Senior Housing Census and Operations Update

MoveN Software, Inc.

April 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 April 30th.
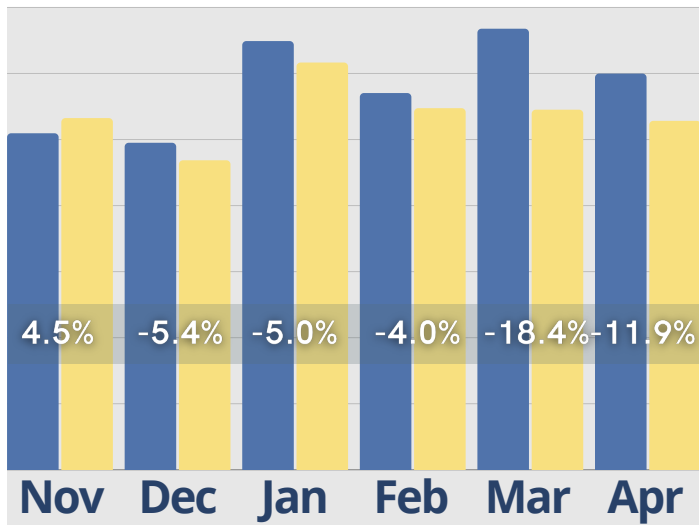
April Analysis

In the April Analysis Review, recent statistics paint a mixed picture of trends in the senior housing industry. While inquiries have declined notably by 11.9 percent there's a positive uptick in census of 6.3 percent in occupied units. Despite the decrease in inquiries tours have remained stable. This is indicative of active engagement from inquiries with potential living options. Move-ins have dropped by 15 percent; notable is the decrease in move-outs by 8.5 percent with possible stabilization or retention of current residents. Marketing activities surged by 17 percent signaling increased efforts to attract new residents amid shifting market dynamics. Cash receipts have also seen a substantial rise of nearly 24 percent reflecting improved financial performance and stability within the sector.

Inquiries

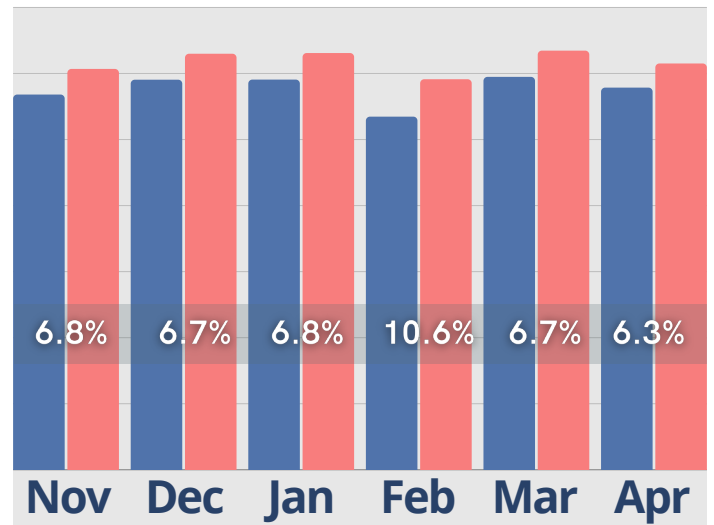Last Year · Current Year

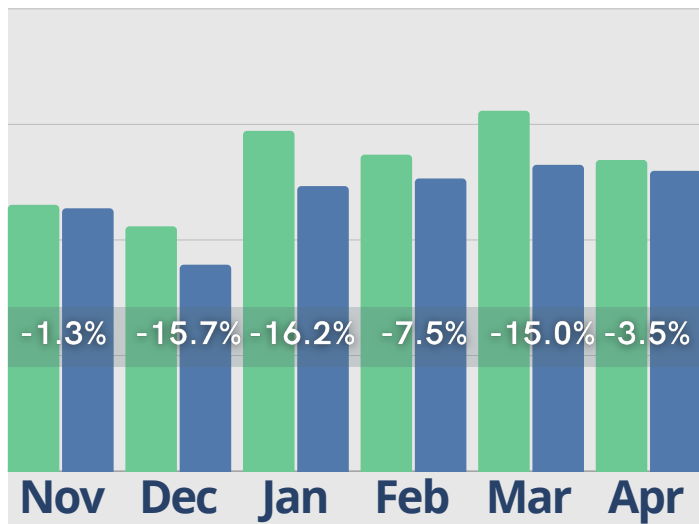| Nov	Dec	Jan	Feb	Mar	Apr
4.5%	-5.4%	-5.0%	-4.0%	-18.4%	-11.9%

Census

Last Year · Current Year

Nov	Dec	Jan	Feb	Mar	Apr
6.8%	6.7%	6.8%	10.6%	6.7%	6.3%

Initial Tours

Last Year · Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-1.3%	-15.7%	-16.2%	-7.5%	-15.0%	-3.5%

Cash Receipts

Last Year · Current Year

Nov	Dec	Jan	Feb	Mar	Apr
7.8%	8.3%	8.6%	11.7%	14.0%	23.9%

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Move-Ins

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-18.9%	-6.0%	-5.2%	-5.0%	-19.7%	-15.6%
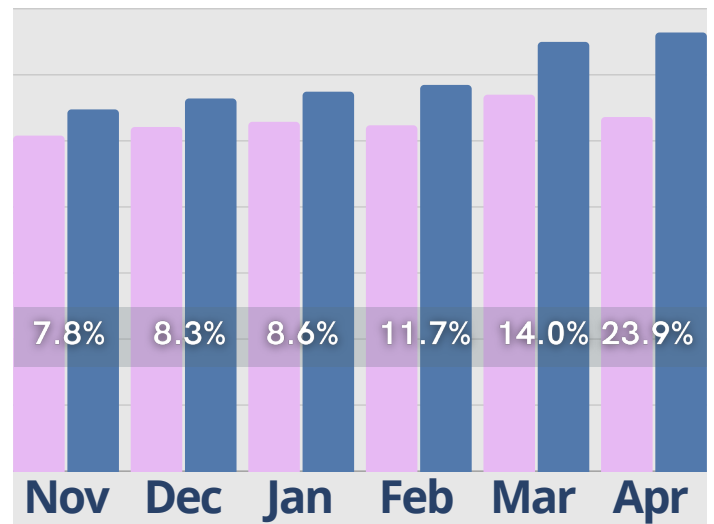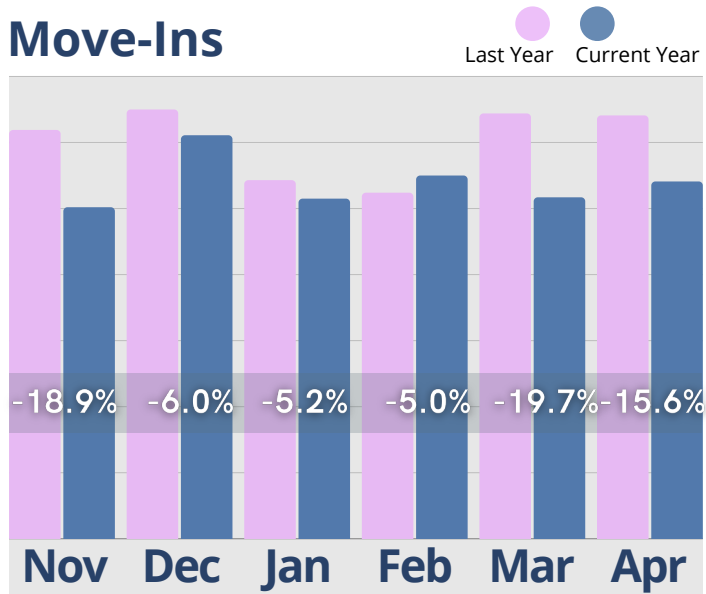
Activity Completed-Inquiry

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
30.3%	11.2%	28.8%	20.0%	6.4%	-4.5%

Move-Outs

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-2.5%	-20.0%	2.8%	-5.7%	-13.9%	-8.5%
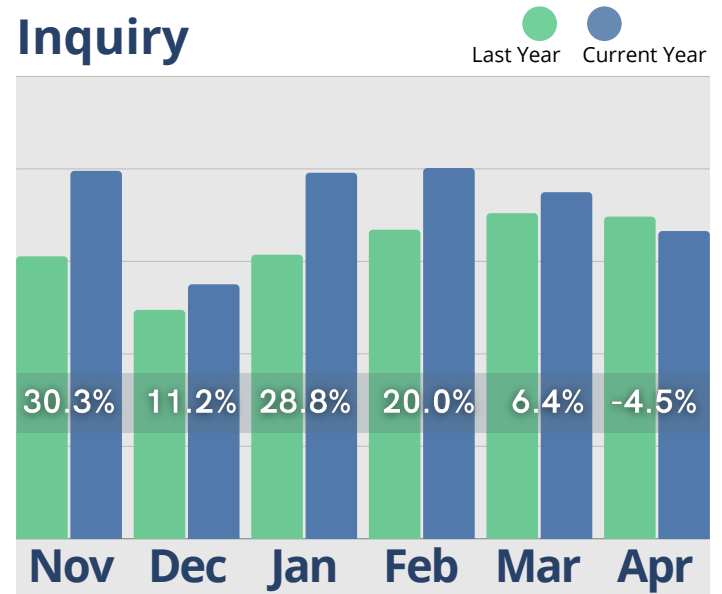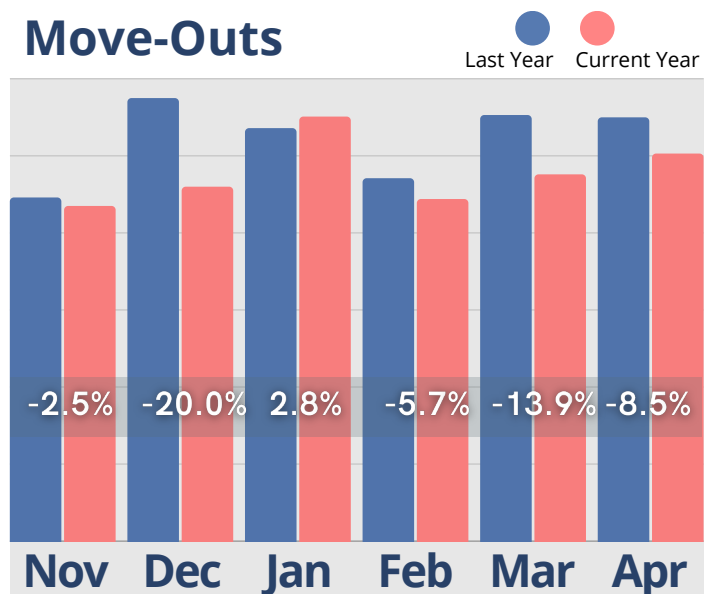
Activity Completed-Marketing

Last Year Current Year

Nov	Dec	Jan	Feb	Mar	Apr
-48.3%	22.9%	59.0%	-4.3%	-5.0%	31.7%

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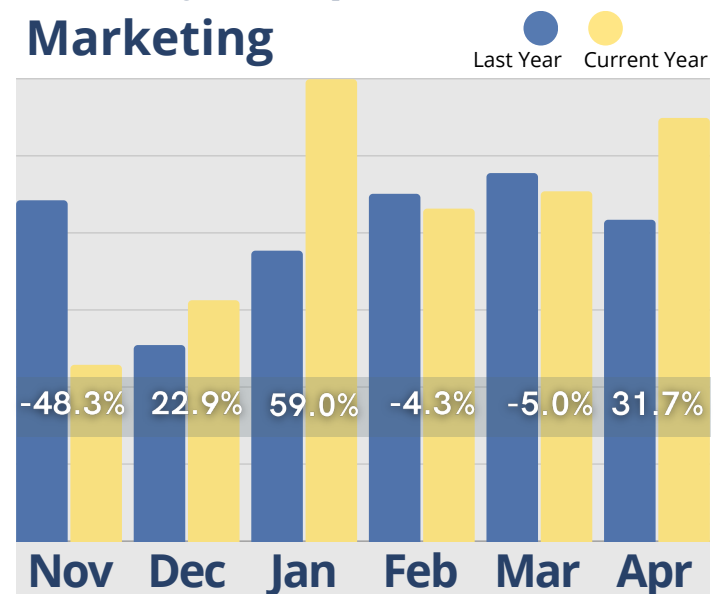
Average Tour to Move-In Conversion Days

Last Year **Current Year**

Nov	Dec	Jan	Feb	Mar	Apr
108 / 81	113 / 94	50 / 99	80 / 79	66 / 75	98 / 72
-25.4%	-16.3%	-97.2%	-2.0%	13.8%	-26.9%
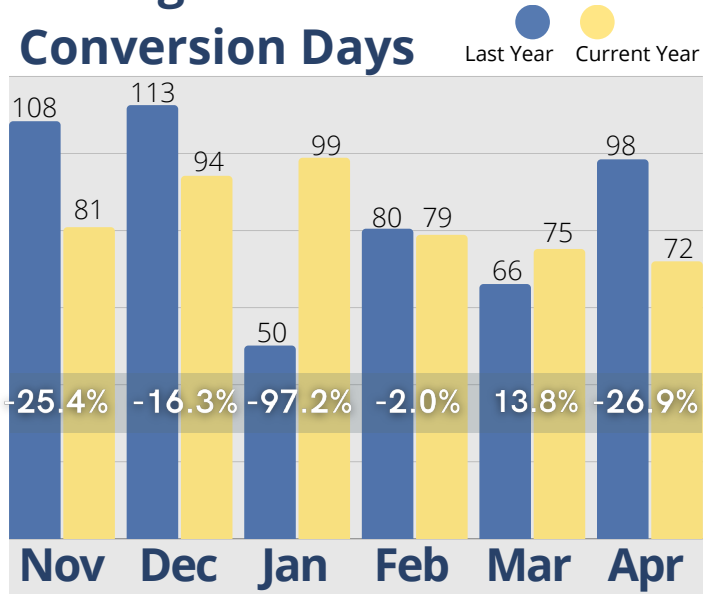
Residents w/ Assessments

Last Year **Current Year**

Nov	Dec	Jan	Feb	Mar	Apr
11.4%	11.8%	11.7%	11.3%	12.0%	14.0%

Incidents

Last Year **Current Year**

Nov	Dec	Jan	Feb	Mar	Apr
6.6%	16.9%	-0.5%	5.4%	-12.5%	-6.5%

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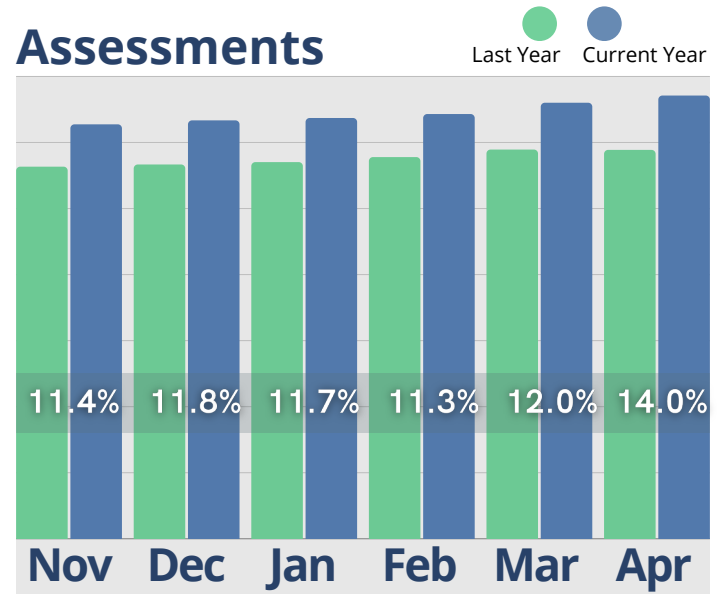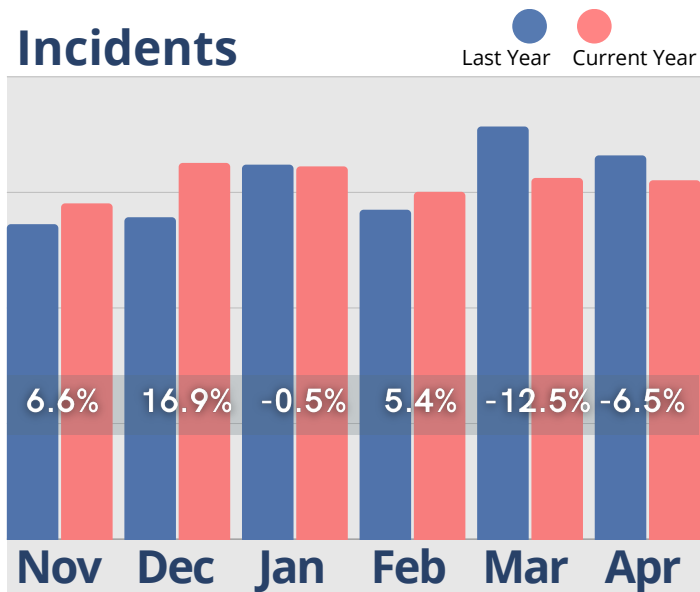
Rent Roll Summary- Room Rate

Nov	Dec	Jan	Feb	Mar	Apr
4.1%	5.5%	2.9%	8.0%	16.4%	17.2%
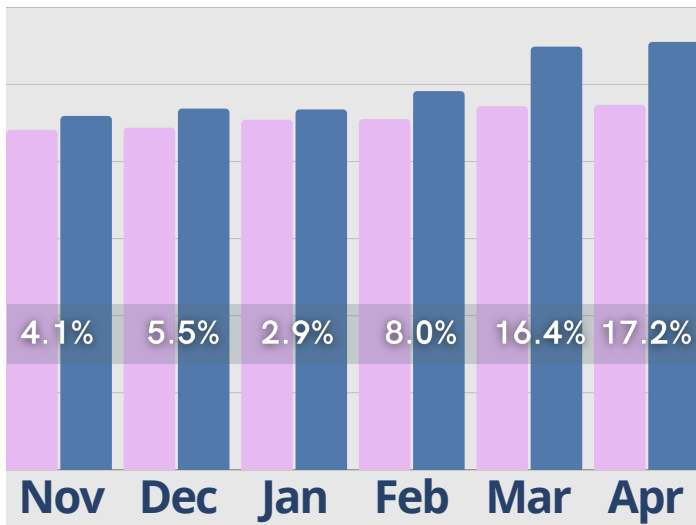
Rent Roll Summary- Assessment Fee

Nov	Dec	Jan	Feb	Mar	Apr
-12.6%	-10.2%	-11.1%	-11.2%	-10.8%	-4.8%
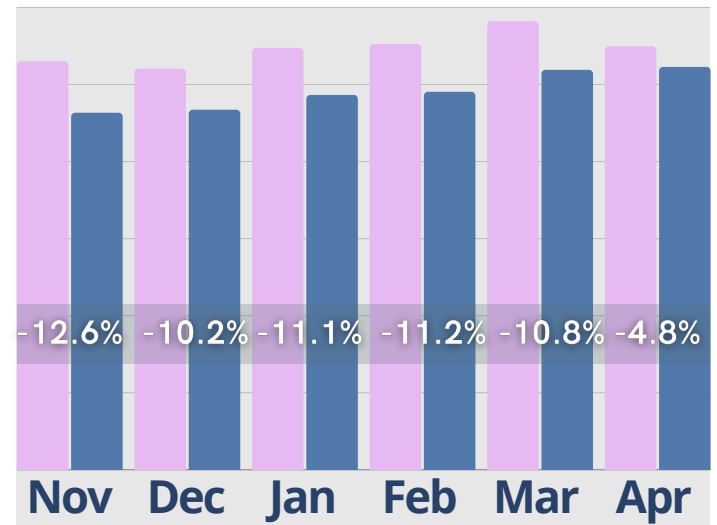
Rent Roll Summary- Monthly Fees

Nov	Dec	Jan	Feb	Mar	Apr
23.6%	20.9%	46.0%	-22.3%	31.3%	40.5%
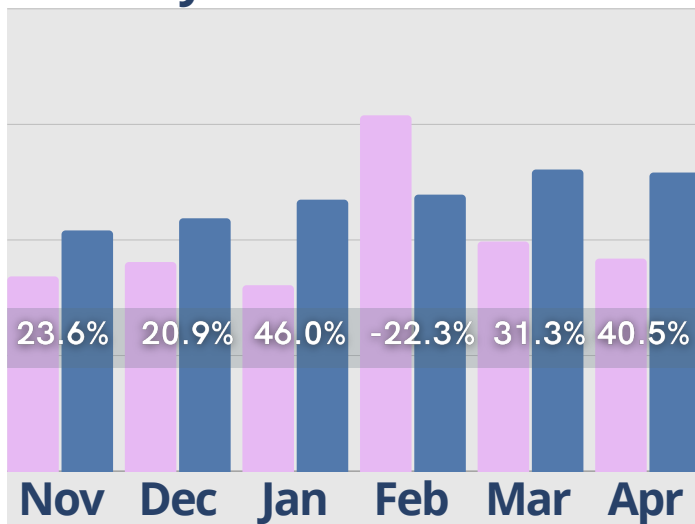
Rent Roll Summary- Service Fee
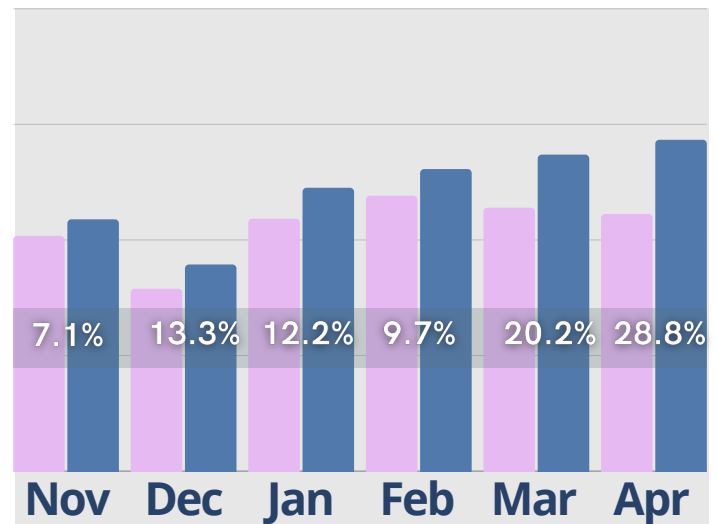
Nov	Dec	Jan	Feb	Mar	Apr
7.1%	13.3%	12.2%	9.7%	20.2%	28.8%

Last Year   Current Year

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