

Senior Housing Census and Operations Update



June
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 June 30th.

June Analysis

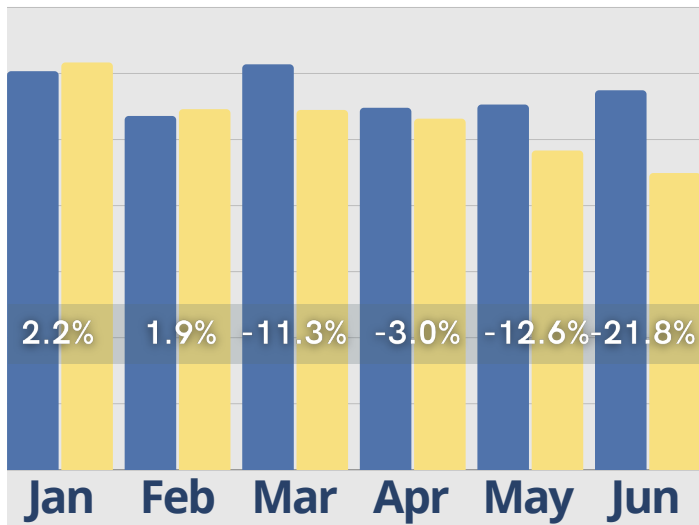
A review of the June Benchmark Analysis indicates that inquiries have remained consistent throughout the year, despite experiencing a typical seasonal dip. This steadiness in inquiries suggests a sustained interest in senior care and services. Notably, move-ins have shown remarkable strength, with the census climbing each month of 2024. This growth in census is particularly impressive, as it surpasses the numbers recorded during the same period in 2023, reflecting a positive trend and increased client engagement.

While the tour-to-conversion rates have been lower compared to 2023, there has been a noteworthy positive shift starting from February 2024. This increase marks the first upward trend in conversion rates this year, indicating improvements in processes and client interactions. Overall, the data points to a strong performance in move-ins and census growth, alongside stable inquiries and promising improvements in conversion rates, creating a position for continued success.

June Last 6 Months

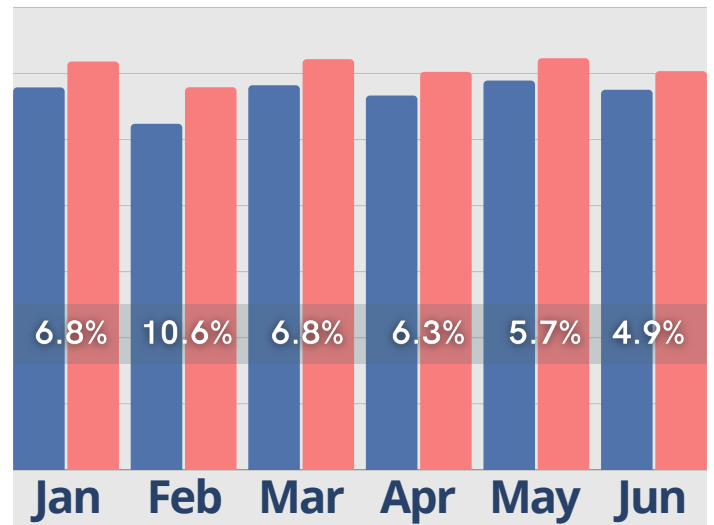
Inquiries

● Last Year ● Current Year



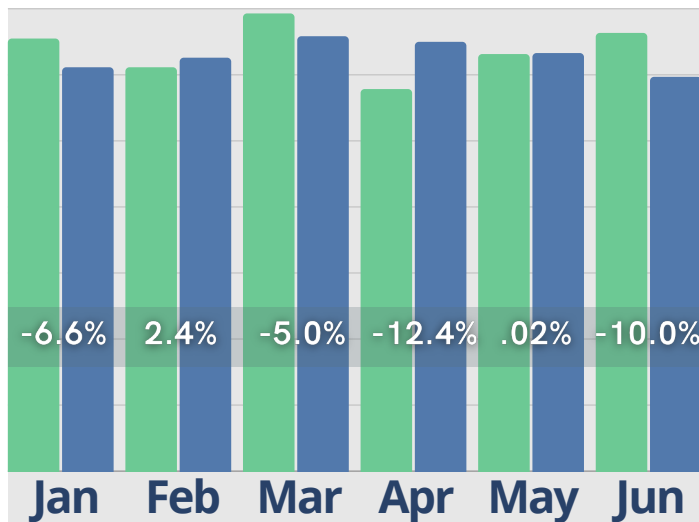
Census

● Last Year ● Current Year



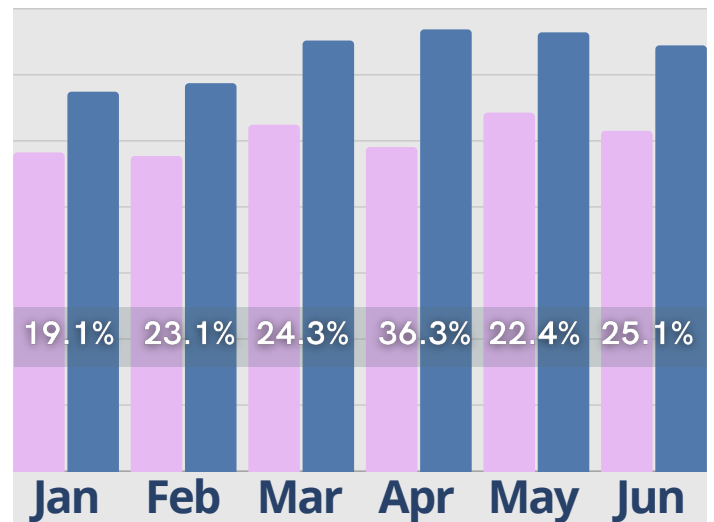
Initial Tours

● Last Year ● Current Year



Cash Receipts

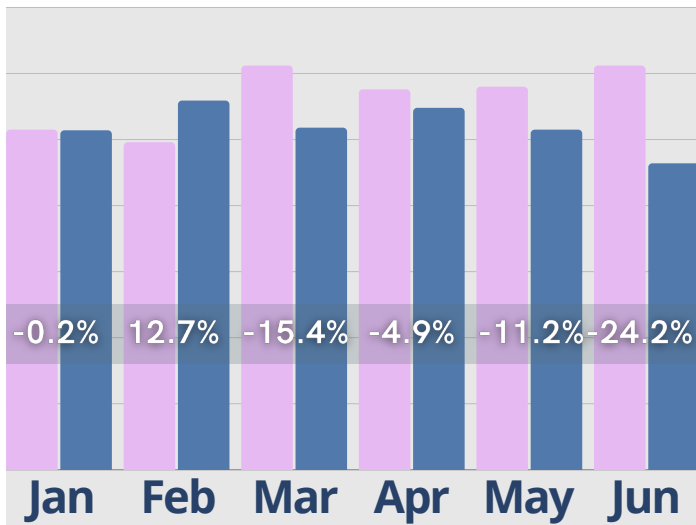
● Last Year ● Current Year



June Last 6 Months

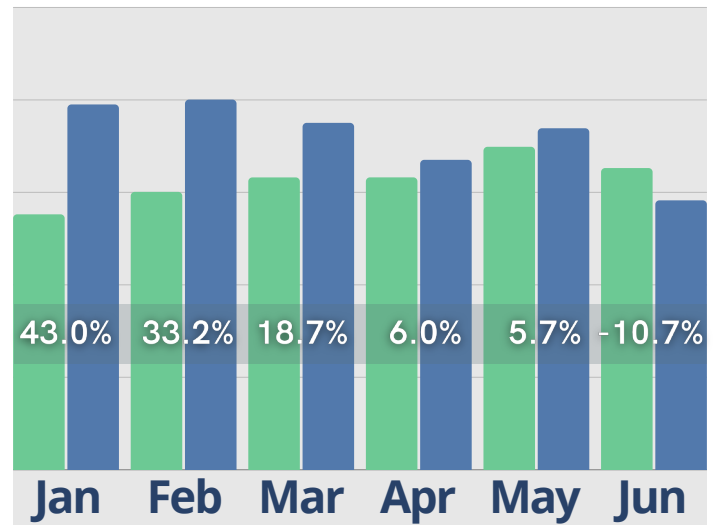
Move-Ins

● Last Year ● Current Year



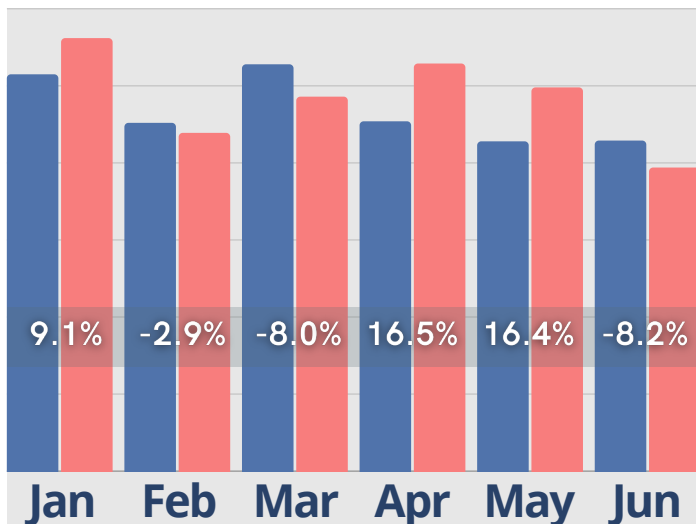
Activity Completed-Inquiry

● Last Year ● Current Year



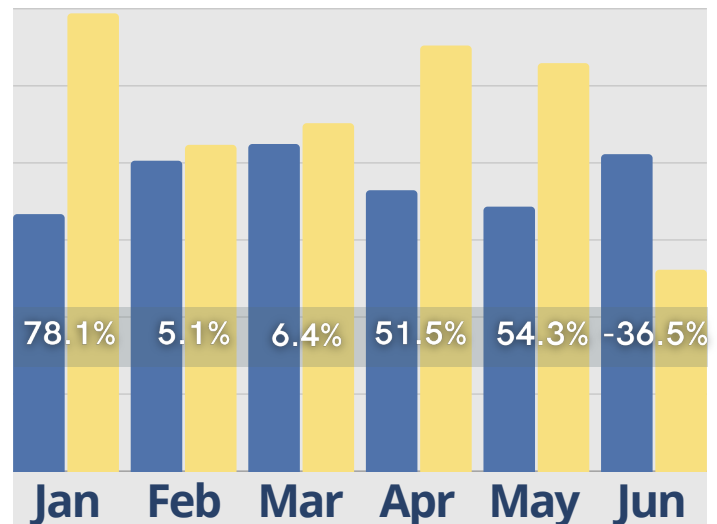
Move-Outs

● Last Year ● Current Year



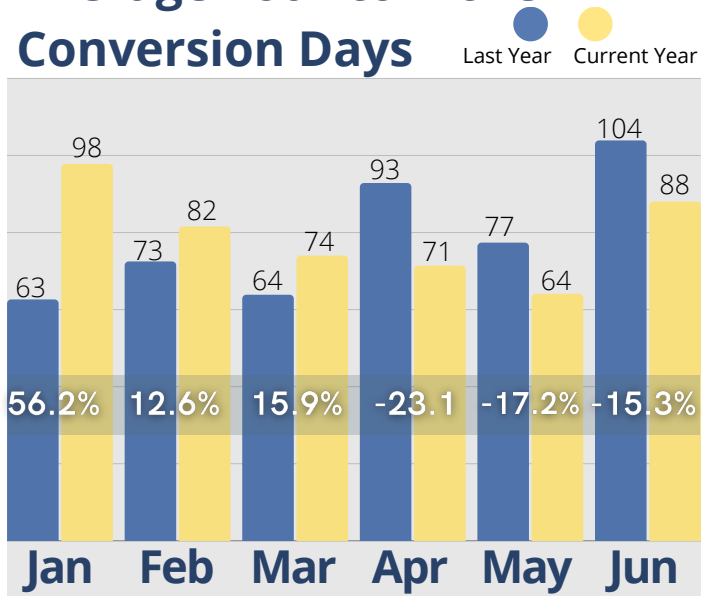
Activity Completed-Marketing

● Last Year ● Current Year

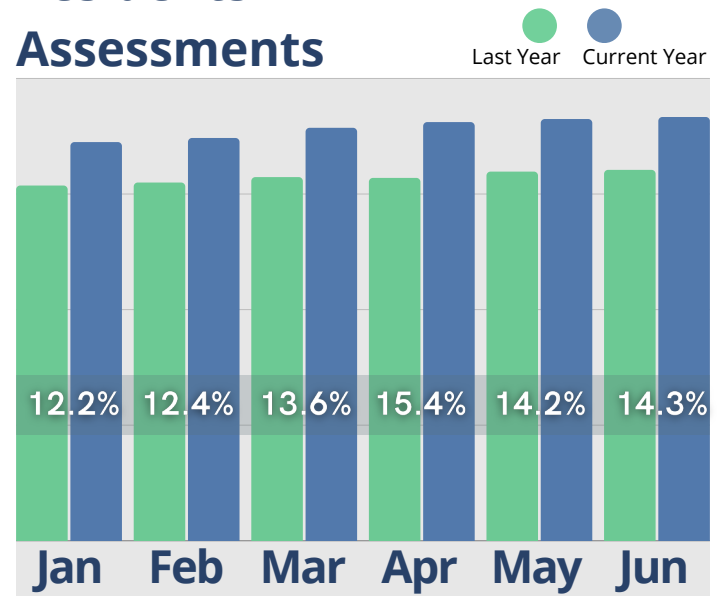


June Last 6 Months

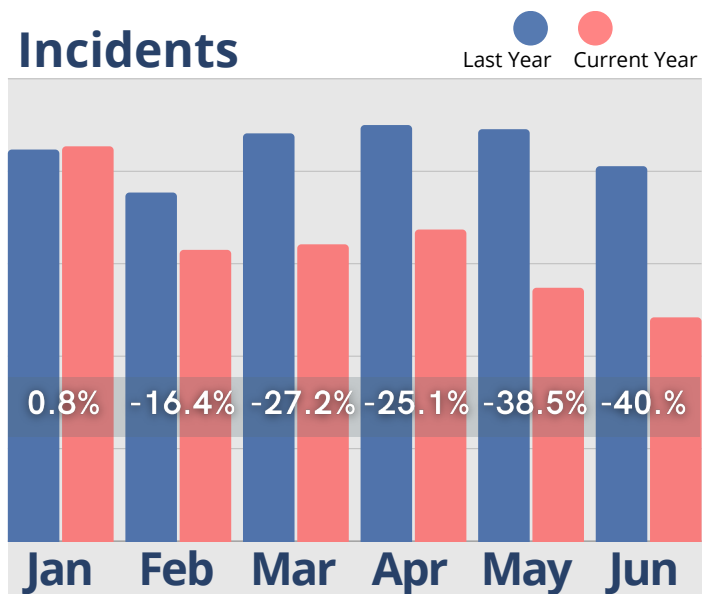
Average Tour to Move-In Conversion Days



Residents w/ Assessments

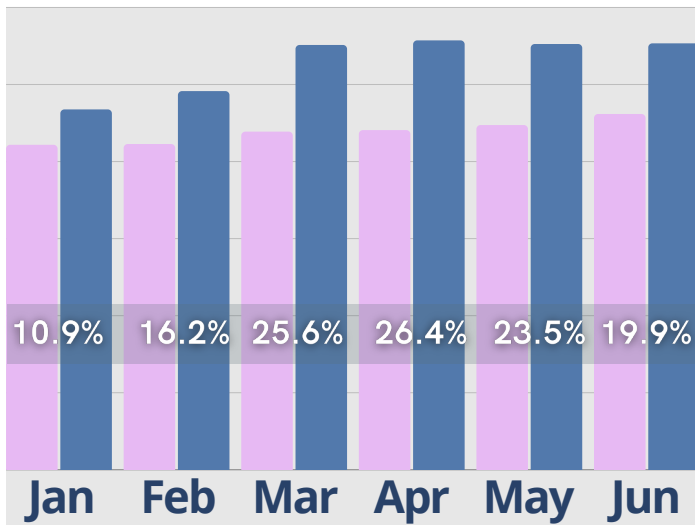


Incidents

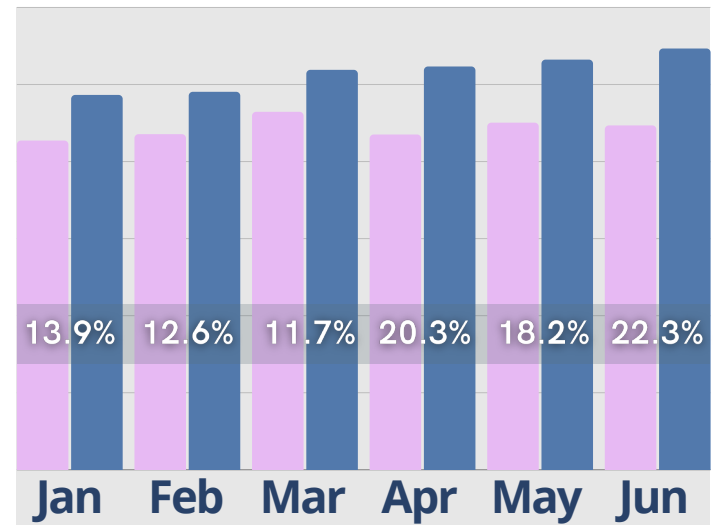


June Last 6 Months

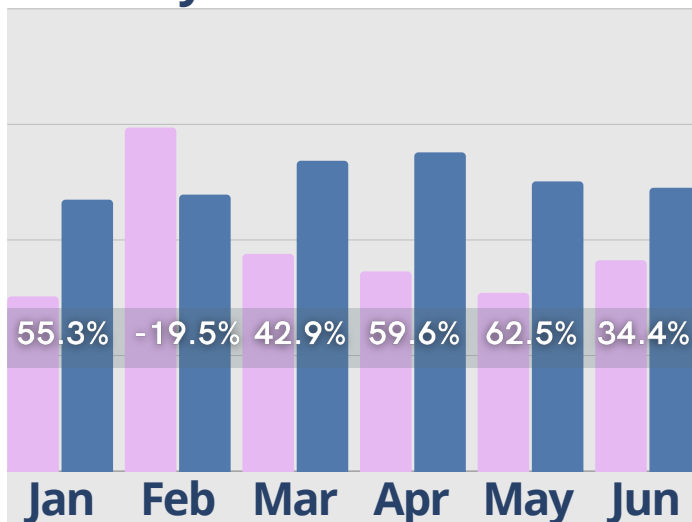
Rent Roll Summary- Room Rate



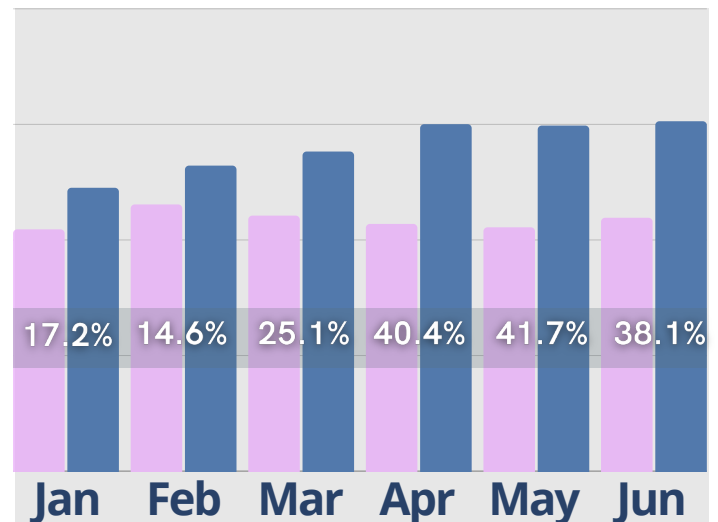
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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