Senior Housing Census and Operations Update

Move>>N Software, Inc.

December

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 December 31st..
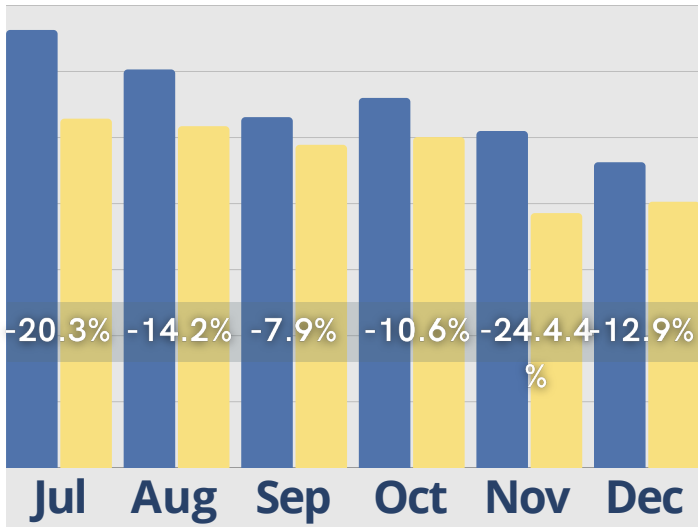
December Analysis

The Senior Housing Census and Operations Benchmark Report for December 2024 provides a comprehensive overview of industry performance metrics for the past six months. Key highlights include trends in move-ins and move-outs, cash receipts, and tour-to-move-in conversion times. Despite a 15.18% decrease in inquiries compared to the previous year, there was notable stability in initial tours, with a minimal 0.13% difference. Cash receipts increased by 27.66%, signaling strong financial inflows. However, move-ins experienced a 10.68% decline, while move-outs rose by 2.86%. Marketing activity fluctuated significantly, showing a mixed impact on outreach effectiveness. Rent roll metrics revealed positive growth across room rates and service fees, contributing to overall revenue gains. The report emphasizes operational dynamics affecting census stability and marketing strategies within senior living communities.

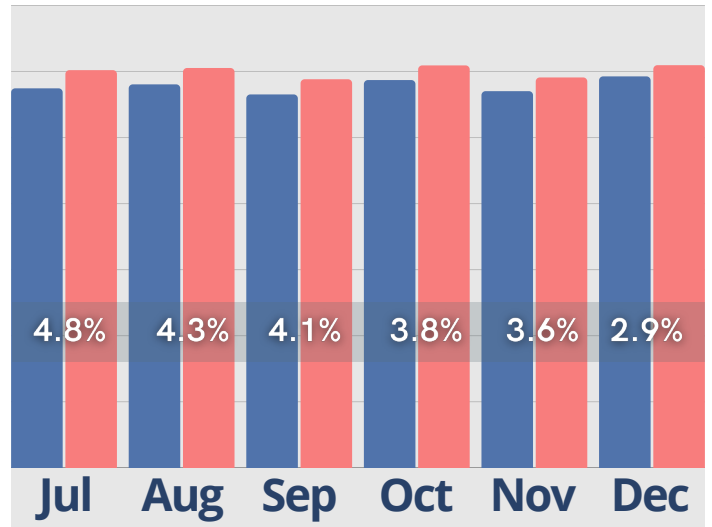 For a more in depth look into this our additional information, reach out to https://move-n.com/contact-us/

Inquiries

Last Year ●   Current Year ●

Jul	Aug	Sep	Oct	Nov	Dec
-20.3%	-14.2%	-7.9%	-10.6%	-24.4.4%	-12.9%

Census

Last Year ●   Current Year ●

Jul	Aug	Sep	Oct	Nov	Dec
4.8%	4.3%	4.1%	3.8%	3.6%	2.9%

Initial Tours

Last Year ●   Current Year ●

Jul	Aug	Sep	Oct	Nov	Dec
2.4%	-1.1%	-4.0%	6.4%	-5.1%	-0.1%
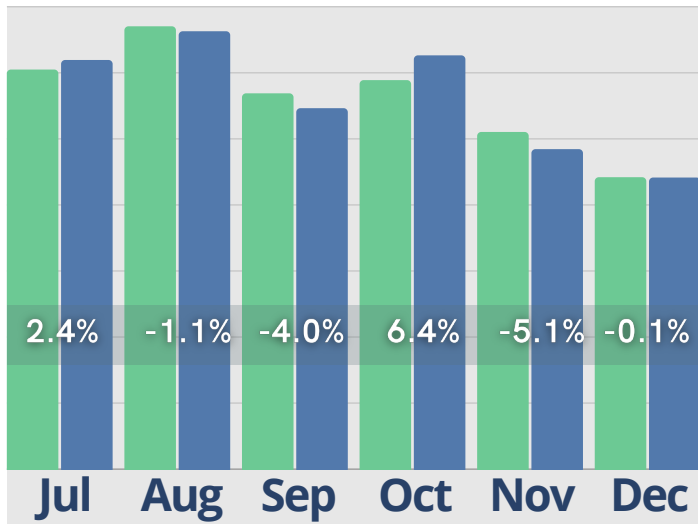
Cash Receipts

Last Year ●   Current Year ●

Jul	Aug	Sep	Oct	Nov	Dec
32.0%	24.3%	28.0%	26.2%	29.1%	26.4%

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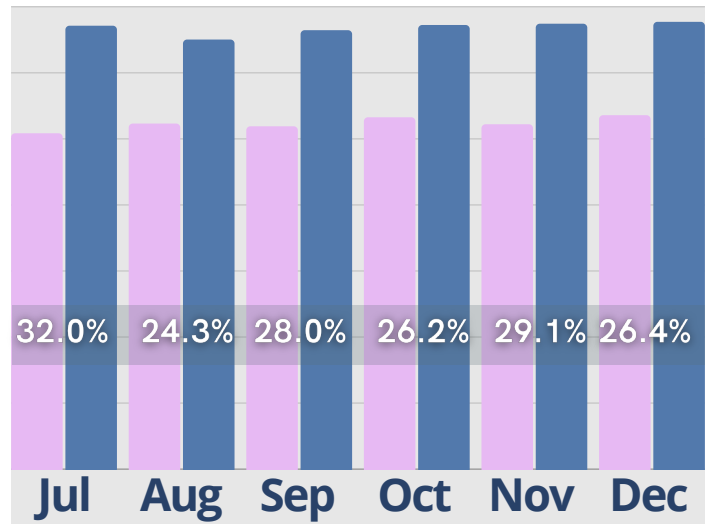
Move-Ins

Last Year | Current Year

Jul	Aug	Sep	Oct	Nov	Dec
7.5%	-3.3%	-15.2%	-12.2%	-6.9%	-30.3%
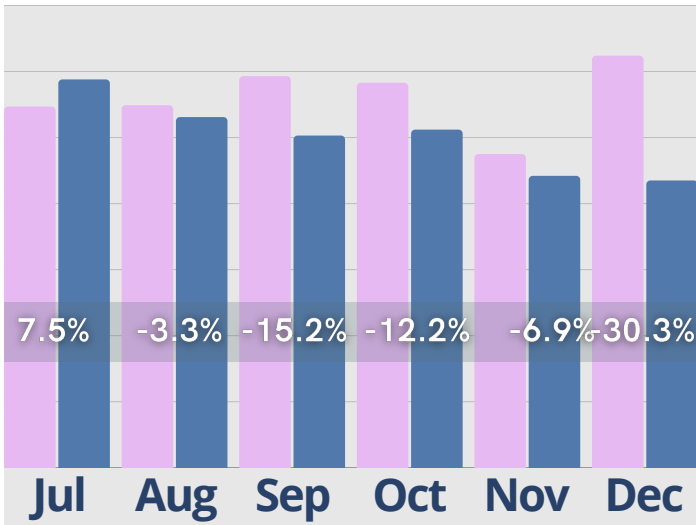
Activity Completed- Inquiry

Last Year | Current Year

Jul	Aug	Sep	Oct	Nov	Dec
-22.4%	-13.5%	25.1%	18.6%	-12.3%	-7.7%
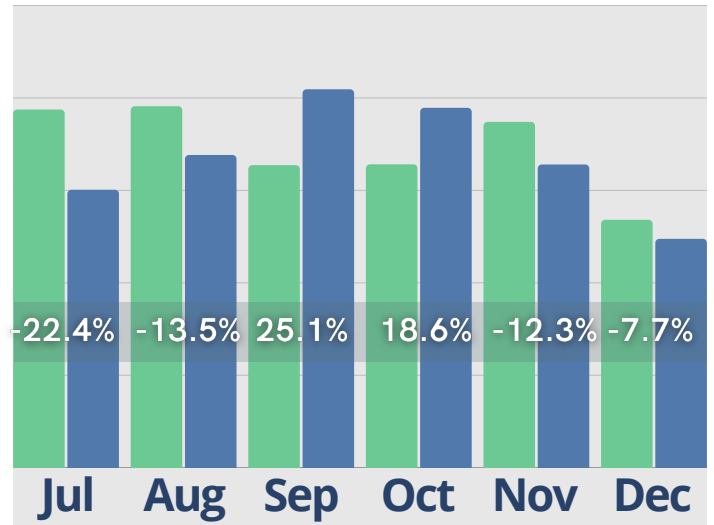
Move-Outs

Last Year | Current Year

Jul	Aug	Sep	Oct	Nov	Dec
33.4%	2.3%	-10.4%	-3.4%	7.0%	-3.8%
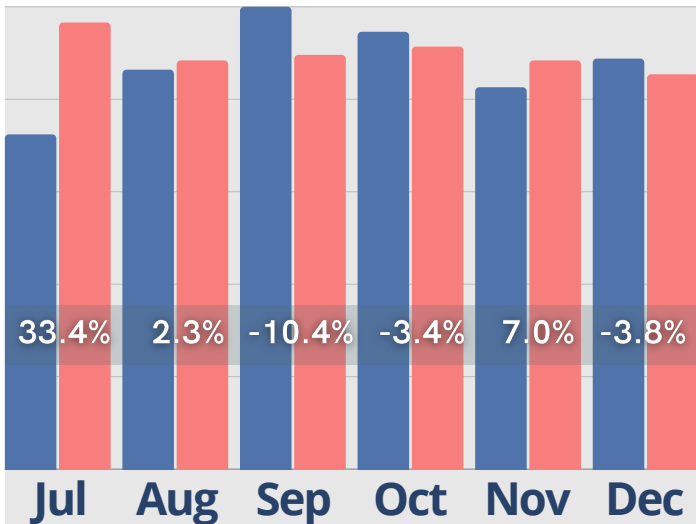
Activity Completed- Marketing

Last Year | Current Year

Jul	Aug	Sep	Oct	Nov	Dec
-30.3%	-52.2%	34.8%	-36.2%	-1.1%	88.7%

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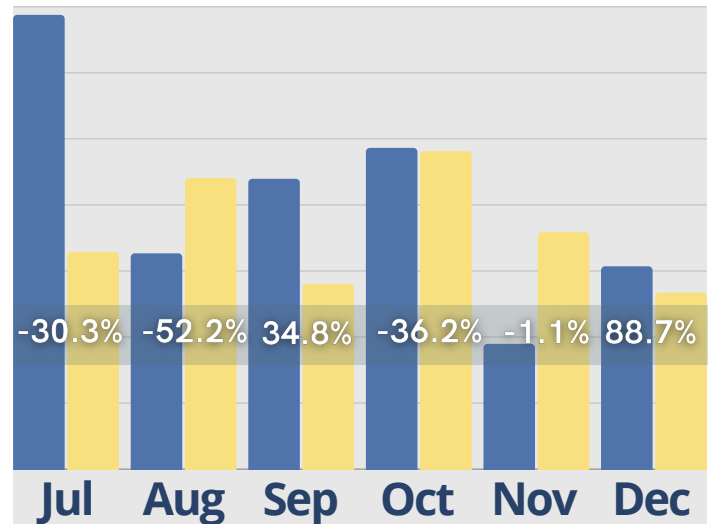
Average Tour to Move-In Conversion Days

Last Year   Current Year

Jul	Aug	Sep	Oct	Nov	Dec
29.1%	2.5%	25.3%	5.3%	6.6%	-22.1%
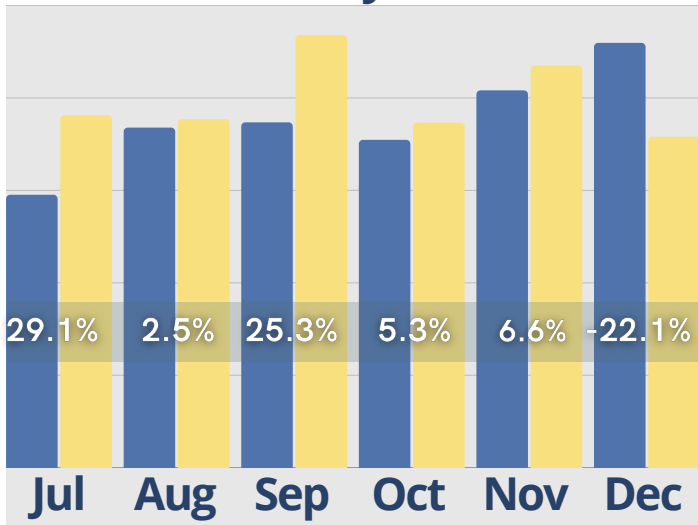
Residents w/ Assessments

Last Year   Current Year

Jul	Aug	Sep	Oct	Nov	Dec
11.5%	11.6%	11.0%	11.5%	11.3%	11.4%

Incidents

Last Year   Current Year

Jul	Aug	Sep	Oct	Nov	Dec
-9.5%	6.1%	1.5%	21.7%	20.6%	-8.7%

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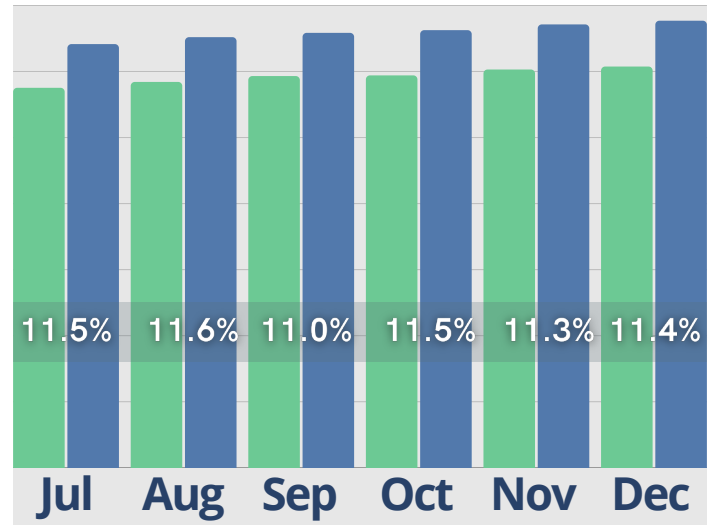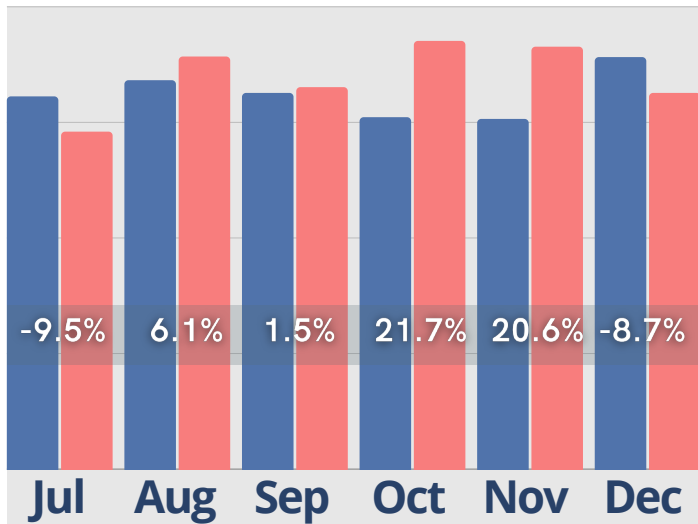
Rent Roll Summary-Room Rate

Jul	Aug	Sep	Oct	Nov	Dec
19.8%	20.1%	26.7%	28.5%	29.7%	25.5%
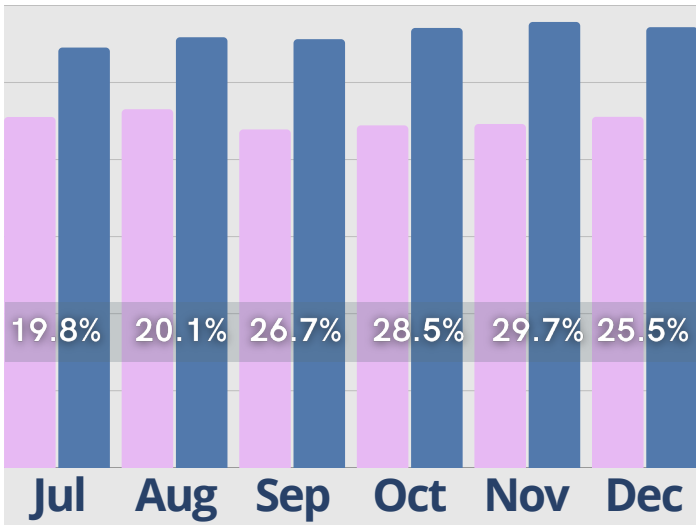
Rent Roll Summary-Assessment Fee

Jul	Aug	Sep	Oct	Nov	Dec
18.2%	16.6%	20.0%	18.2%	21.9%	21.0%
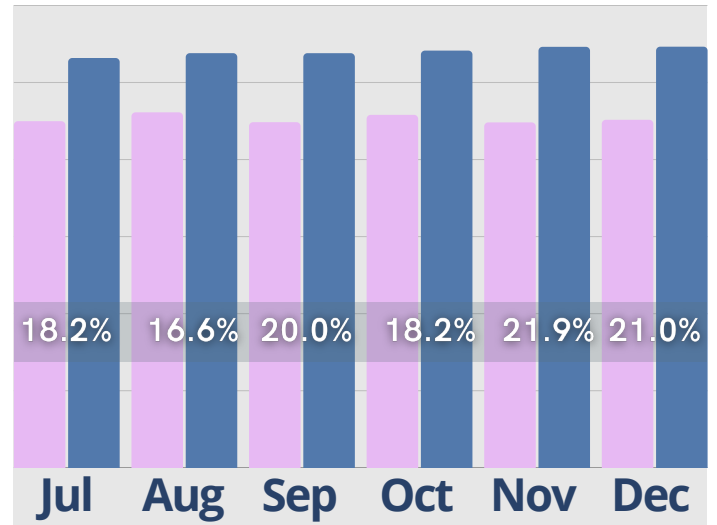
Rent Roll Summary-Monthly Fees

Jul	Aug	Sep	Oct	Nov	Dec
-8.6%	38.2%	25.7%	30.4%	22.0%	1.1%
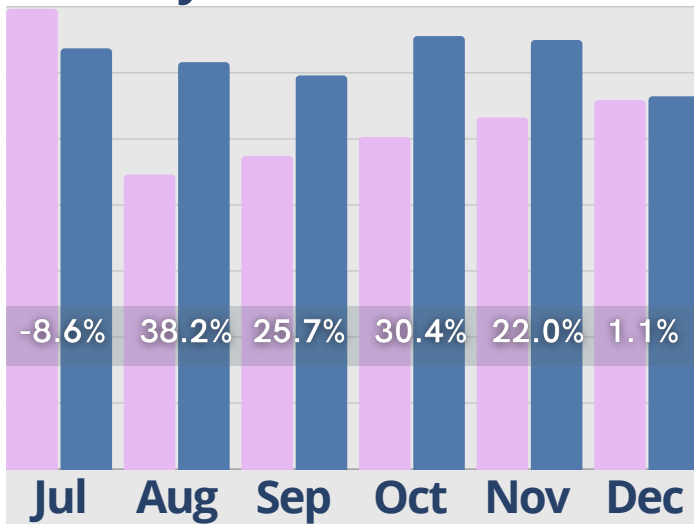
Rent Roll Summary-Service Fee
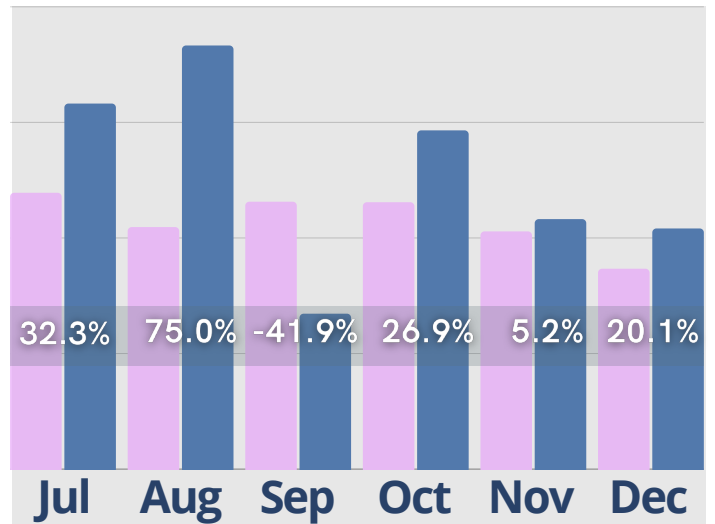
Jul	Aug	Sep	Oct	Nov	Dec
32.3%	75.0%	-41.9%	26.9%	5.2%	20.1%

Last Year   Current Year

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