

# Senior Housing Census and Operations Update



**August  
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 August 31st.

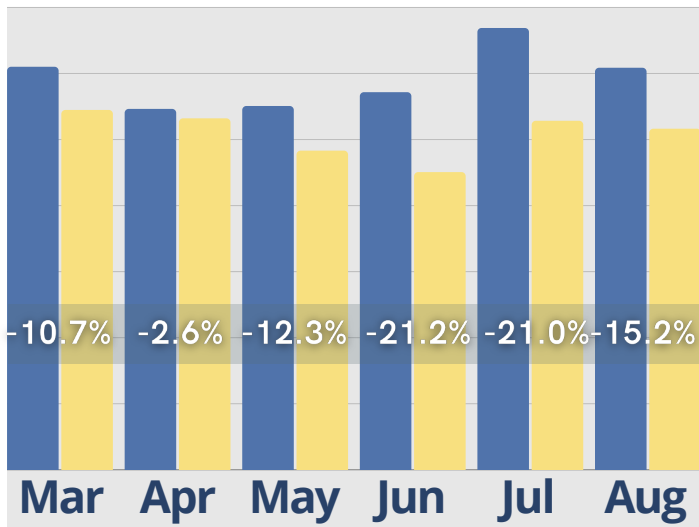
## August Analysis

Despite the seasonal shift in the final days of summer, move-ins and cash receipts have steadily increased, demonstrating the success of conversion efforts. Inquiries are down 15% year-to-date and 6% month-over-month, reflecting typical seasonal patterns. However, initial tours have risen each month in 2024, showing strong engagement despite lower inquiry volume. Move-ins continue to climb, a sign of effective follow-up strategies and successful tour-to-move-in conversions. Cash receipts are also on the rise, driven by new residents and additional service fees. Although inquiry-to-conversion times lengthened in July and August, conversions remain strong, underscoring the effectiveness of the sales process. As summer winds down, focusing on boosting inquiries and optimizing conversion times will help carry this momentum forward.

# August Last 6 Months

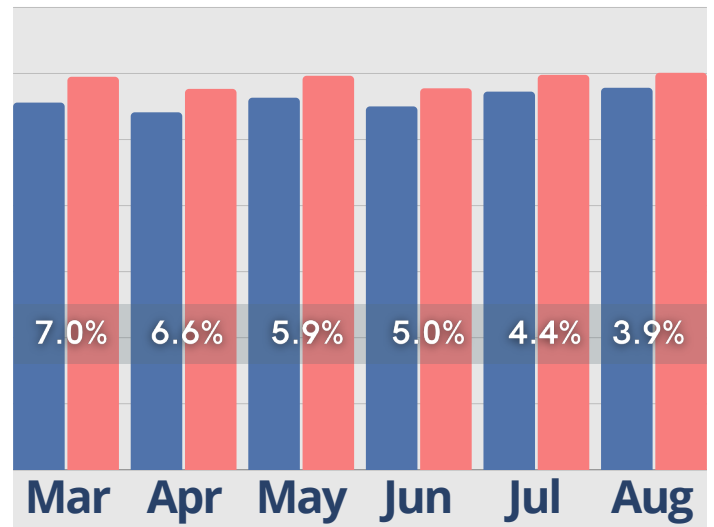
## Inquiries

● Last Year ● Current Year



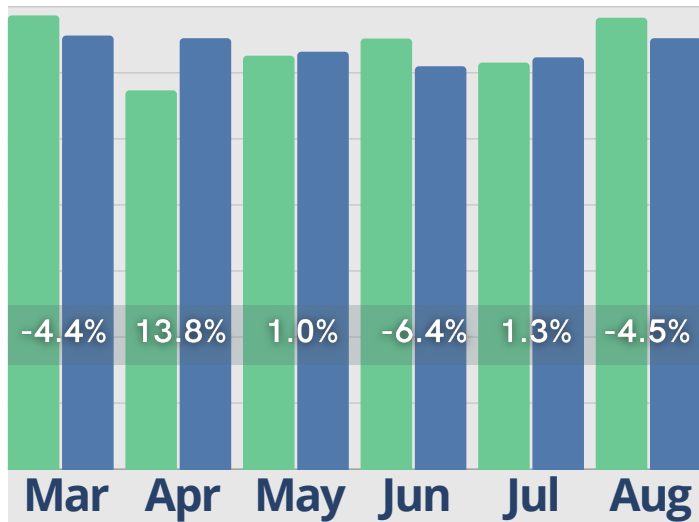
## Census

● Last Year ● Current Year



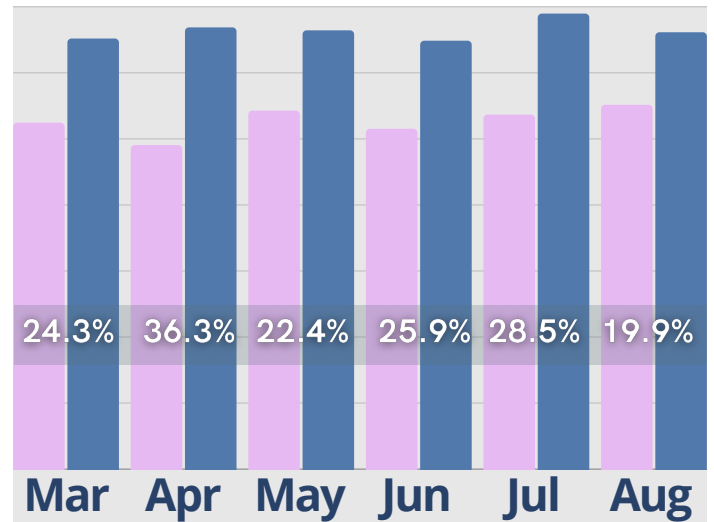
## Initial Tours

● Last Year ● Current Year



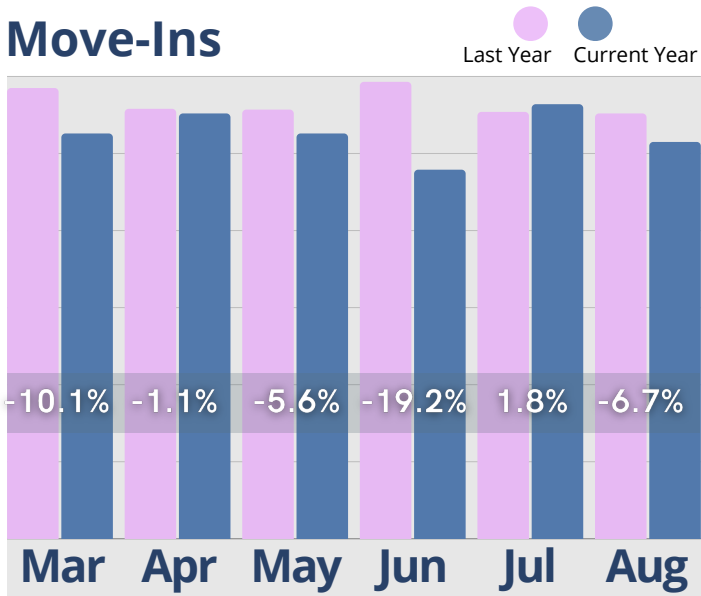
## Cash Receipts

● Last Year ● Current Year

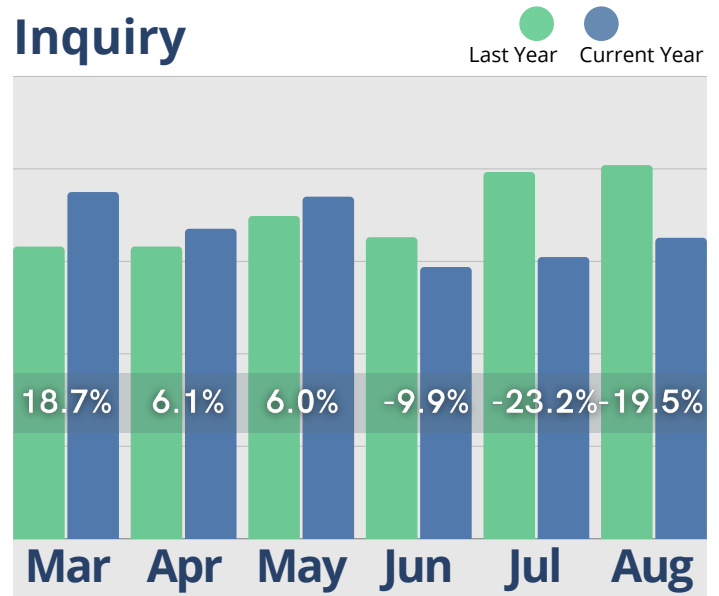


# August Last 6 Months

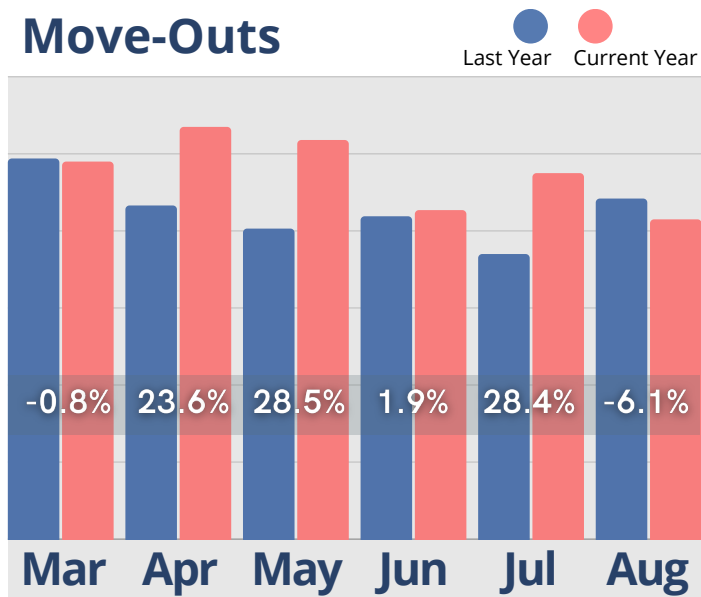
## Move-Ins



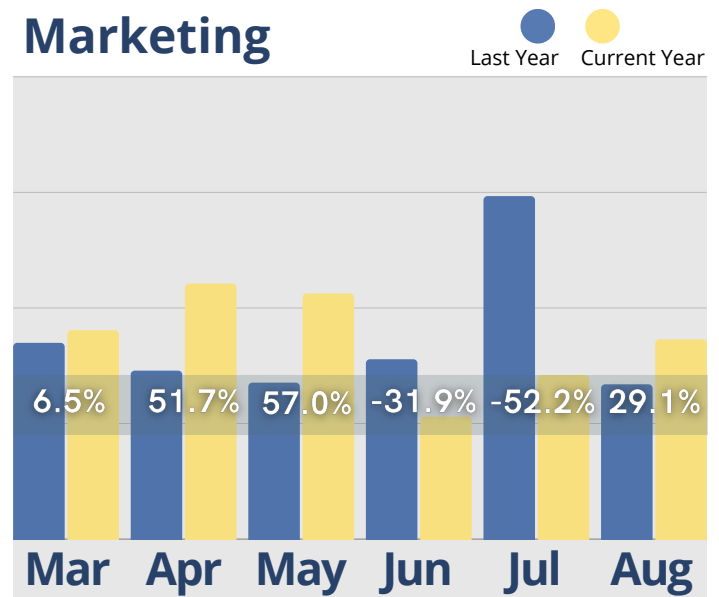
## Activity Completed- Inquiry



## Move-Outs



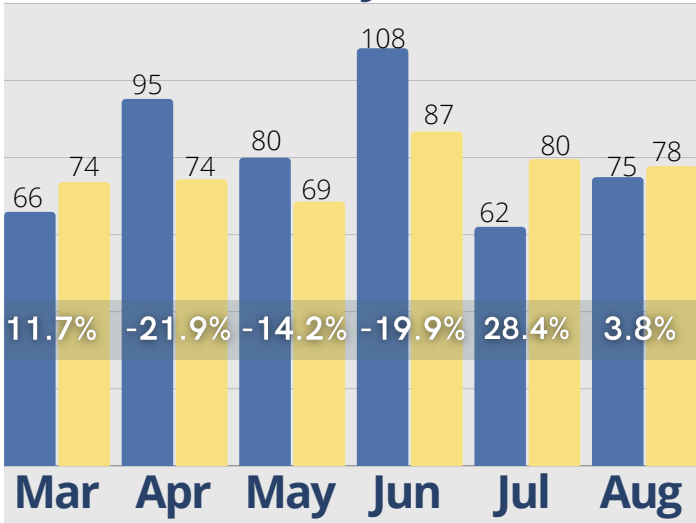
## Activity Completed- Marketing



# August Last 6 Months

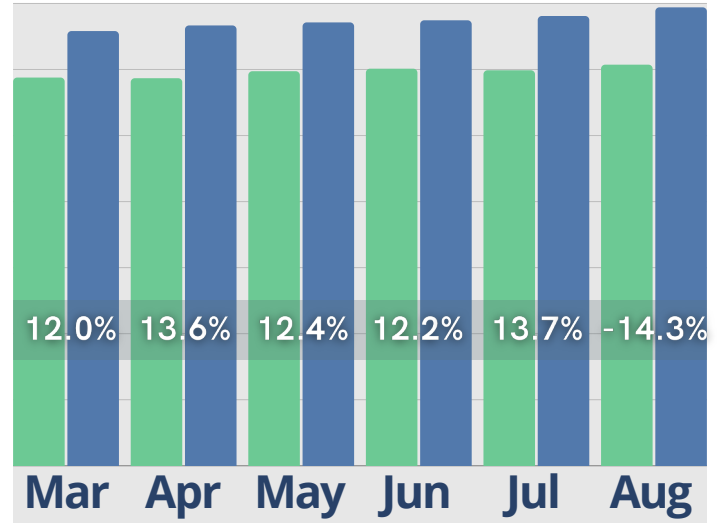
## Average Tour to Move-In Conversion Days

● Last Year ● Current Year



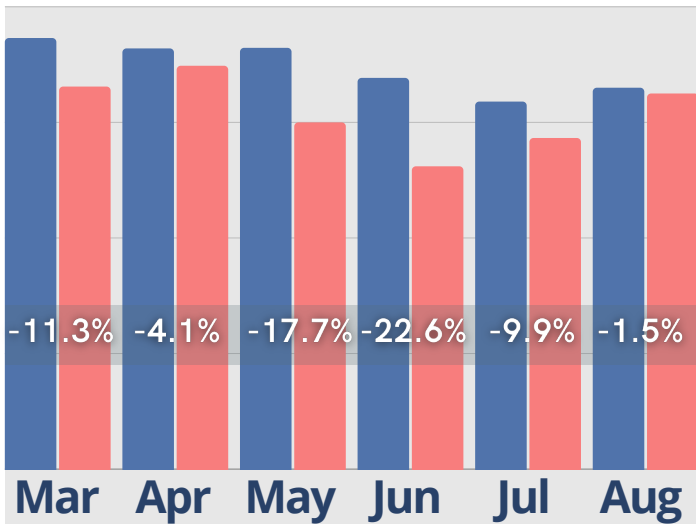
## Residents w/ Assessments

● Last Year ● Current Year



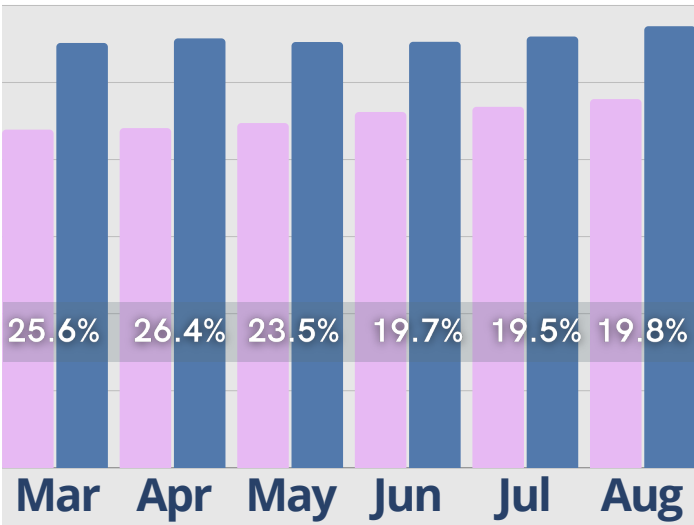
## Incidents

● Last Year ● Current Year

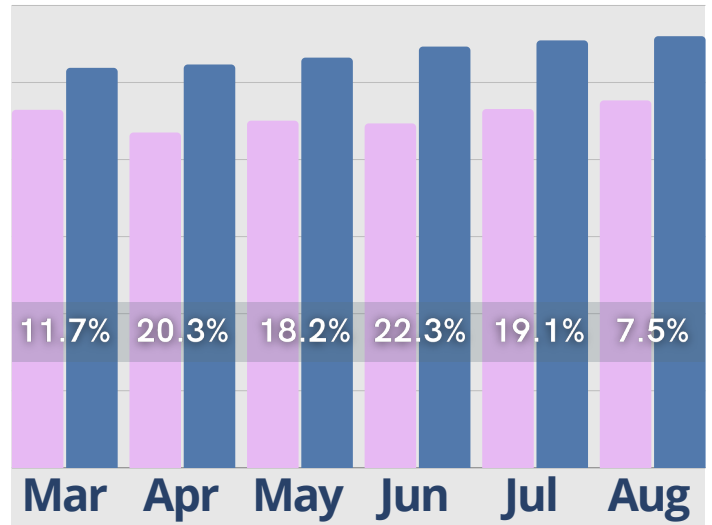


# August Last 6 Months

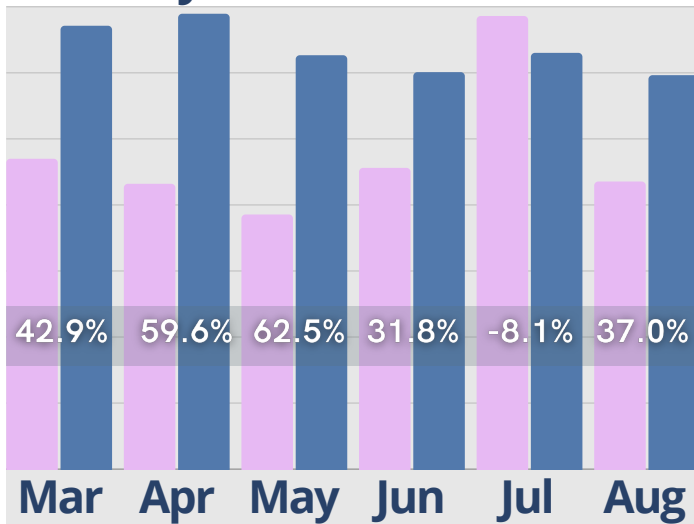
## Rent Roll Summary- Room Rate



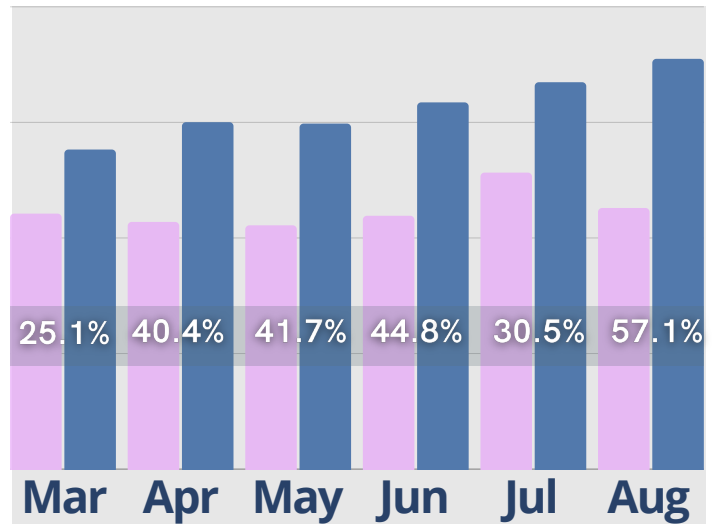
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



● Last Year

● Current Year

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