

Senior Housing Census and Operations Update



October
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 October 31th.

October Analysis

The recent data indicates a 3.5% year-over-year increase in community census, demonstrating steady growth. Although there was an 11.7% decline in inquiries for October compared to the same period last year, it marks an improvement over September 2024. Initial tours experienced a notable 4.7% month-over-month increase, maintaining levels similar to 2023. However, move-ins during October 2024 decreased, aligning with reports that show communities facing either fewer move-ins or a balance between move-ins and move-outs.

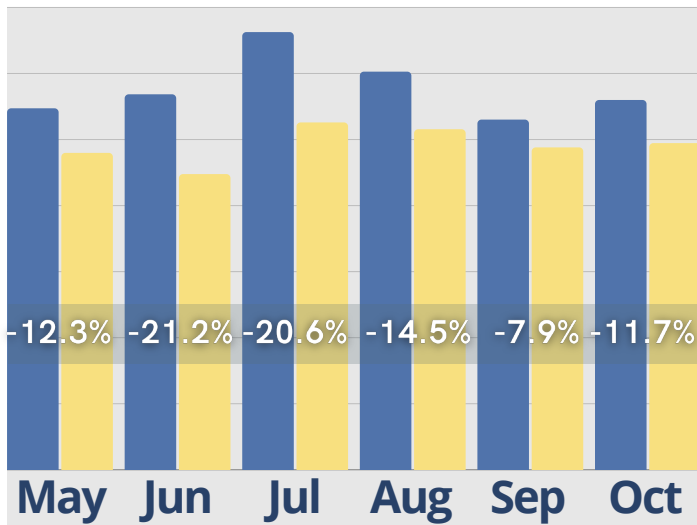
Move-outs have remained stable, with further analysis revealing that move-outs nearly match move-ins. This equilibrium coincides with an increase in assessments for assisted living, suggesting a lengthened conversion timeline from initial inquiry to move-in. This trend correlates with the average time homes stay on the market, as many prospective residents need to sell their homes before moving into a community.

For a more in depth look into this our additional information, reach out to <https://move-n.com/contact-us/>

October Last 6 Months

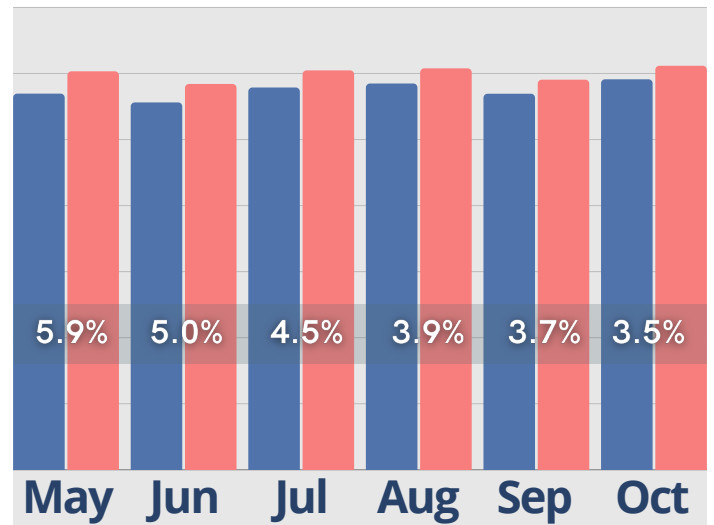
Inquiries

● Last Year ● Current Year



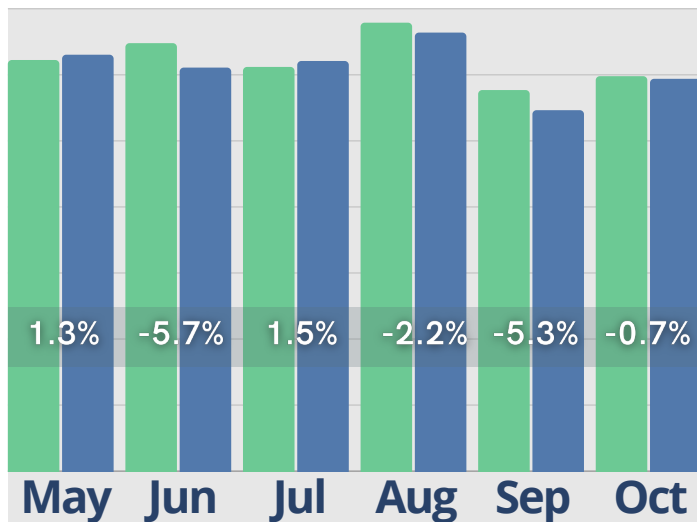
Census

● Last Year ● Current Year



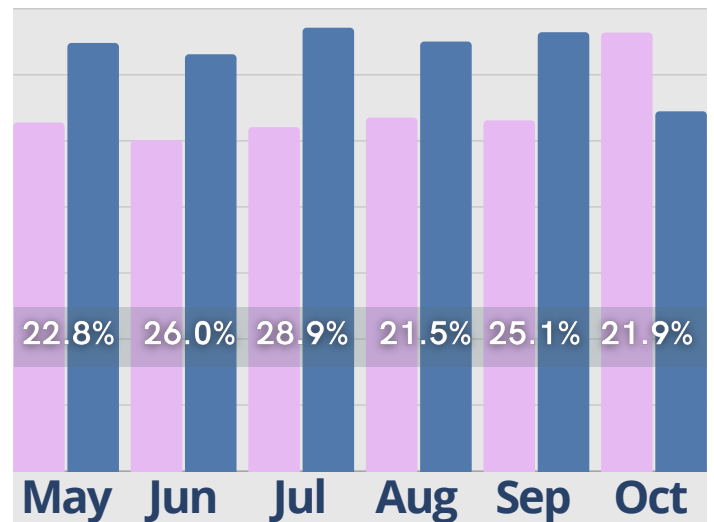
Initial Tours

● Last Year ● Current Year



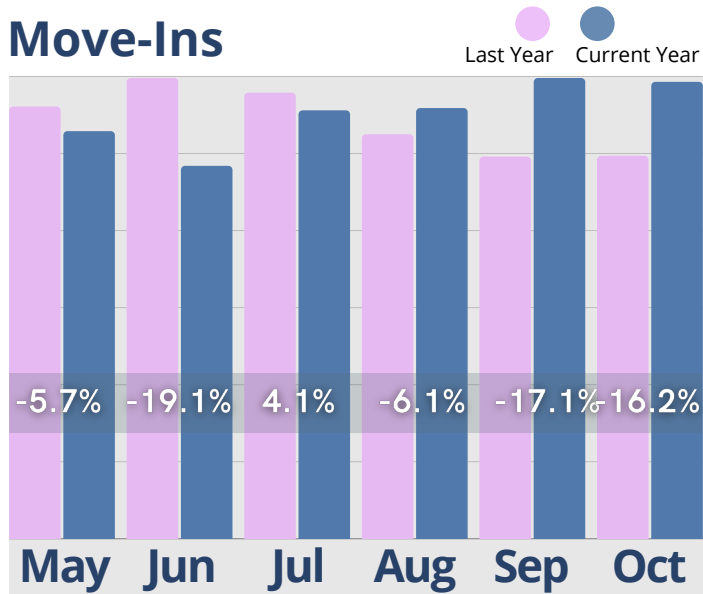
Cash Receipts

● Last Year ● Current Year

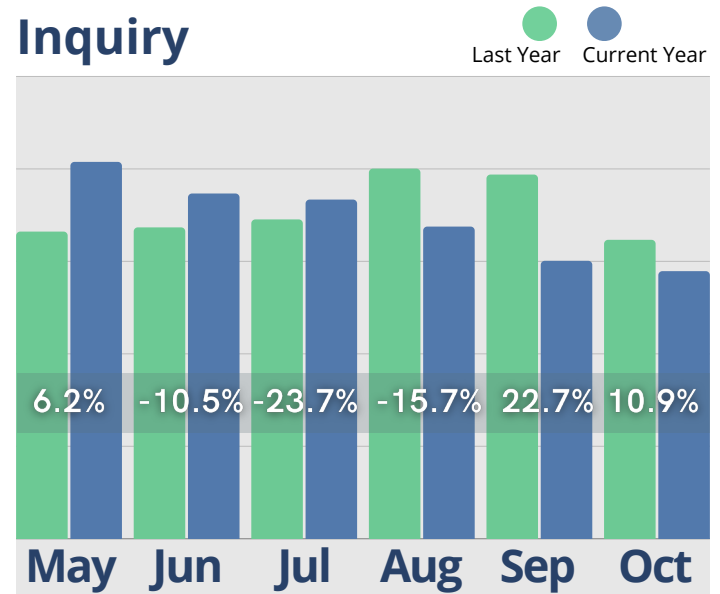


October Last 6 Months

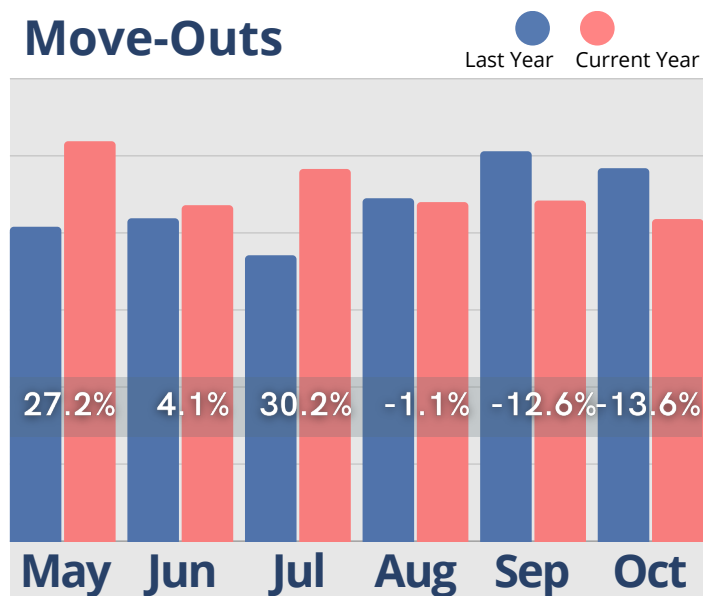
Move-Ins



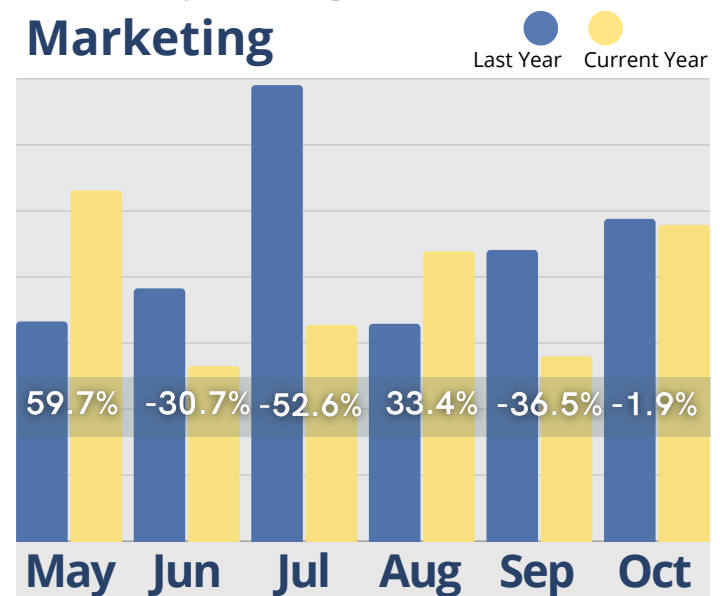
Activity Completed- Inquiry



Move-Outs

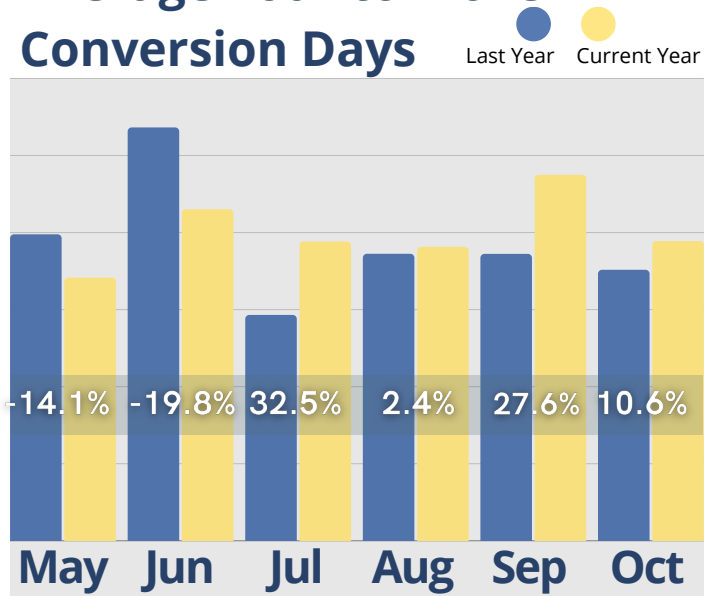


Activity Completed- Marketing

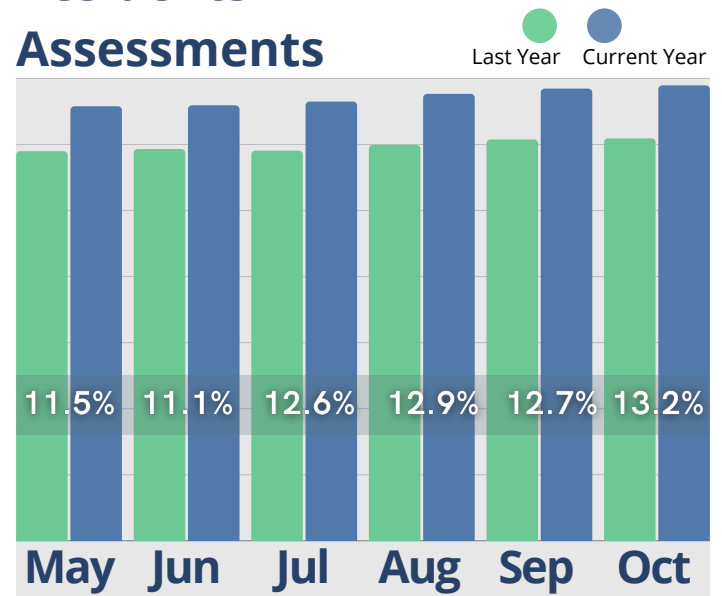


October Last 6 Months

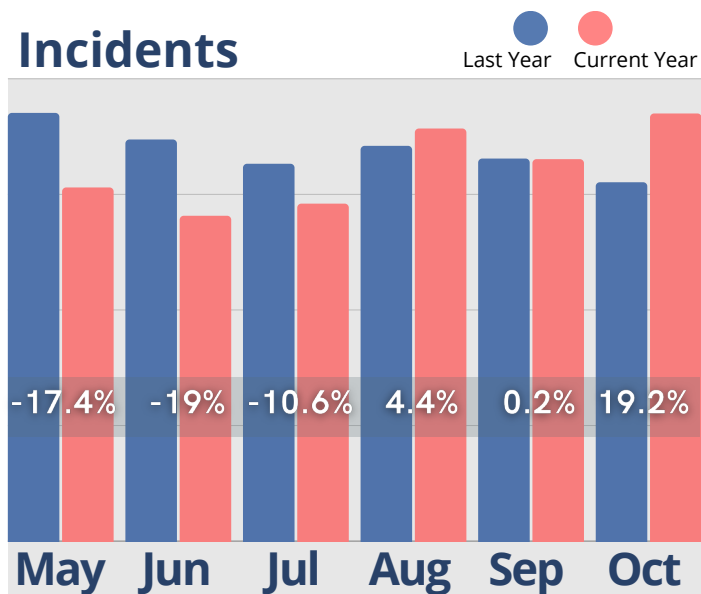
Average Tour to Move-In Conversion Days



Residents w/ Assessments

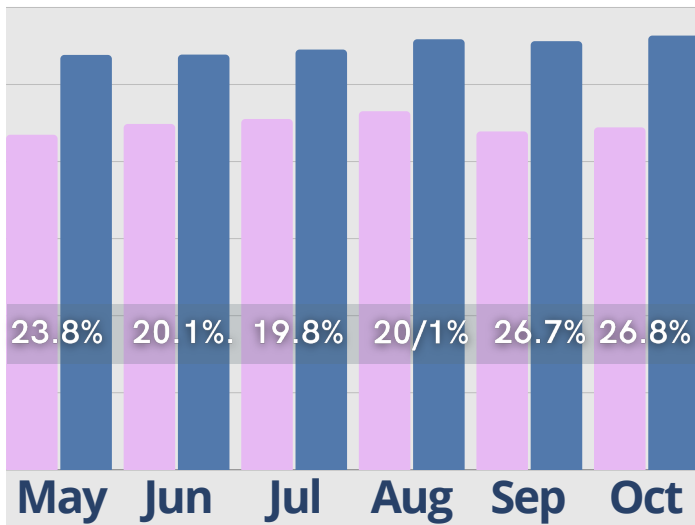


Incidents

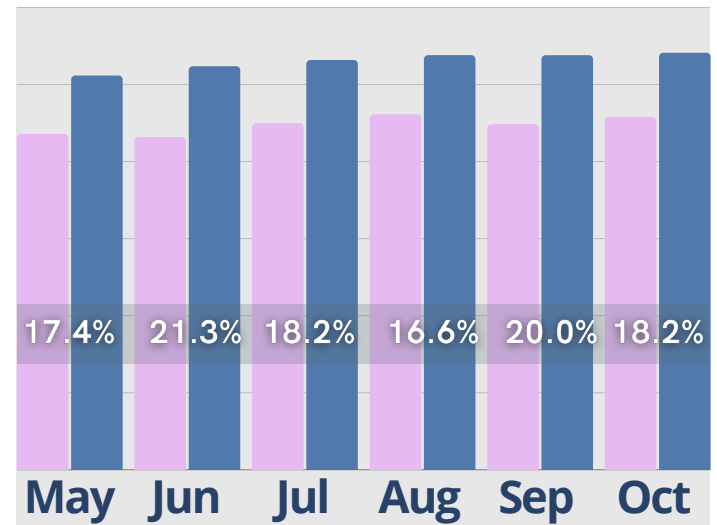


October Last 6 Months

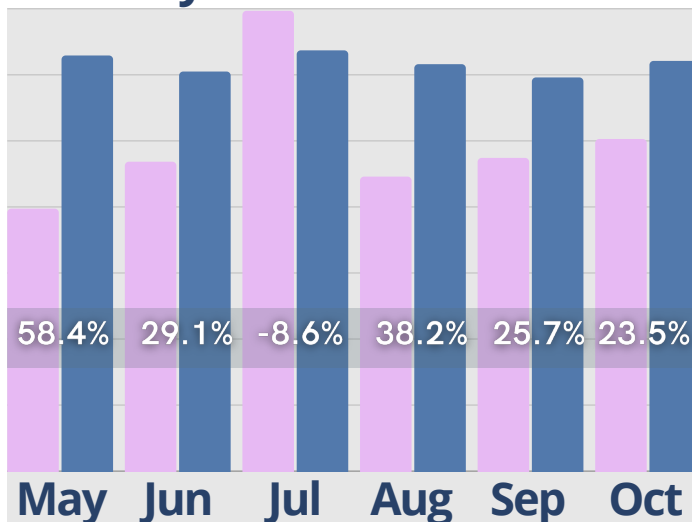
Rent Roll Summary- Room Rate



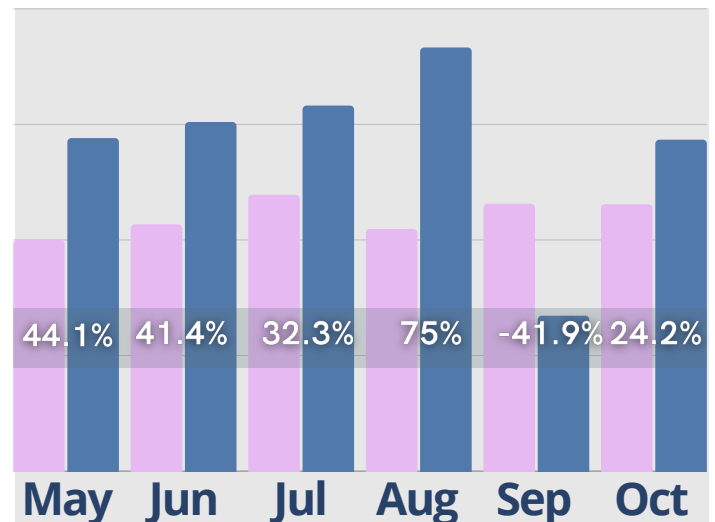
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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