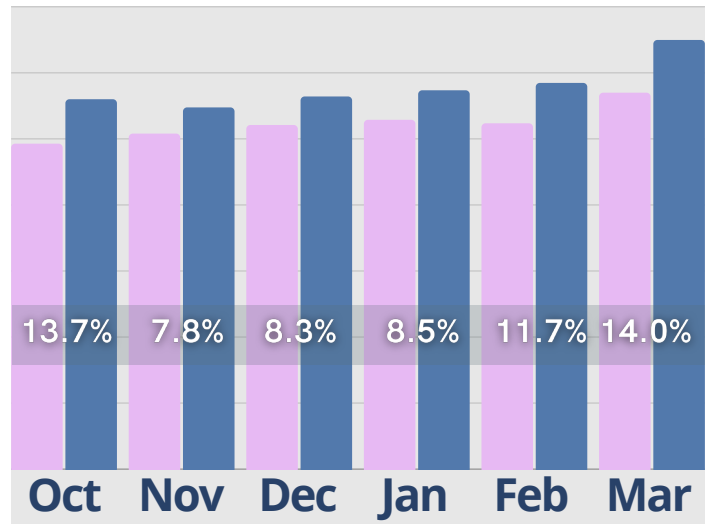
## Move-Ins

Last Year   Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|
| 4.7% | -19.2% | -6.0% | -5.2% | 3.8% | -21.1% |
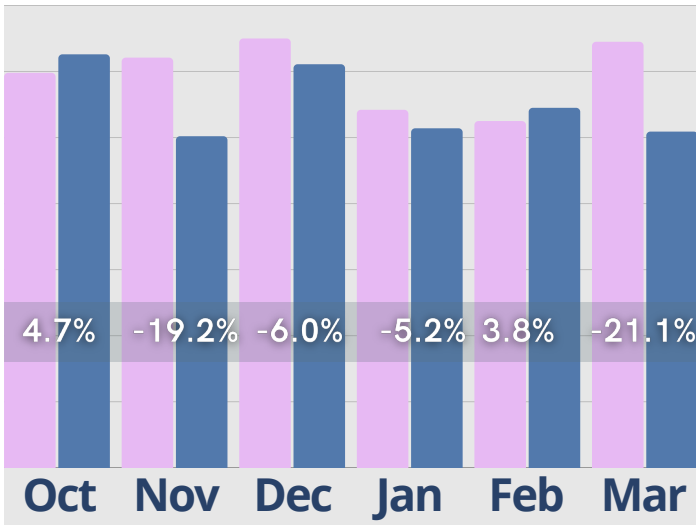
## Activity Completed-Inquiry

Last Year   Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|
| 10.0% | 30.2% | 11.0% | 28.7% | 19.7% | 5.8% |
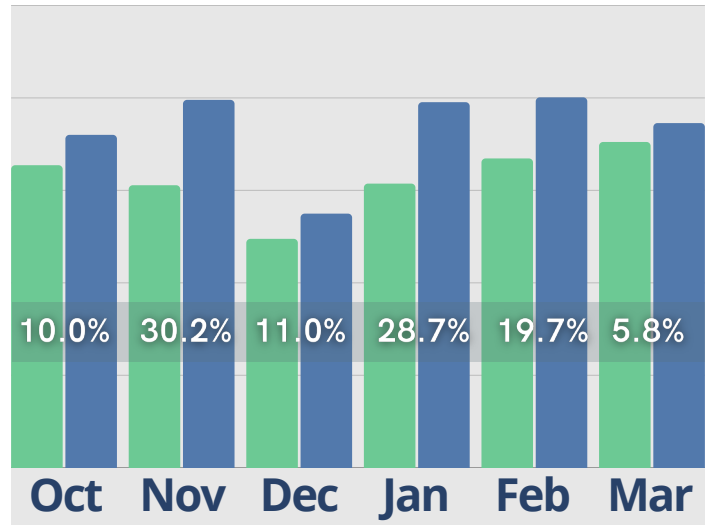
## Move-Outs

Last Year   Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|
| 12.0% | -3.3% | -20.5% | 1.7% | -6.1% | -17.6% |
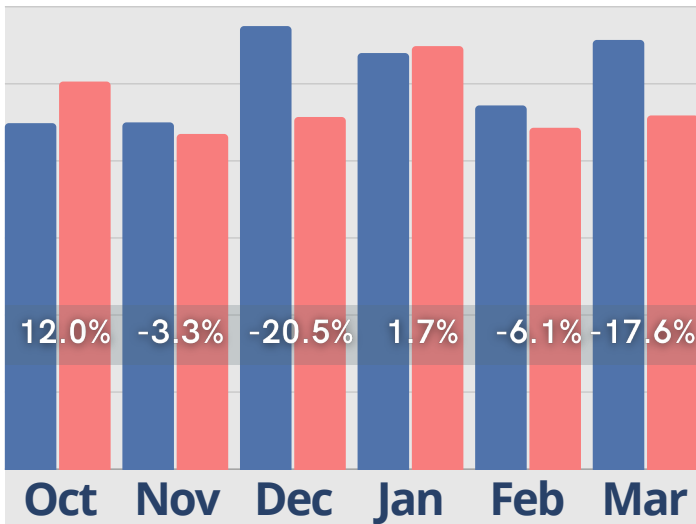
## Activity Completed-Marketing

Last Year   Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|
| 13.7% | -48.3% | 22.9% | 59.0% | -4.4% | -5.3% |

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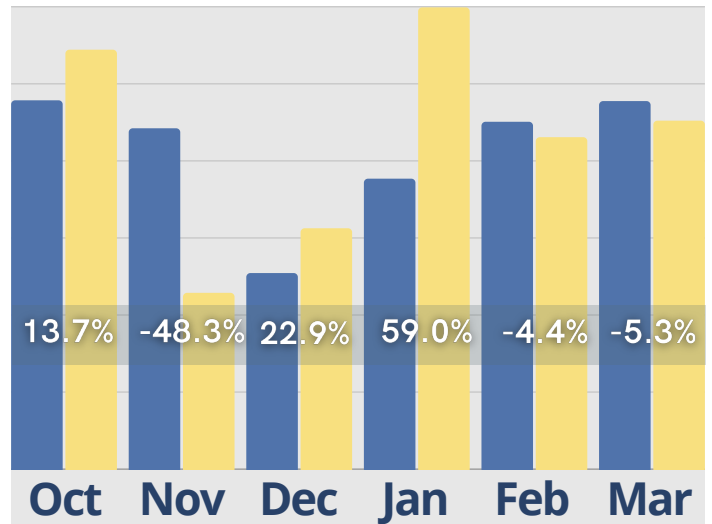
## Average Tour to Move-In Conversion Days

● Last Year   ● Current Year

| | Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|---|
| Last Year | 76 | 108 | 113 | 50 | 80 | 66 |
| Current Year | 71 | 81 | 95 | 99 | 79 | 77 |
| % | -6.2 | -25.1% | -15.8% | 97.3% | -2.0% | 17.1% |
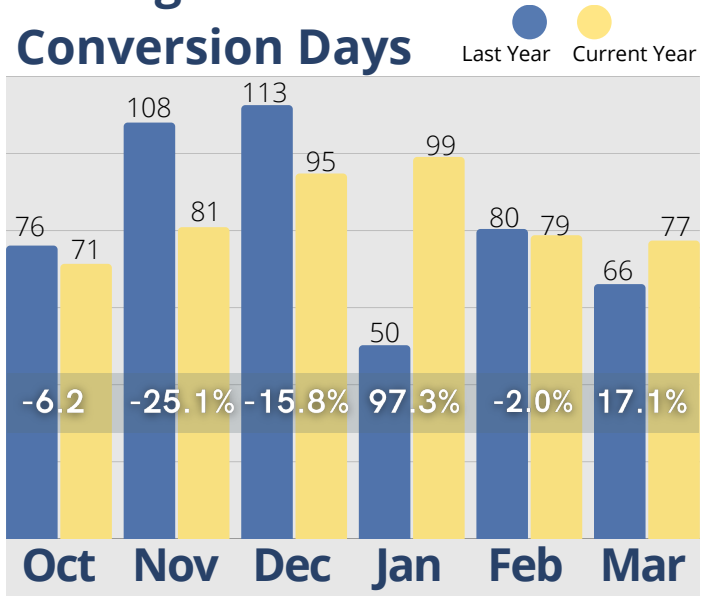
## Residents w/ Assessments

● Last Year   ● Current Year

| Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|
| 10.8% | 12.2% | 12.8% | 12.6% | 12.2% | 12.8% |

## Incidents

● Last Year   ● Current Year

| | Oct | Nov | Dec | Jan | Feb | Mar |
|---|---|---|---|---|---|---|
| % | -5.8% | 6.6% | 16.9% | -1.1% | 5.1% | -25.2% |

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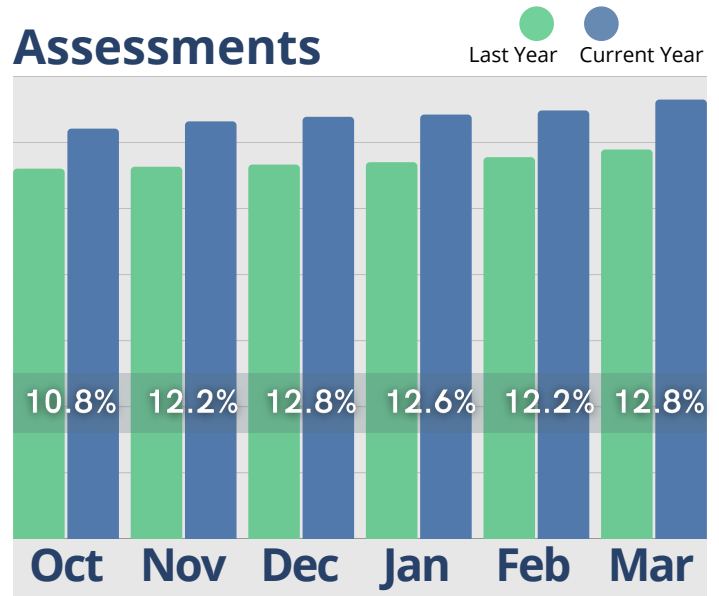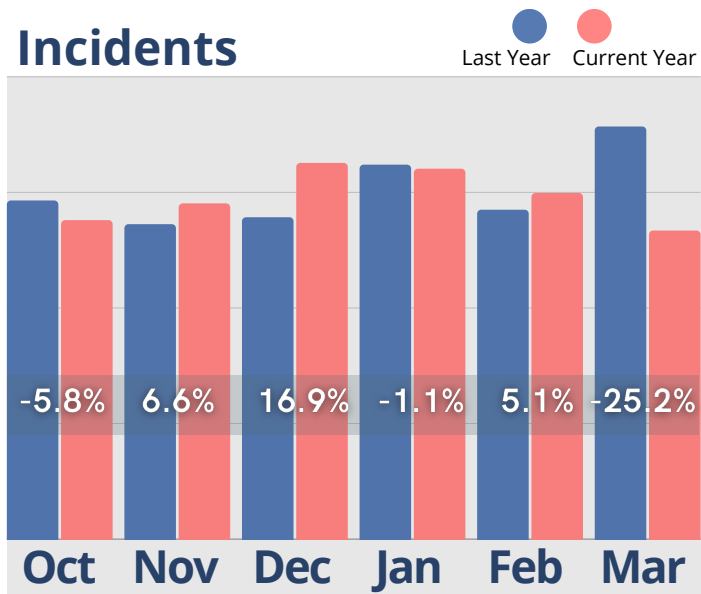
## Rent Roll Summary-Room Rate



| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 5.2% | 4.1% | 5.5% | 4.6% | 7.5% | 16.3% |
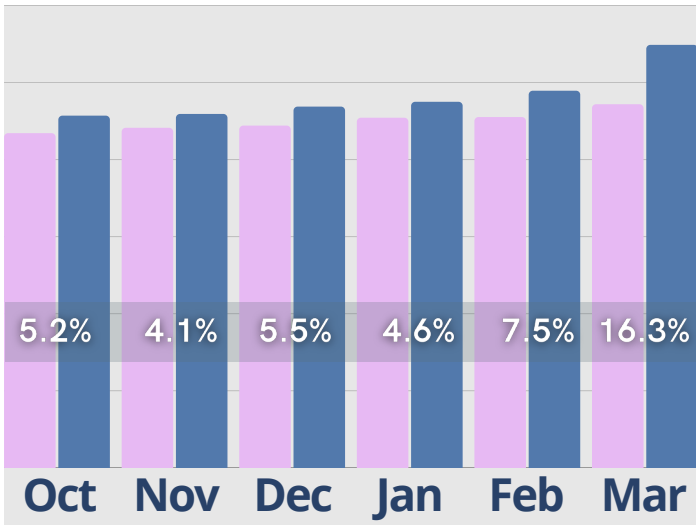
## Rent Roll Summary-Assessment Fee



| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| -10.4% | -12.6% | -10.2% | -11.1% | -11.2% | -10.8% |
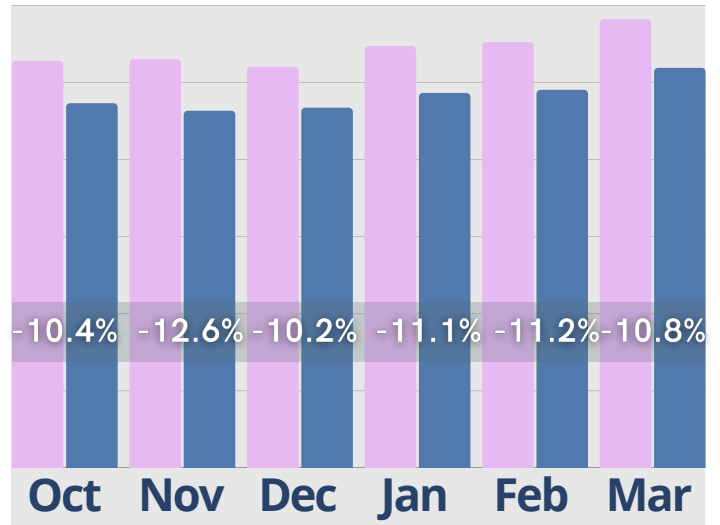
## Rent Roll Summary-Monthly Fees



| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 12.6% | 23.6% | 20.9% | 57.7% | -24.7% | 30.5% |
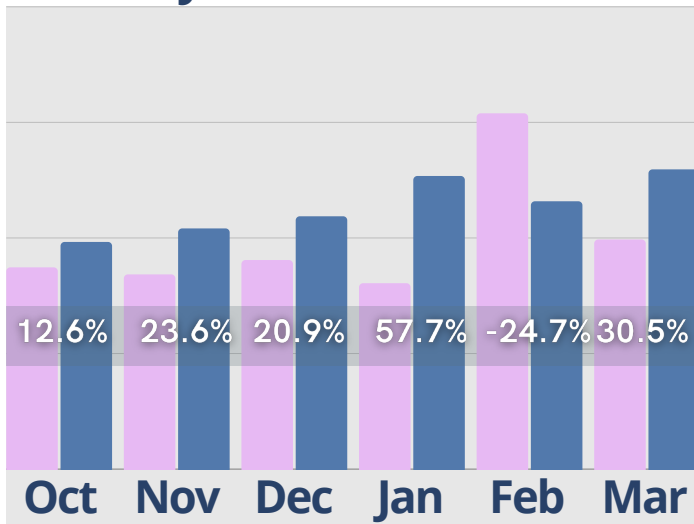
## Rent Roll Summary-Service Fee
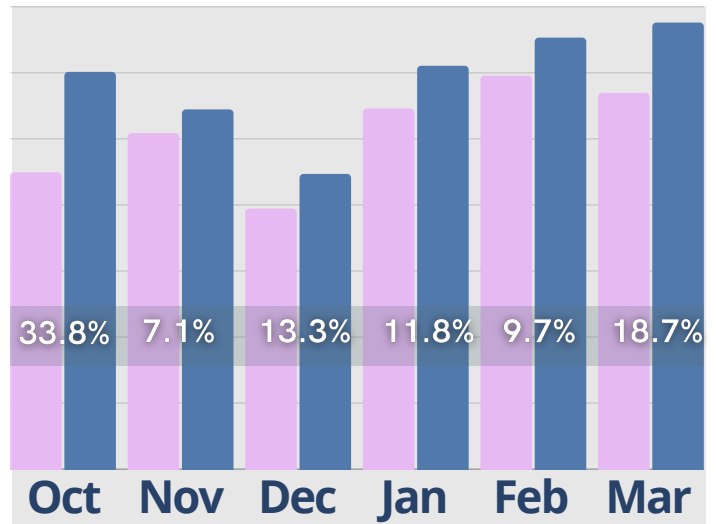


| Oct | Nov | Dec | Jan | Feb | Mar |
|-----|-----|-----|-----|-----|-----|
| 33.8% | 7.1% | 13.3% | 11.8% | 9.7% | 18.7% |

Last Year     Current Year

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