Senior Housing Census and Operations Update

Move>>N Software, Inc.

September 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 September 30th.
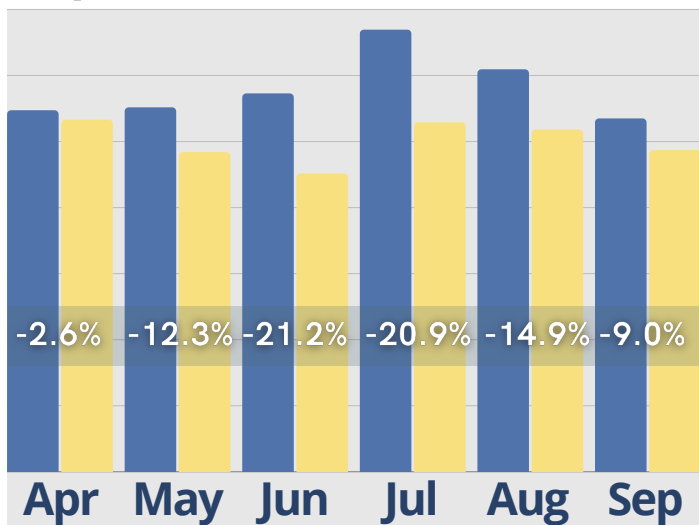
September Analysis

Inquiries showed positive momentum with a 21% increase in September, driven by strong performance in July and August, leading to a rise in census. Despite a slight industry-wide dip in September, the steady trends over the last six months signal resilience. The average tour-to-move-in timeline extended to 94 days, likely due to the increasing time it takes for new residents to sell their homes, a common trend across U.S. markets. This reflects the ongoing demand and gradual conversion processes, with 90-120 day conversions supporting future growth.

Inquiries

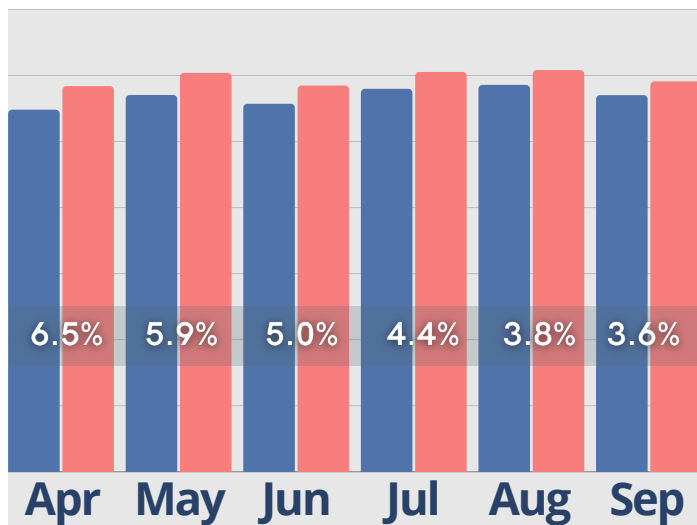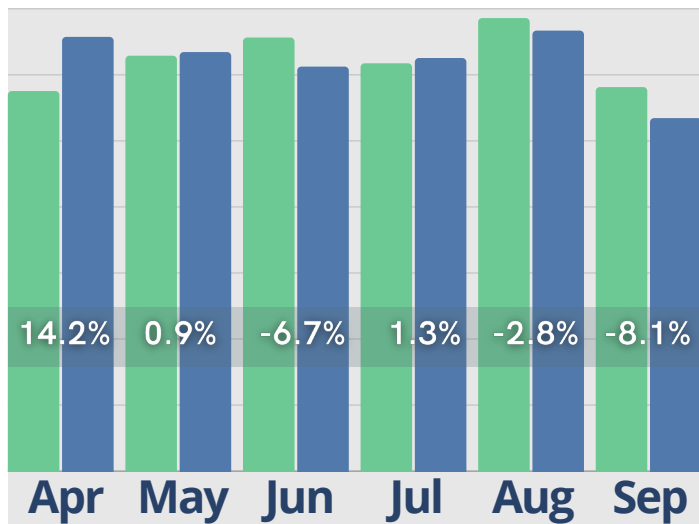Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
-2.6%	-12.3%	-21.2%	-20.9%	-14.9%	-9.0%

Census

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
6.5%	5.9%	5.0%	4.4%	3.8%	3.6%

Initial Tours

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
14.2%	0.9%	-6.7%	1.3%	-2.8%	-8.1%

Cash Receipts

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
36.3%	22.4%	25.9%	28.5%	21.1%	22.0%

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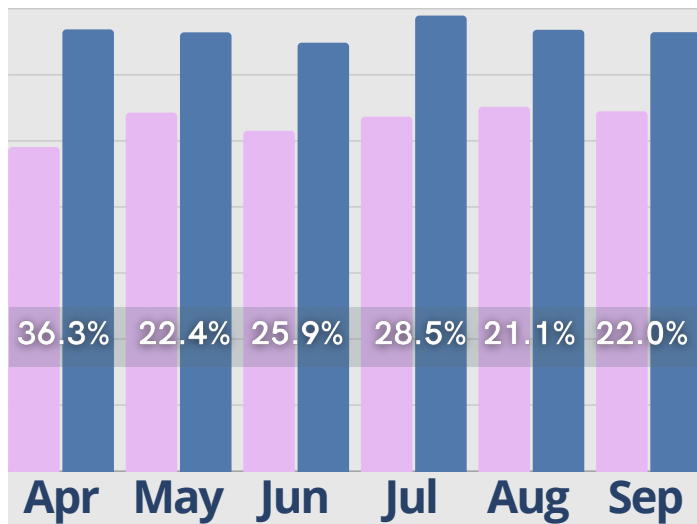
Move-Ins

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
-1.2%	-5.8%	-18.9%	2.7%	-7.3%	-17.9%
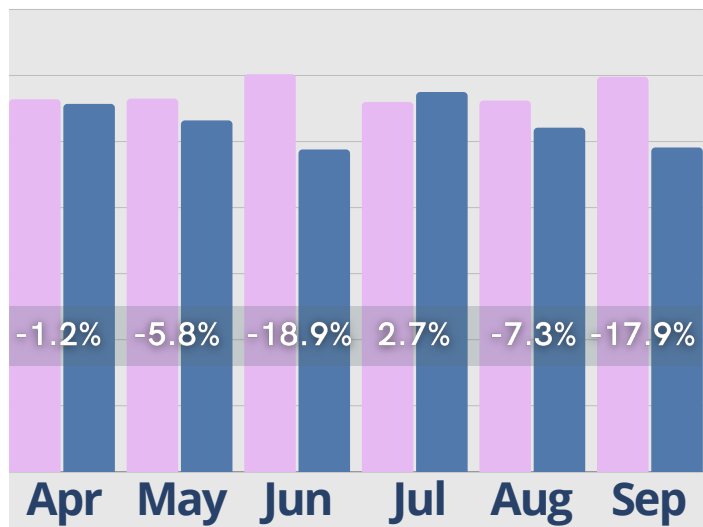
Activity Completed-Inquiry

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
6.1%	6.0%	-9.9%	-23.1%	-16.2%	21.3%
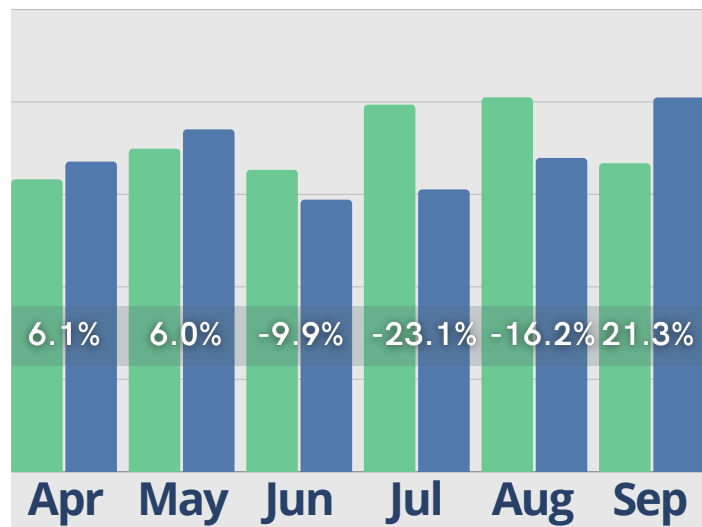
Move-Outs

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
23.6%	26.9%	3.3%	29.5%	-2.0%	-17.3%
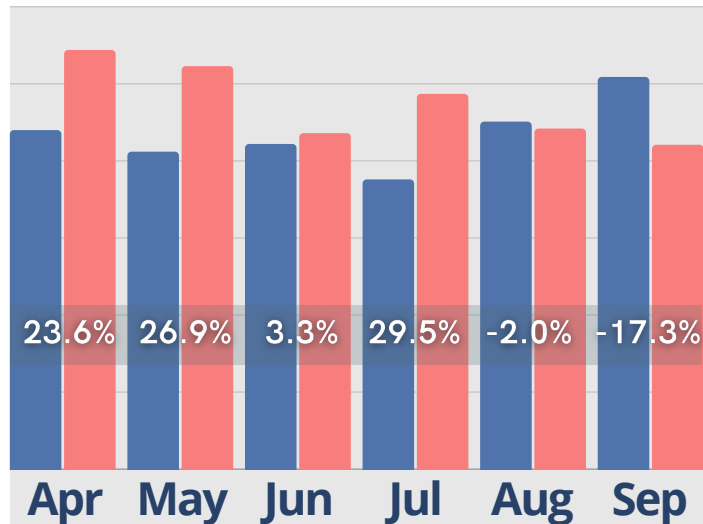
Activity Completed-Marketing

Last Year   Current Year

Apr	May	Jun	Jul	Aug	Sep
51.7%	57.0%	-31.9%	-52.0%	30.6%	-37.1%

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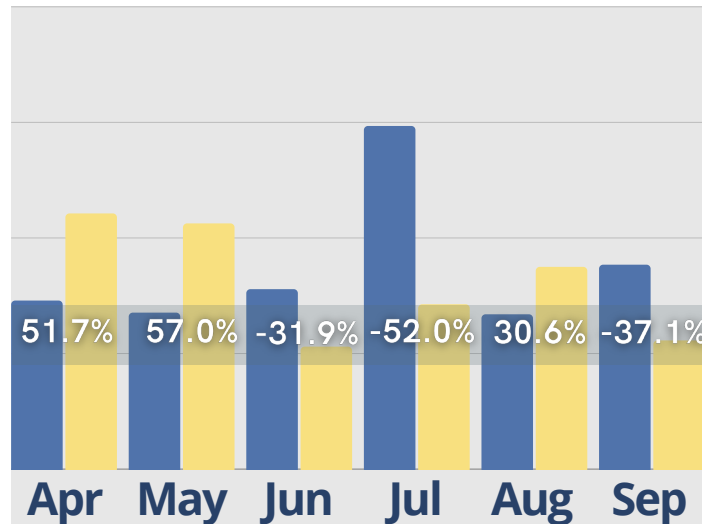
Average Tour to Move-In Conversion Days

Last Year   Current Year

	Apr	May	Jun	Jul	Aug	Sep
Last Year	94	79	107	61	74	74
Current Year	74	68	85	78	77	94
%	-21.2%	-14.1%	-20.0%	27.3%	3.8%	26.7%
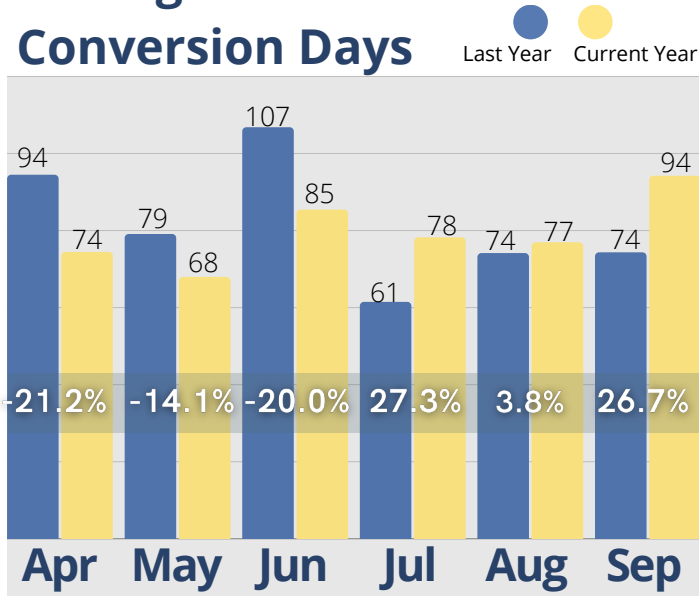
Residents w/ Assessments

Last Year   Current Year

	Apr	May	Jun	Jul	Aug	Sep
%	13.3%	11.9%	11.7%	13.1%	13.7%	13.5%

Incidents

Last Year   Current Year

	Apr	May	Jun	Jul	Aug	Sep
%	-5.1%	-18.6%	-19.1%	-8.1%	7.5%	-14.6%
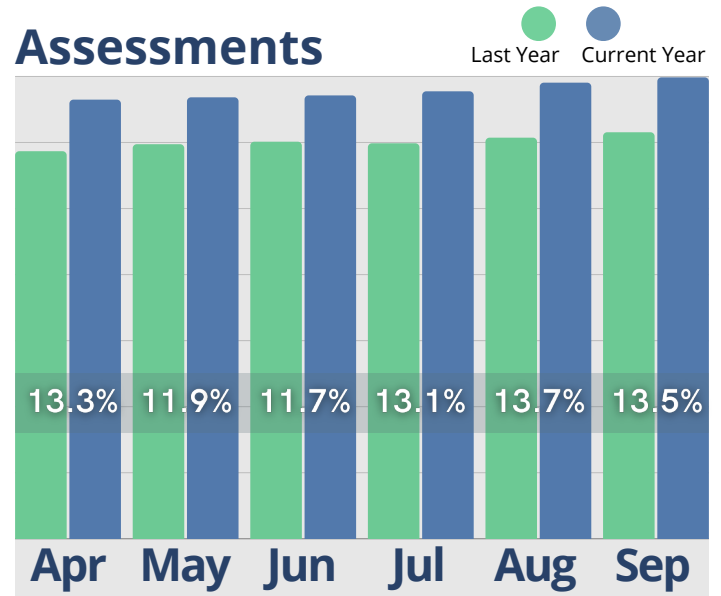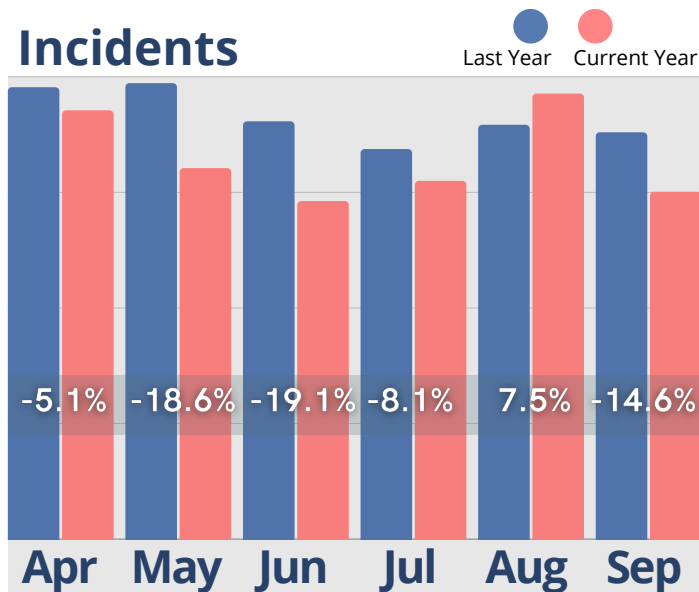
Rent Roll Summary- Room Rate

	Apr	May	Jun	Jul	Aug	Sep
	26.4%	23.5%	19.7%	19.5%	19.8%	26.2%
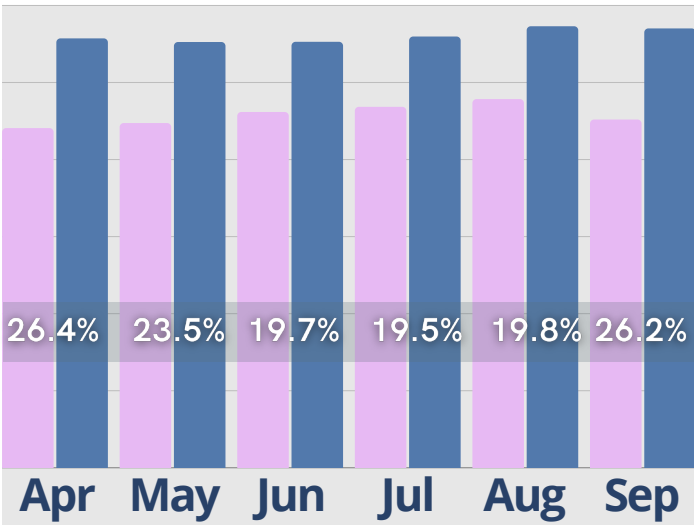
Rent Roll Summary- Assessment Fee

	Apr	May	Jun	Jul	Aug	Sep
	20.3%	18.2%	22.3%	19.1%	17.4%	20.4%
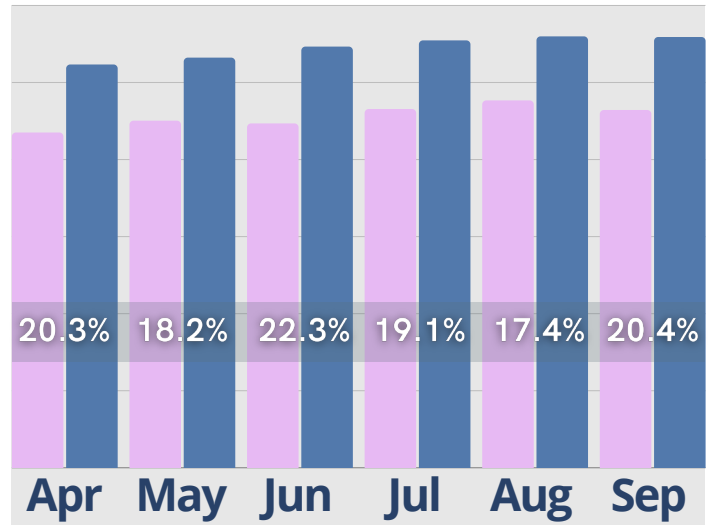
Rent Roll Summary- Monthly Fees

	Apr	May	Jun	Jul	Aug	Sep
	59.6%	62.5%	31.8%	-8.1%	38.2%	25.9%
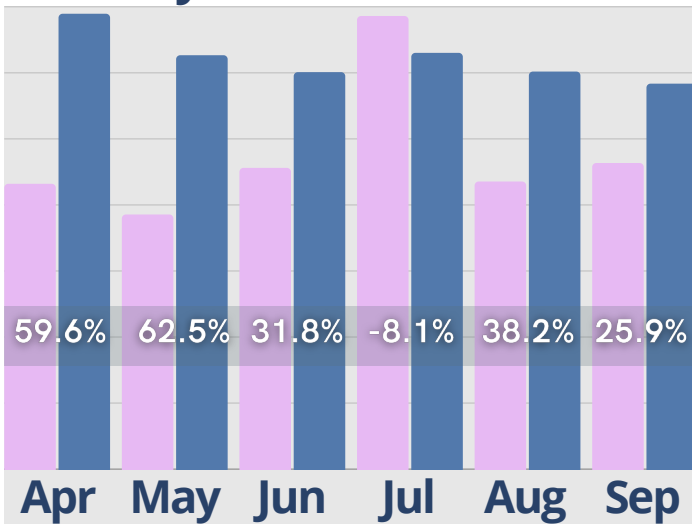
Rent Roll Summary- Service Fee
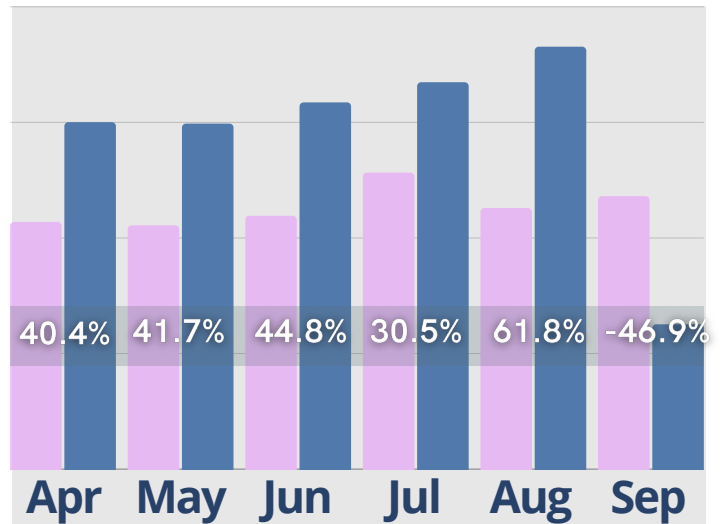
	Apr	May	Jun	Jul	Aug	Sep
	40.4%	41.7%	44.8%	30.5%	61.8%	-46.9%

Last Year   Current Year

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