

# Senior Housing Census and Operations Update

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

**May  
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 May 31st.

## May Analysis

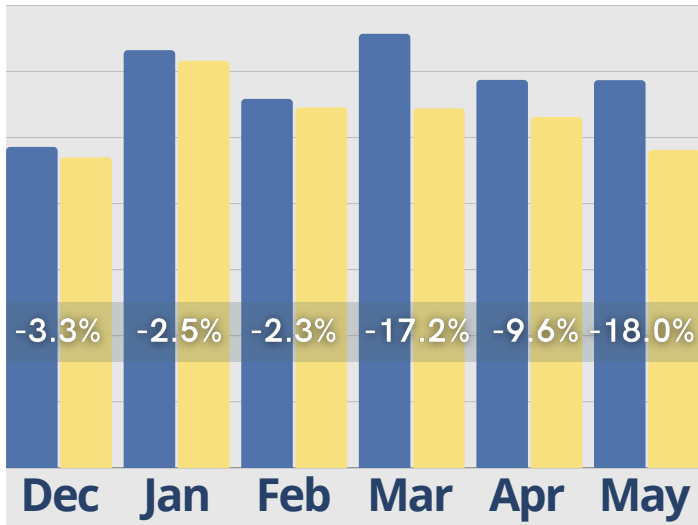
The senior housing industry has experienced notable fluctuations over the past year, reflecting broader trends and specific challenges within the sector. Inquiries fell by 18%, indicating a significant reduction in initial interest or external factors deterring potential residents from seeking senior housing. Despite this, the overall census increased by 5.9%, suggesting that while fewer inquiries were made, the conversion rate from inquiry to resident improved, or retention rates strengthened. The decrease in initial tours by 9.4% further underscores a reduced engagement from prospective residents or their families, which could be attributed to lingering concerns from the COVID-19 pandemic or shifts in market dynamics. Moreover, the move-in rate also dropped, indicating that fewer individuals transitioned from initial interest to actual residency, which aligns with the downturn in tours and inquiries.

On the operational side, communities maintained a steady level of completed activities despite the decline in inquiries, showing resilience and a commitment to maintaining service quality and resident engagement. Move-outs decreased by 2.4%, reflecting improved retention or satisfaction among current residents. Additionally, assessments rose by 14.8%, which could indicate a more thorough vetting process or an increased focus on resident health and suitability, possibly as a response to heightened health awareness. The average number of days to convert from a tour to a resident stood at 64, providing a benchmark for the industry's sales cycle efficiency. These mixed metrics highlight an industry in transition, balancing between addressing immediate operational challenges and adjusting to evolving market conditions and consumer behaviors.

# May Last 6 Months

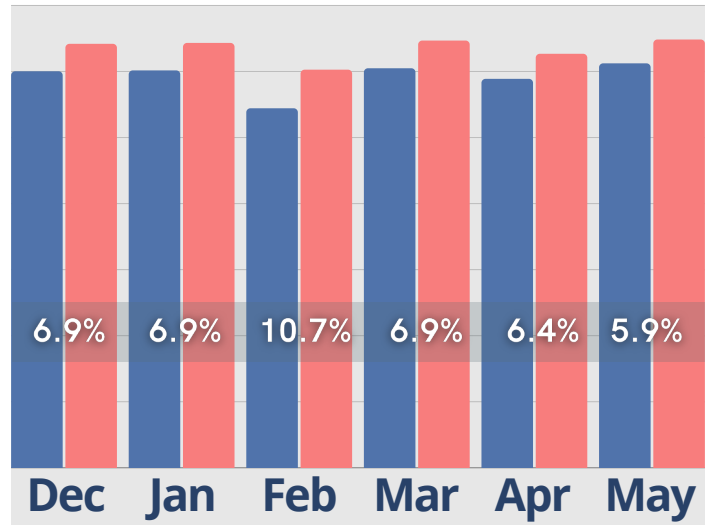
## Inquiries

● Last Year ● Current Year



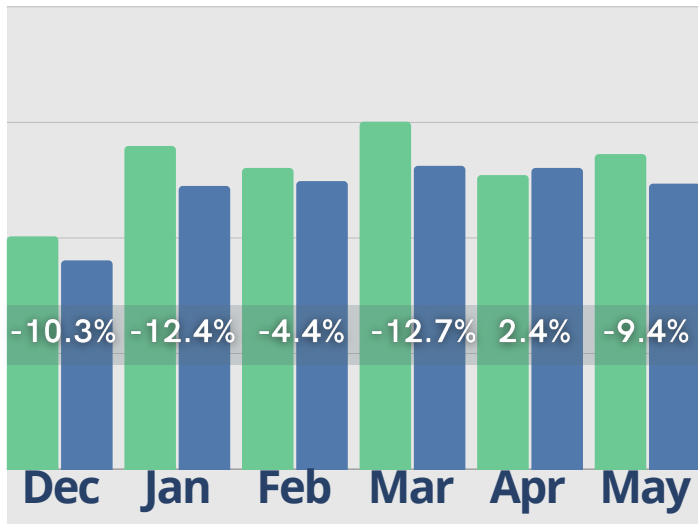
## Census

● Last Year ● Current Year



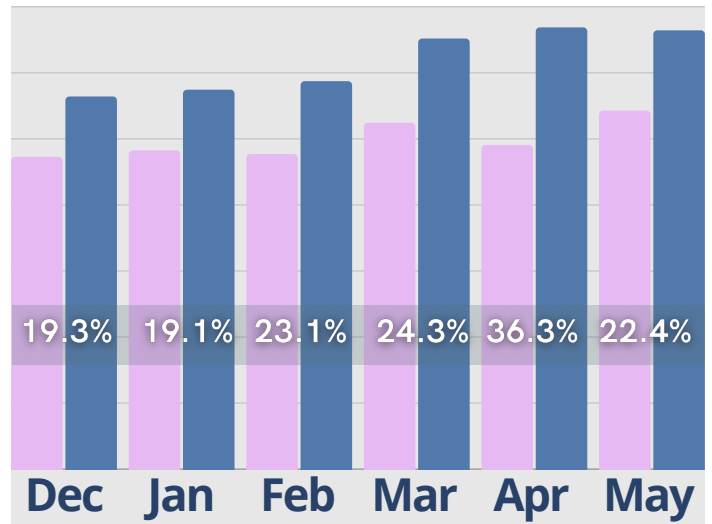
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

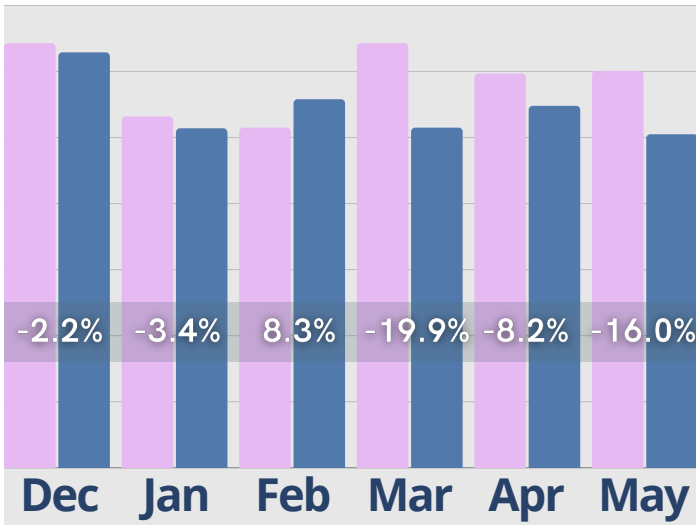
● Last Year ● Current Year



# May Last 6 Months

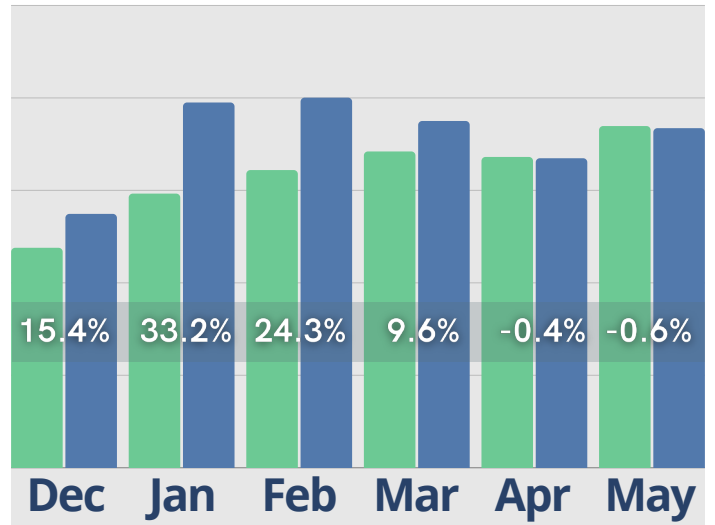
## Move-Ins

● Last Year ● Current Year



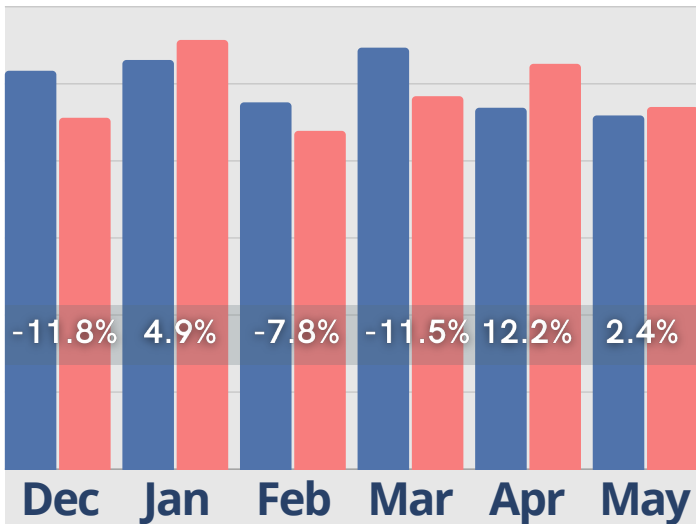
## Activity Completed-Inquiry

● Last Year ● Current Year



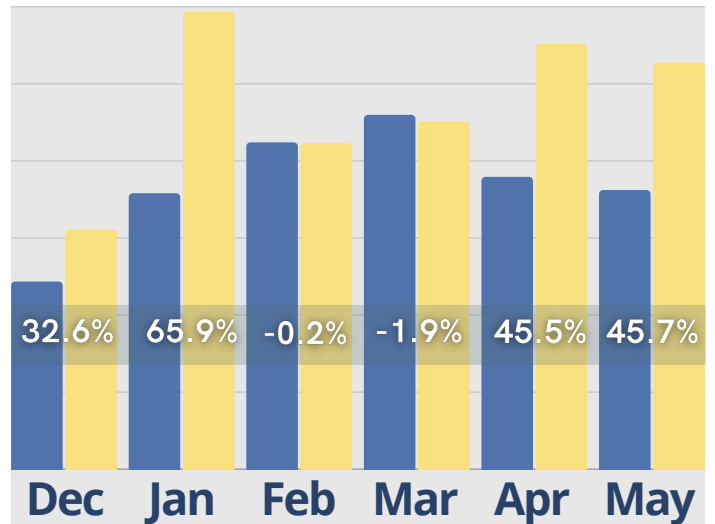
## Move-Outs

● Last Year ● Current Year



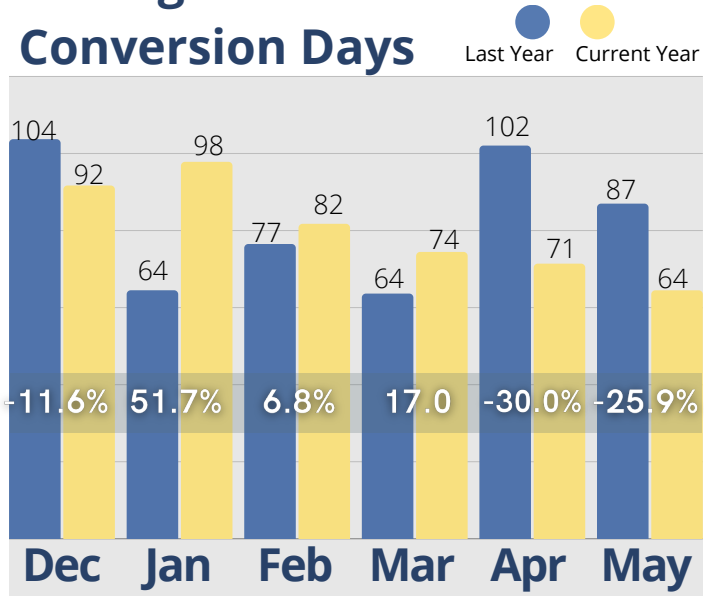
## Activity Completed-Marketing

● Last Year ● Current Year

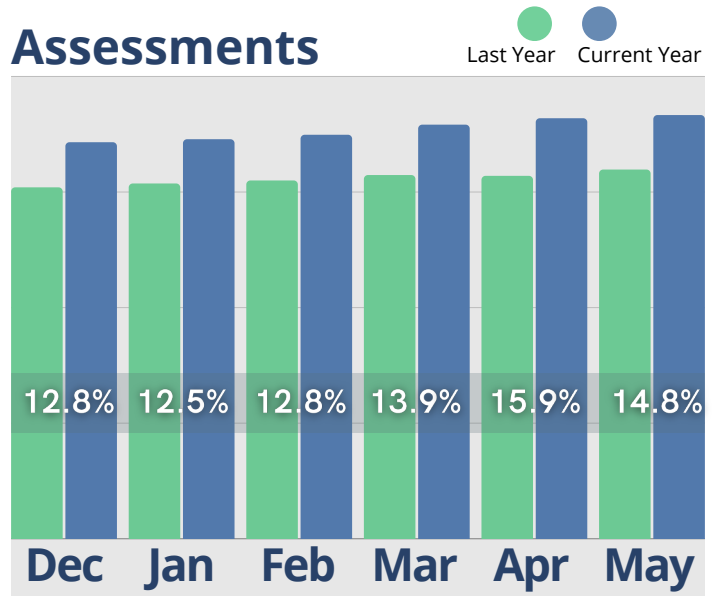


# May Last 6 Months

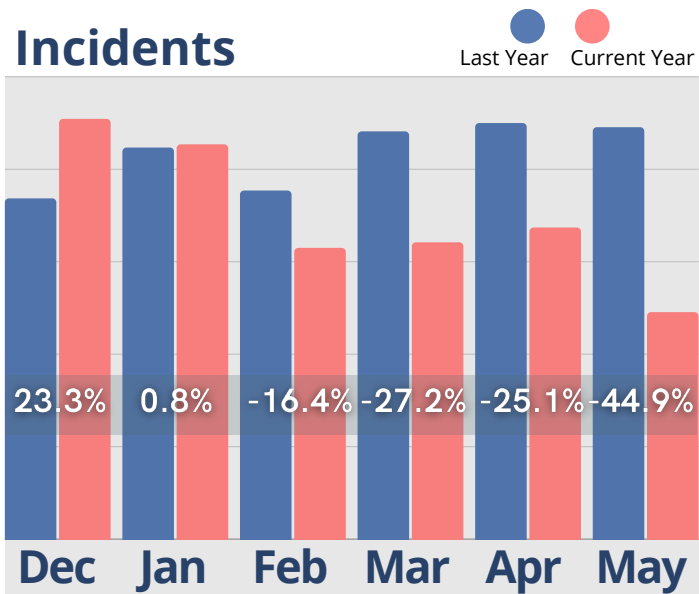
## Average Tour to Move-In Conversion Days



## Residents w/ Assessments

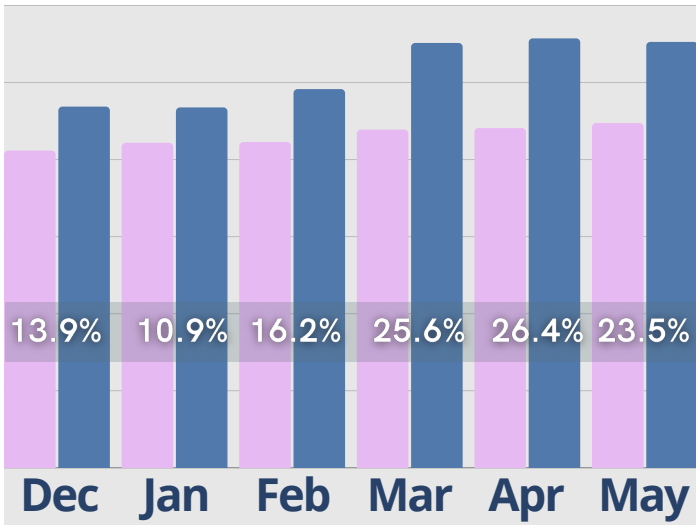


## Incidents

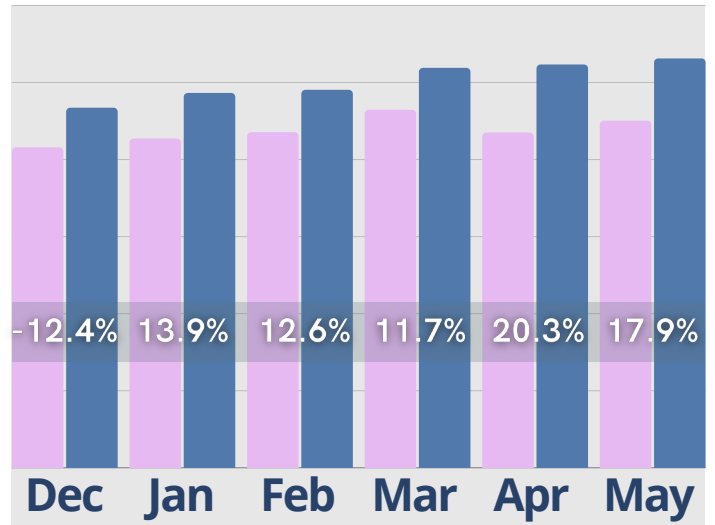


# May Last 6 Months

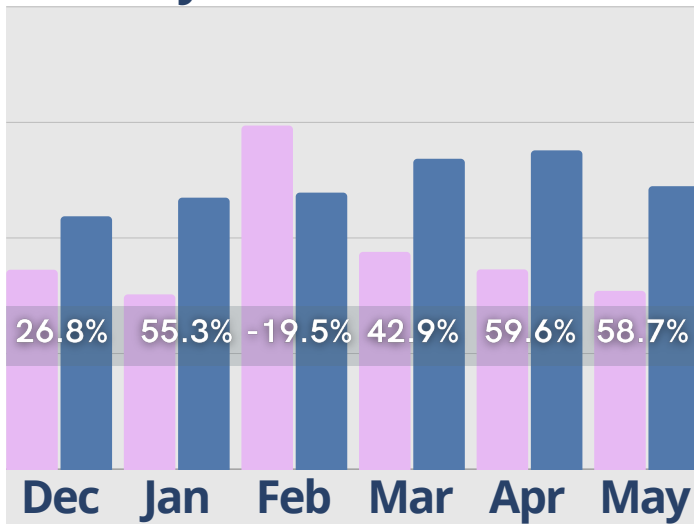
## Rent Roll Summary- Room Rate



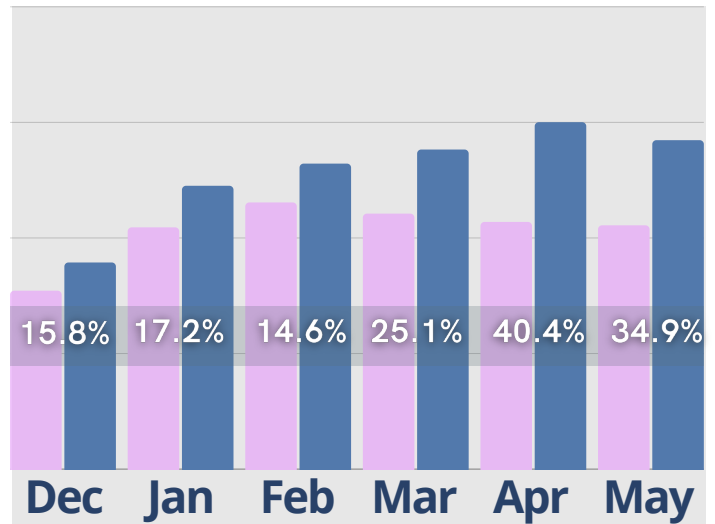
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



● Last Year

● Current Year

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