

Senior Housing Census and Operations Update



January
2025

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 January 31st..

January Analysis

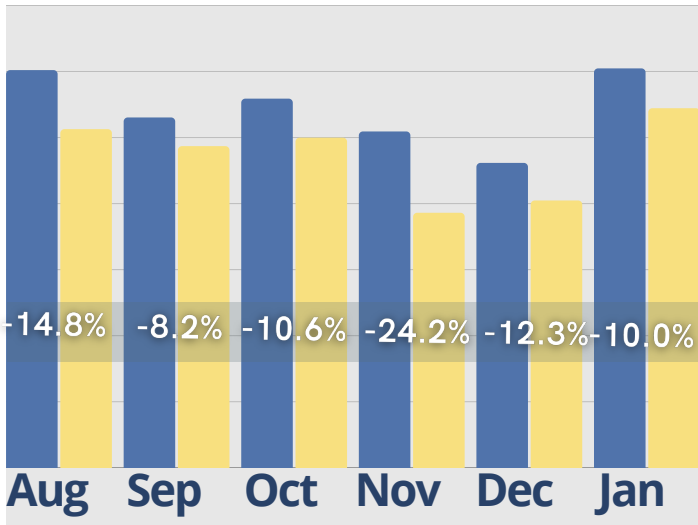
During the review of the first month of 2025, the senior housing industry experienced mixed trends across key metrics. January's inquiries and initial tours showed modest fluctuations, while move-ins remained low and move-outs declined by 12.5%. Cash receipts remained stable at 26.4%, showing slight growth. Marketing activity saw a 12.6% decline, while incidents increased by 20.6%, highlighting operational concerns. The average tour-to-move-in conversion time reached 75 days, indicating a stabilization from prior fluctuations. In the rent roll summary, room rates stood at 26.7%, assessment fees at 21.0%, monthly fees at 22.0%, and service fees rebounded to 27.6% after previous declines. These figures suggest a need for continued focus on occupancy strategies, marketing efficiency, and operational stability.

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

January Last 6 Months

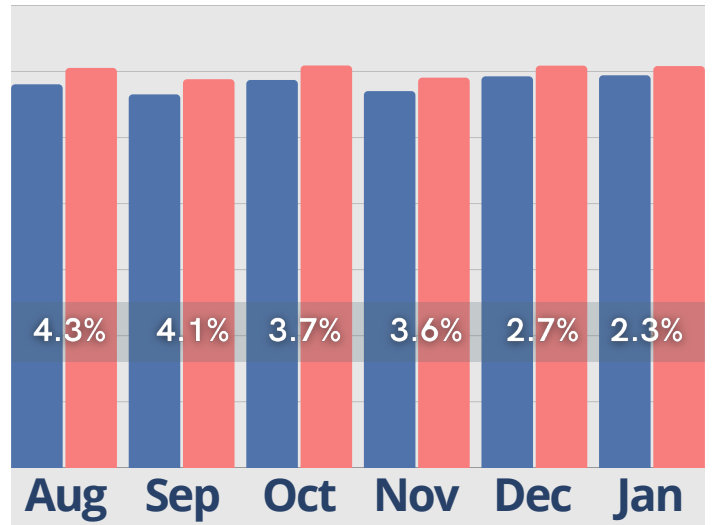
Inquiries

● Last Year ● Current Year



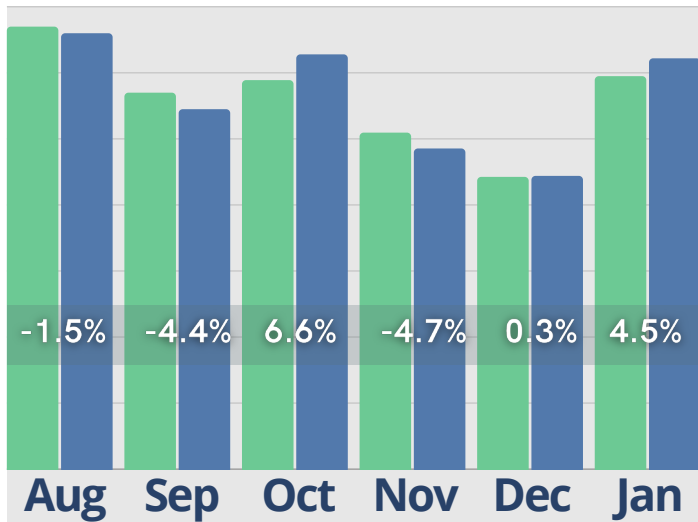
Census

● Last Year ● Current Year



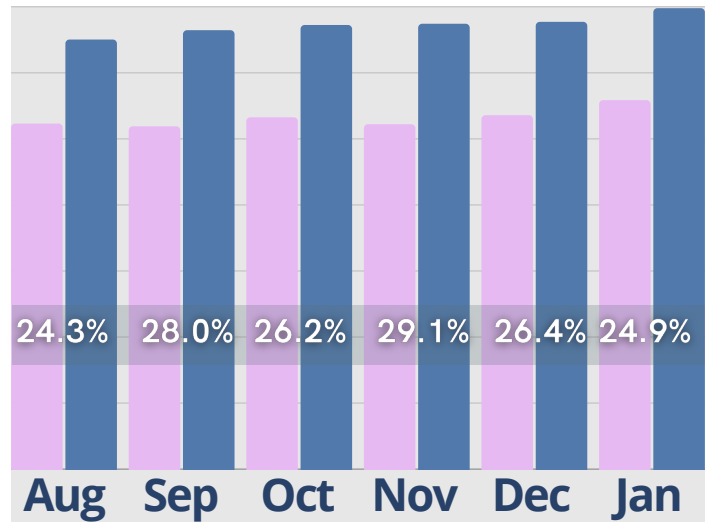
Initial Tours

● Last Year ● Current Year



Cash Receipts

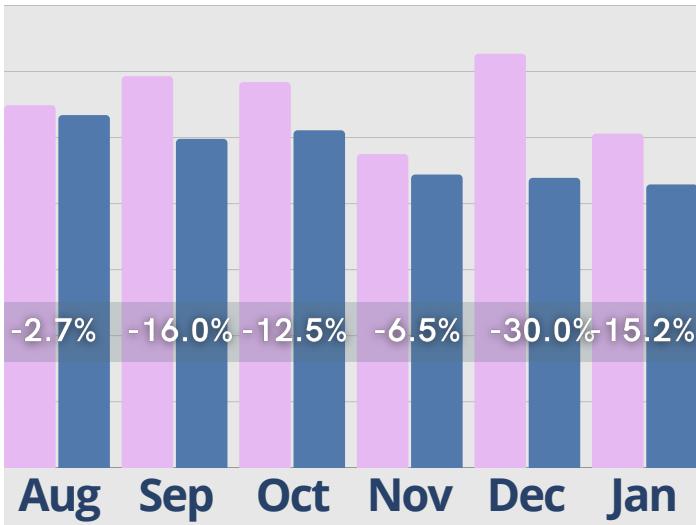
● Last Year ● Current Year



January Last 6 Months

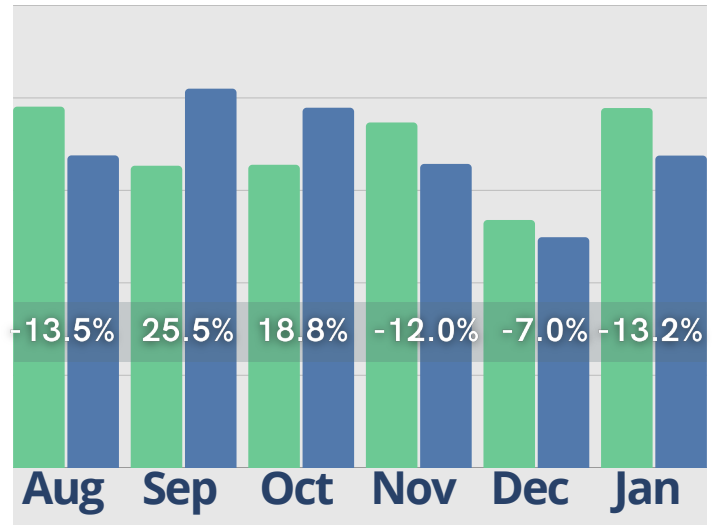
Move-Ins

Last Year Current Year



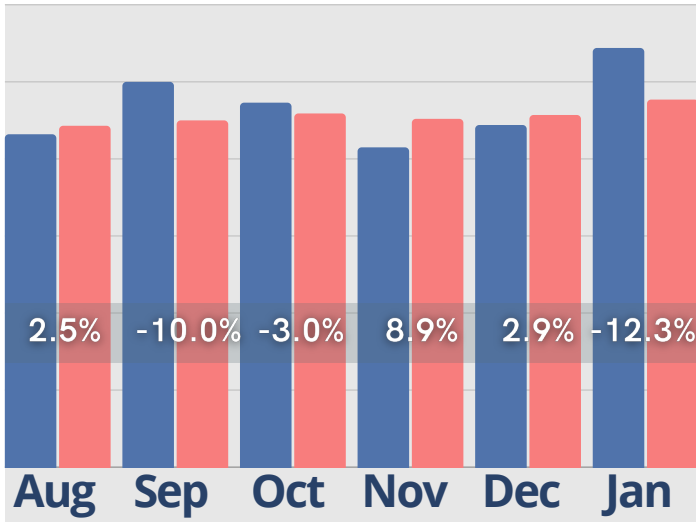
Activity Completed- Inquiry

Last Year Current Year



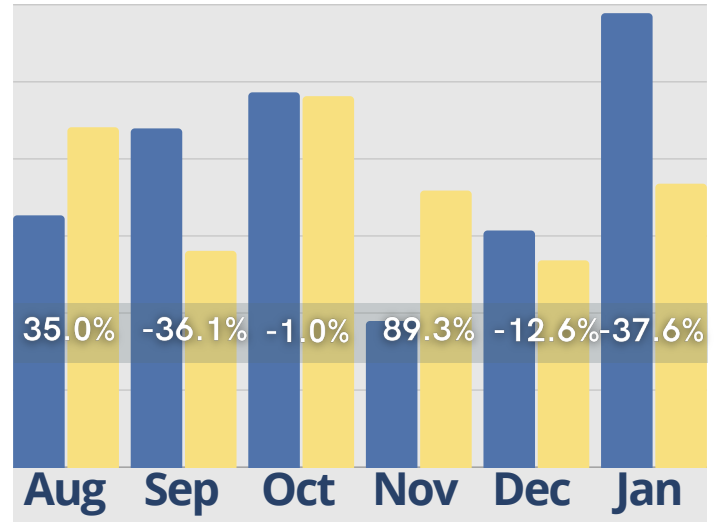
Move-Outs

Last Year Current Year



Activity Completed- Marketing

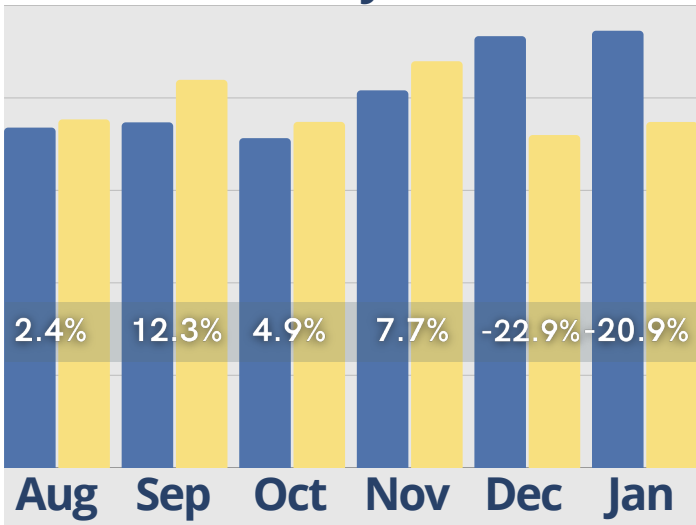
Last Year Current Year



January Last 6 Months

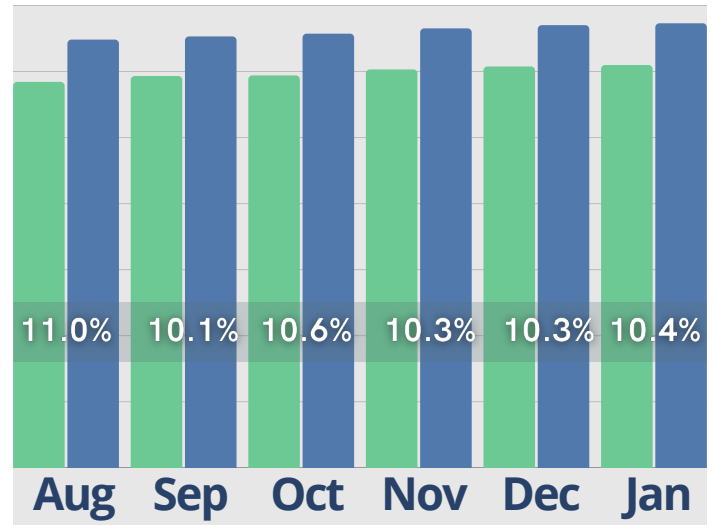
Average Tour to Move-In Conversion Days

● Last Year ● Current Year



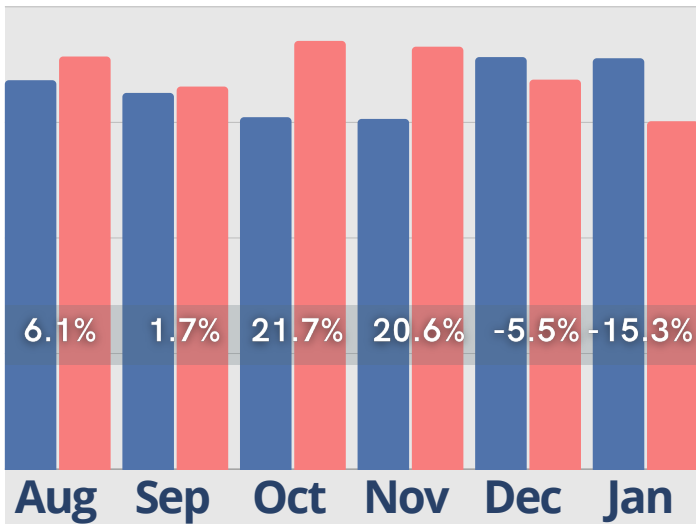
Residents w/ Assessments

● Last Year ● Current Year



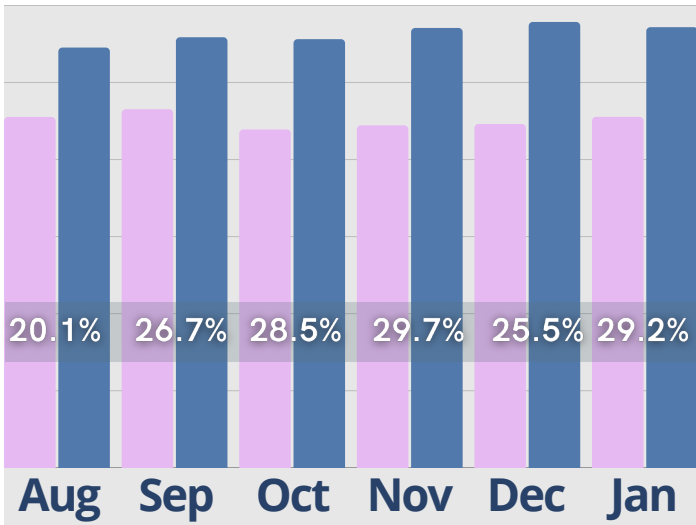
Incidents

● Last Year ● Current Year

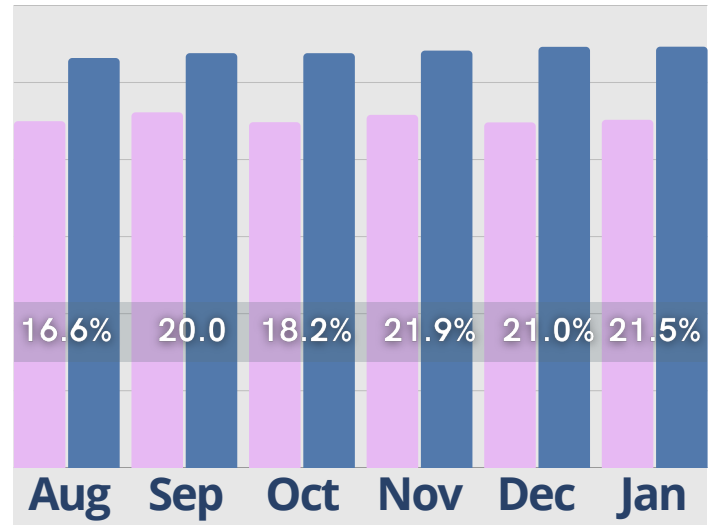


January Last 6 Months

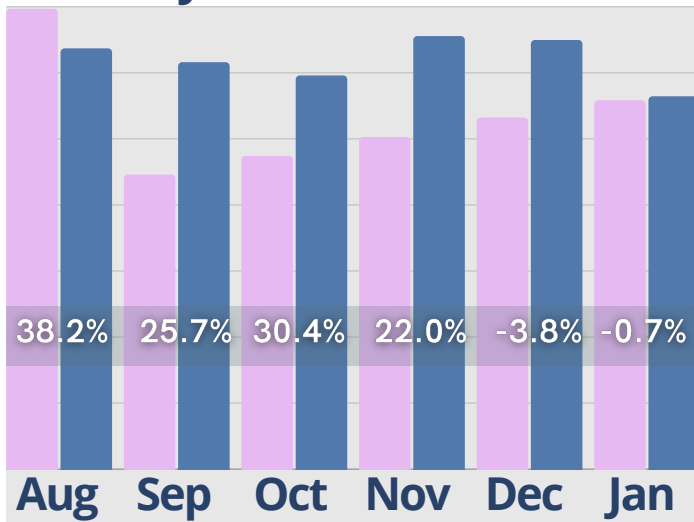
Rent Roll Summary- Room Rate



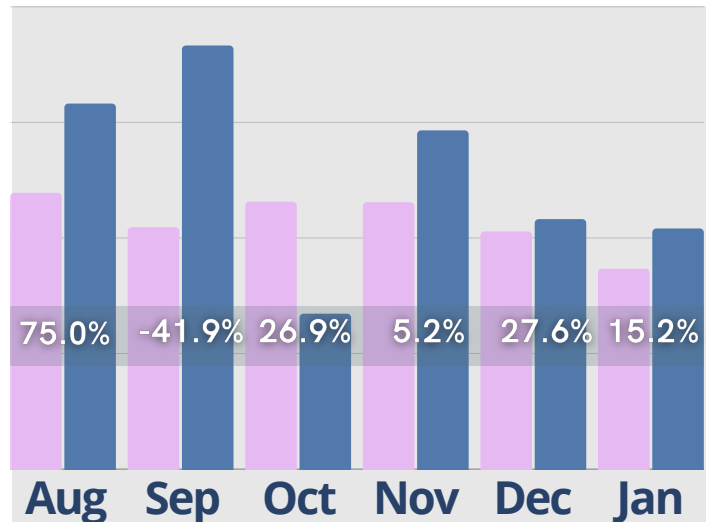
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year

● Current Year

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