

Senior Housing Census and Operations Update



July
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 July 31st.

July Analysis

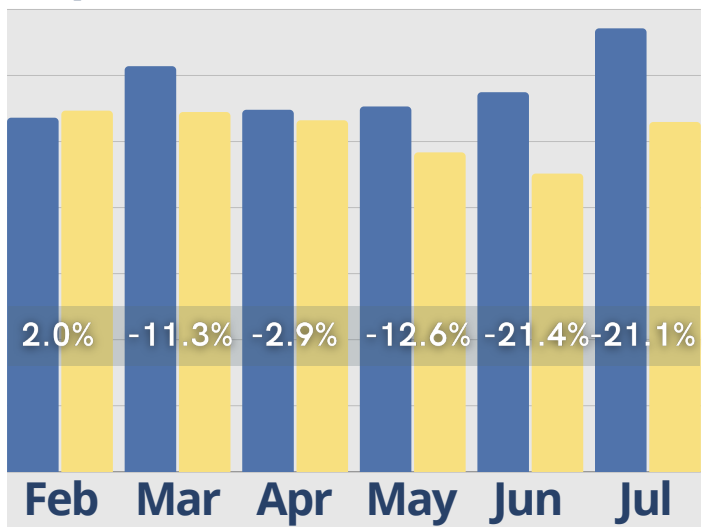
In July 2024, data revealed an increase in inquiries compared to the previous month, marking the highest level in the past three months. However, there was a 21% decrease in inquiries compared to the same time last year. Despite this dip, census numbers have shown consistent growth each month in 2024 compared to the previous year, with July reaching a high of nearly 4.5%. This upward trend indicates a steady interest and demand for senior housing, even as inquiries fluctuate. Tours have remained stable, although there has been a slight decrease compared to July 2023, suggesting that while interest is present, the conversion from inquiry to tour might require further attention.

Move-ins have been on the rise throughout 2024, with occupancy levels nearly reaching the highs seen in February 2024. This increase highlights the effectiveness of assessments as a key driver in the process, with a notable user increase of 16 percent. Additionally, there has been a significant increase of 35.5 percent in the average tour-to-move-in conversion, indicating a longer decision-making process for potential residents. These trends underscore the importance of maintaining strong engagement and follow-up strategies to convert interest into occupancy, ensuring that the senior housing market continues to thrive amid shifting dynamics.

July Last 6 Months

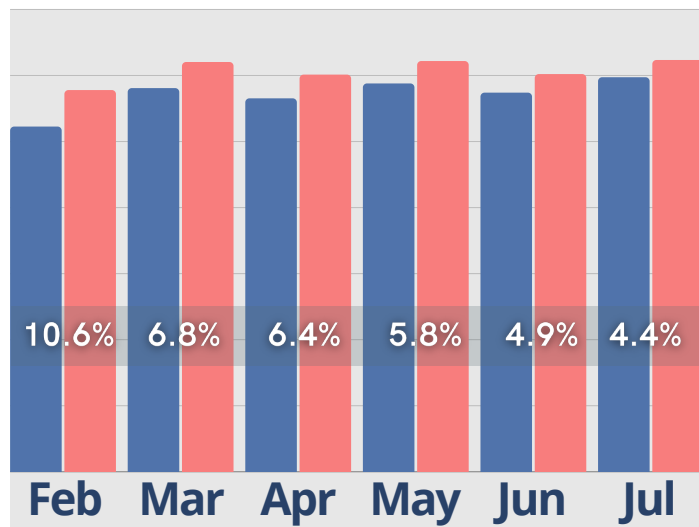
Inquiries

● Last Year ● Current Year



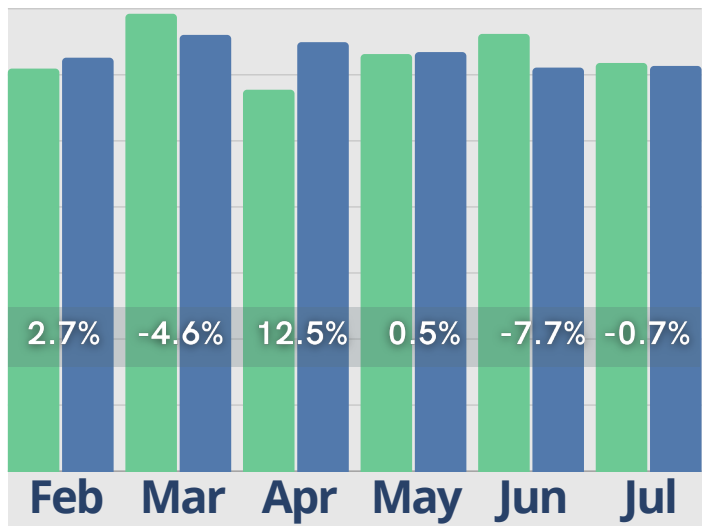
Census

● Last Year ● Current Year



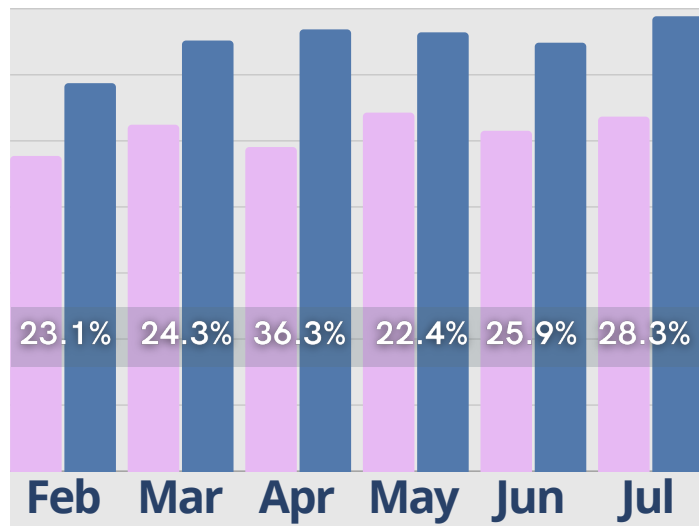
Initial Tours

● Last Year ● Current Year



Cash Receipts

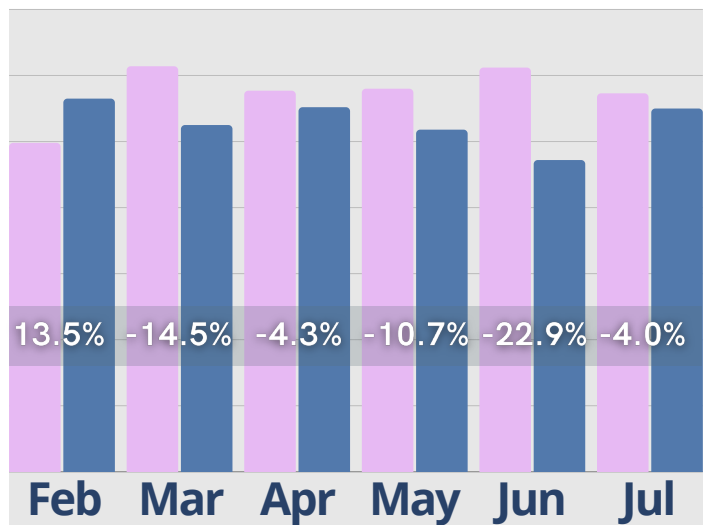
● Last Year ● Current Year



July Last 6 Months

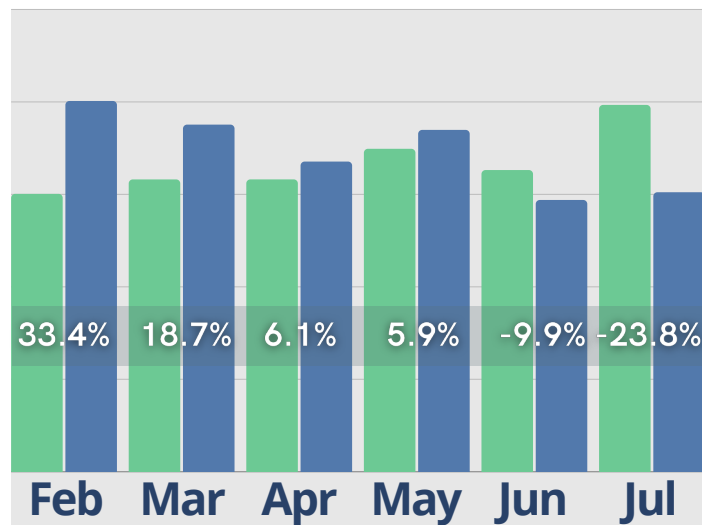
Move-Ins

Last Year ● Current Year ●



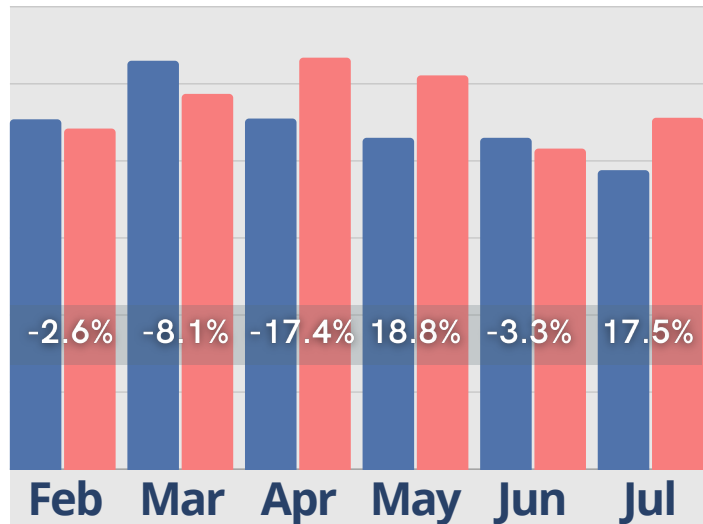
Activity Completed-Inquiry

Last Year ● Current Year ●



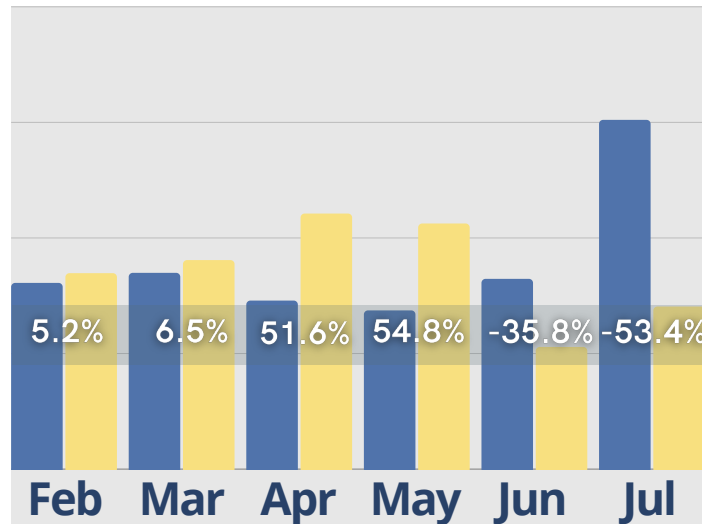
Move-Outs

Last Year ● Current Year ●



Activity Completed-Marketing

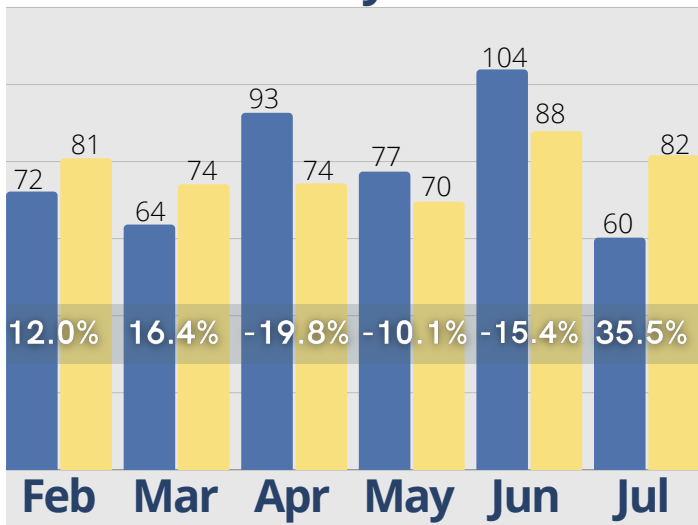
Last Year ● Current Year ●



July Last 6 Months

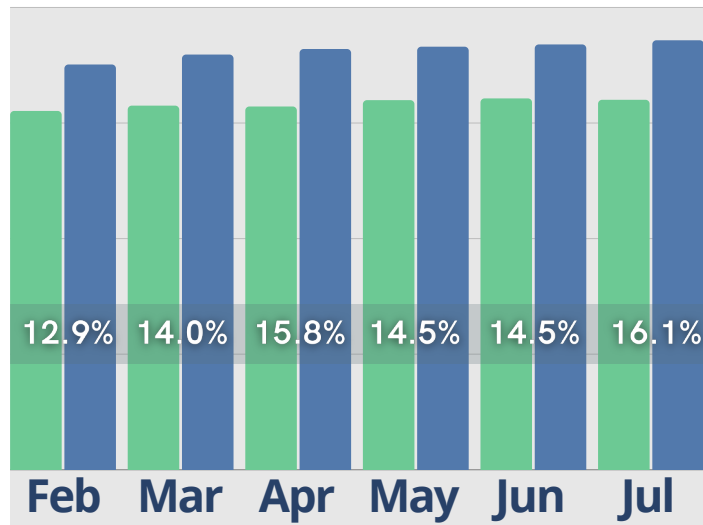
Average Tour to Move-In Conversion Days

● Last Year ● Current Year



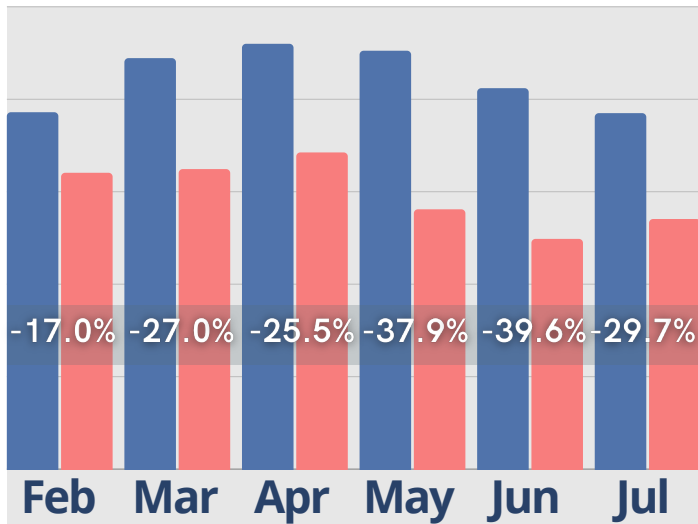
Residents w/ Assessments

● Last Year ● Current Year



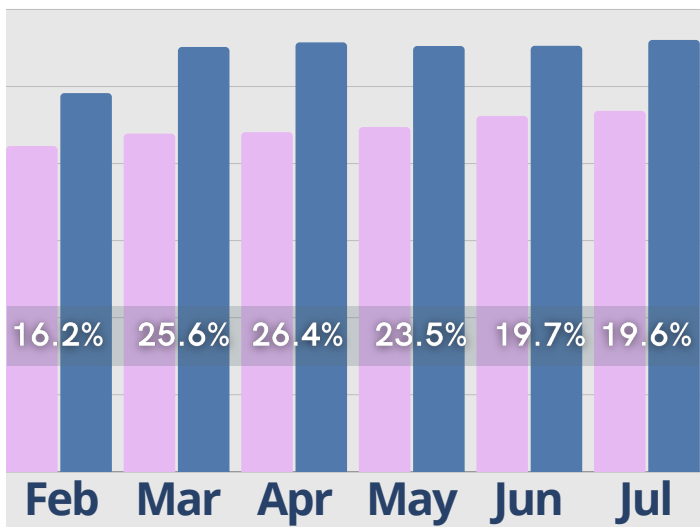
Incidents

● Last Year ● Current Year

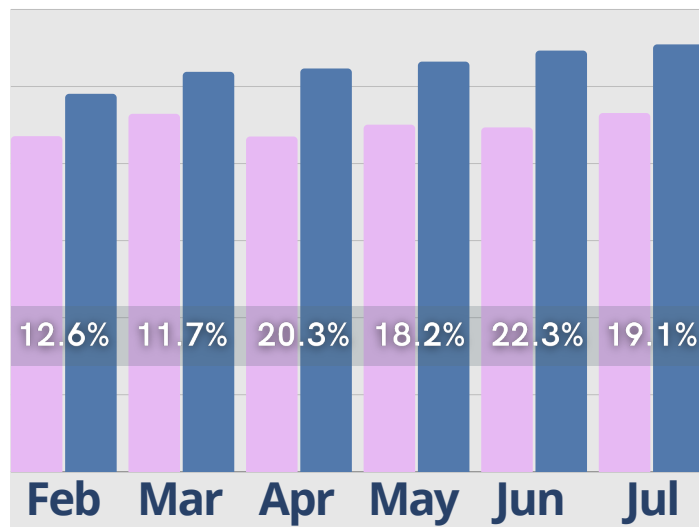


July Last 6 Months

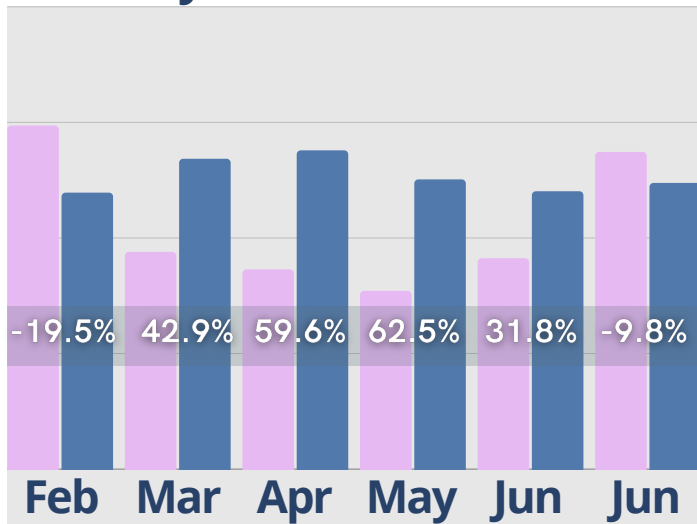
Rent Roll Summary- Room Rate



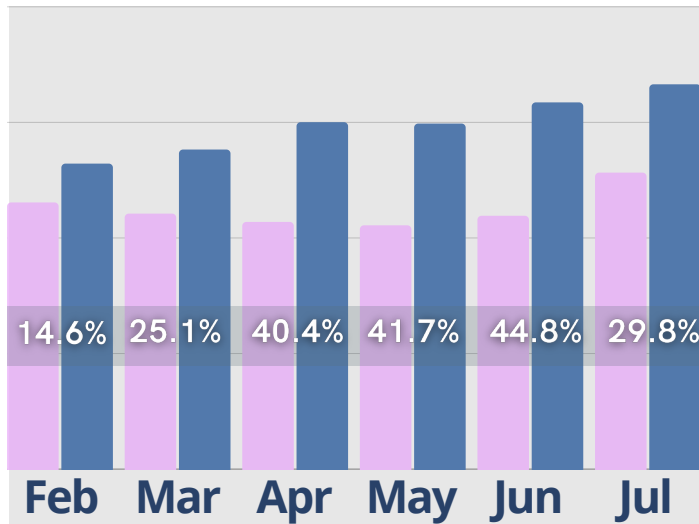
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year
 ● Current Year

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