

# Senior Housing Census and Operations Update



February  
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 February 28th..

## February Analysis

The report evaluates key performance metrics from September 2024 to February 2025, highlighting a decline in inquiries (-13.34%) and move-ins (-16.54%), while census increased (+2.53%), indicating strong retention. Financial performance improved, with cash receipts up 24.92% and rent roll revenue rising 27.39%. Marketing efforts saw reduced effectiveness, with completed activities declining 15.59%, affecting lead generation. Incident reports slightly increased (+1.89%), necessitating proactive quality assurance.

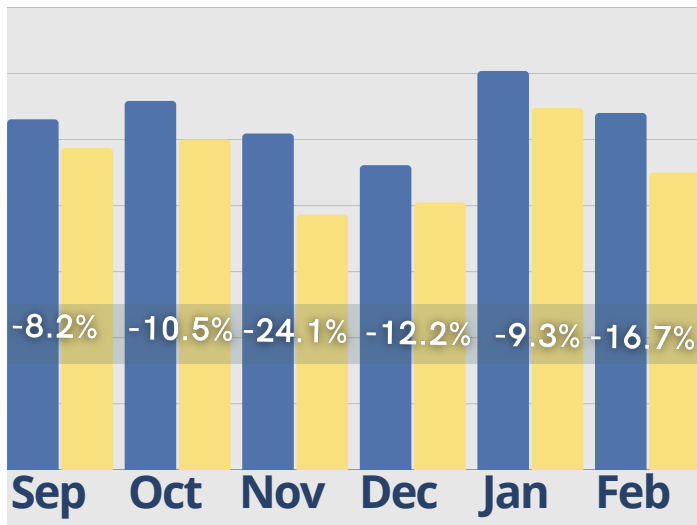
Comparing February 2025 to January 2025, inquiries and tours remained relatively stable, but move-ins showed a slight improvement. Financial performance continued its upward trend, with a moderate increase in cash receipts and rent roll. Incident reports saw a minor decline, indicating improved operational oversight. To sustain growth, strategic recommendations include strengthening outreach, optimizing service offerings, and reinvesting in targeted marketing. Addressing these challenges will be essential for maintaining occupancy and financial stability.

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

# February Last 6 Months

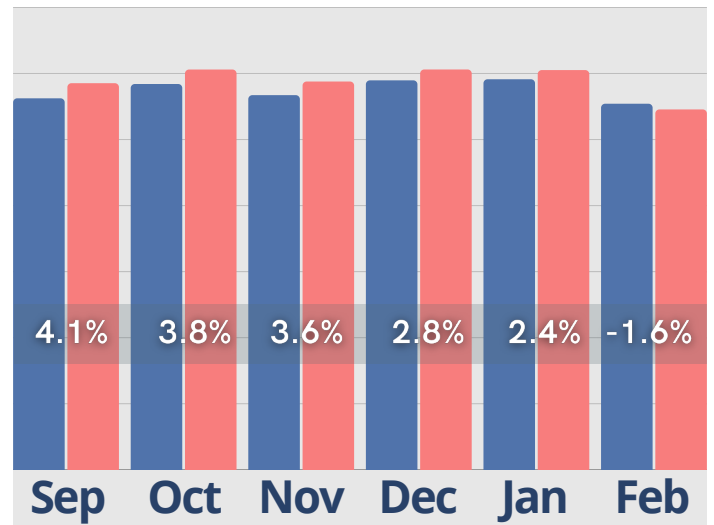
## Inquiries

● Last Year ● Current Year



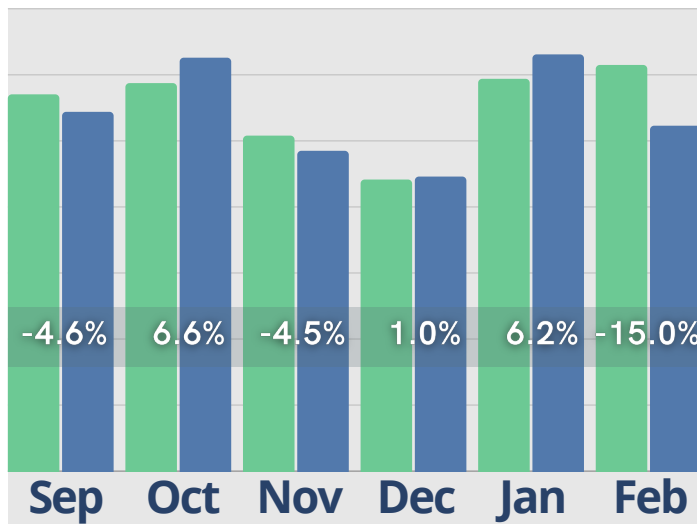
## Census

● Last Year ● Current Year



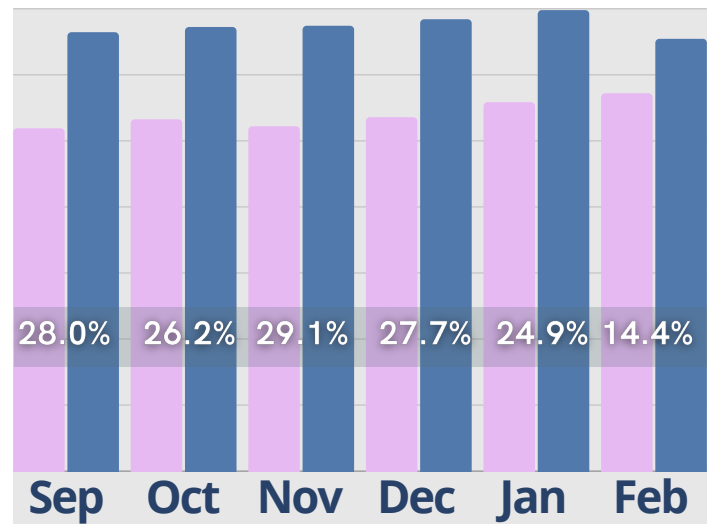
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

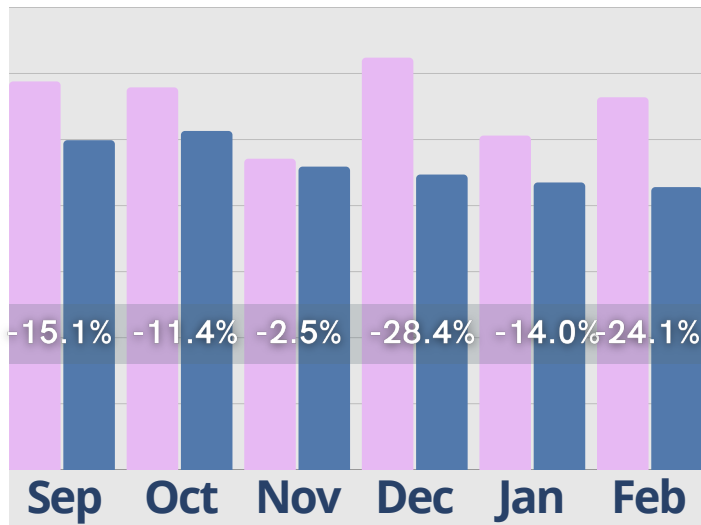
● Last Year ● Current Year



# February Last 6 Months

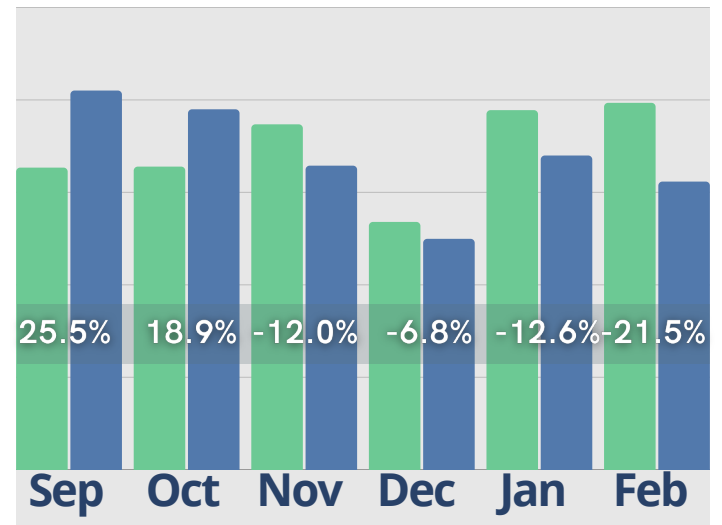
## Move-Ins

● Last Year ● Current Year



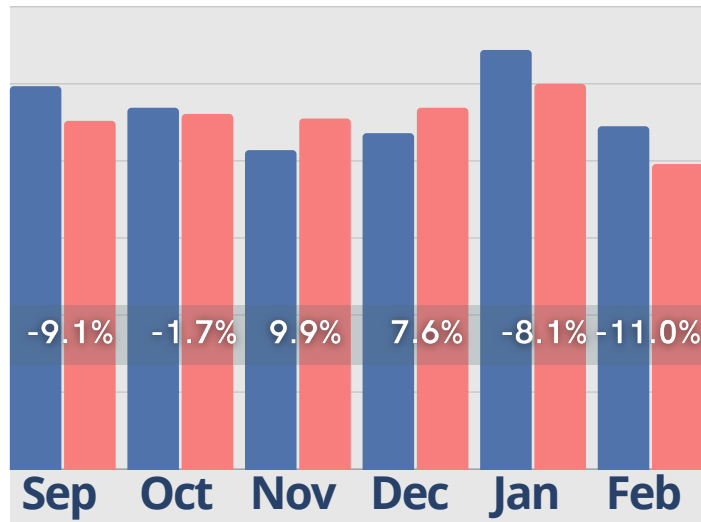
## Activity Completed-Inquiry

● Last Year ● Current Year



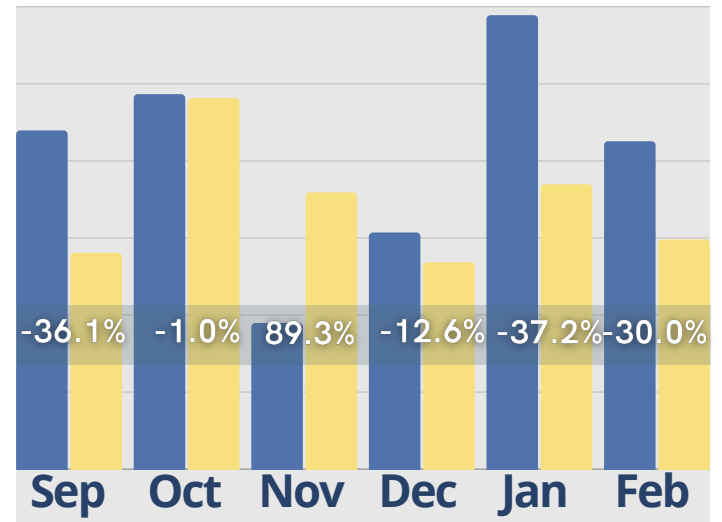
## Move-Outs

● Last Year ● Current Year



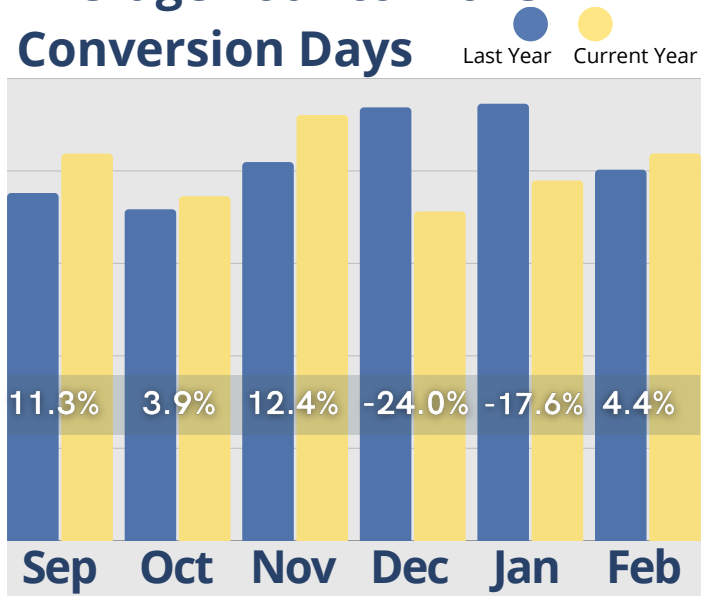
## Activity Completed-Marketing

● Last Year ● Current Year

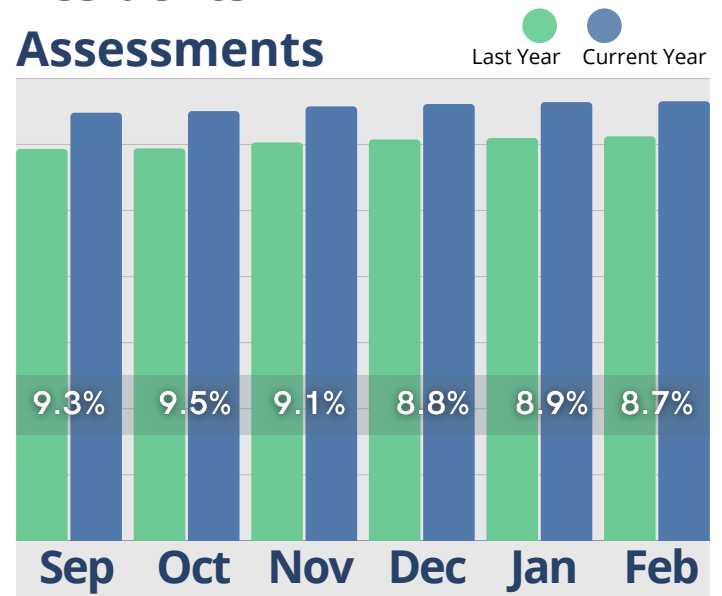


# February Last 6 Months

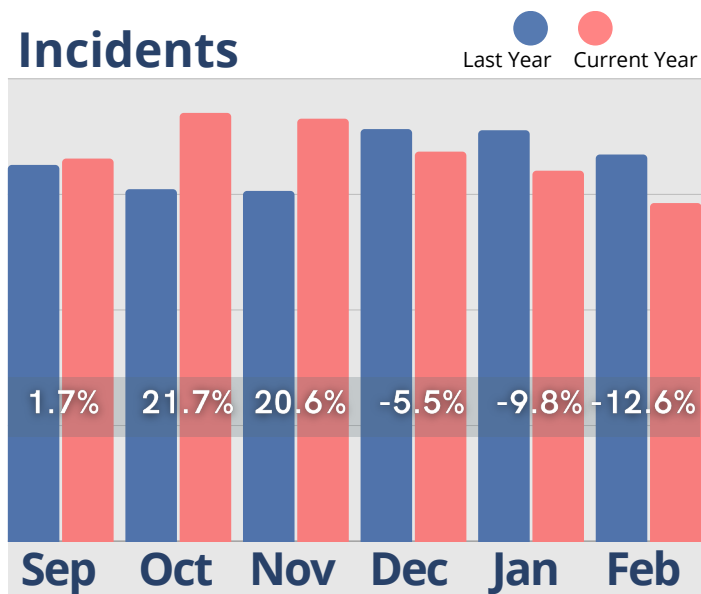
## Average Tour to Move-In Conversion Days



## Residents w/ Assessments

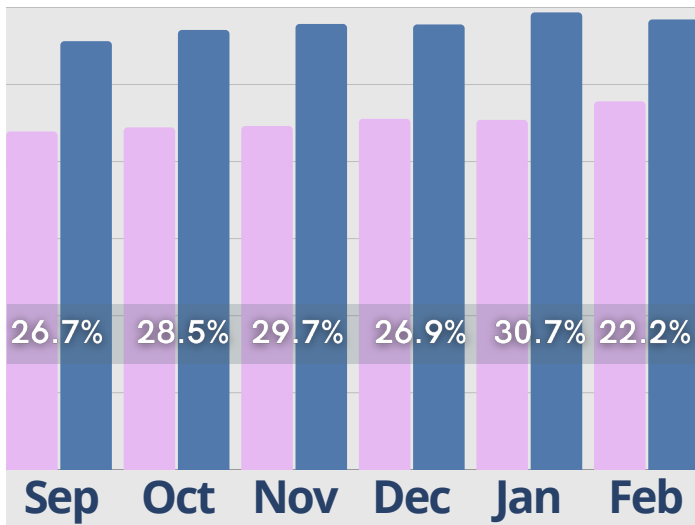


## Incidents

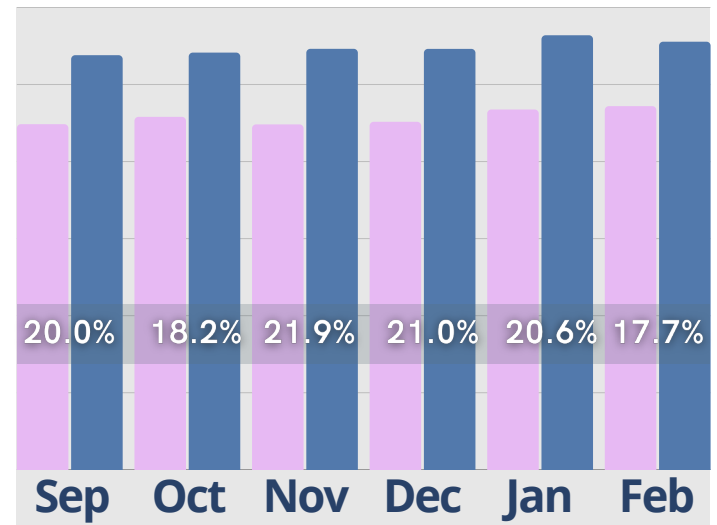


# February Last 6 Months

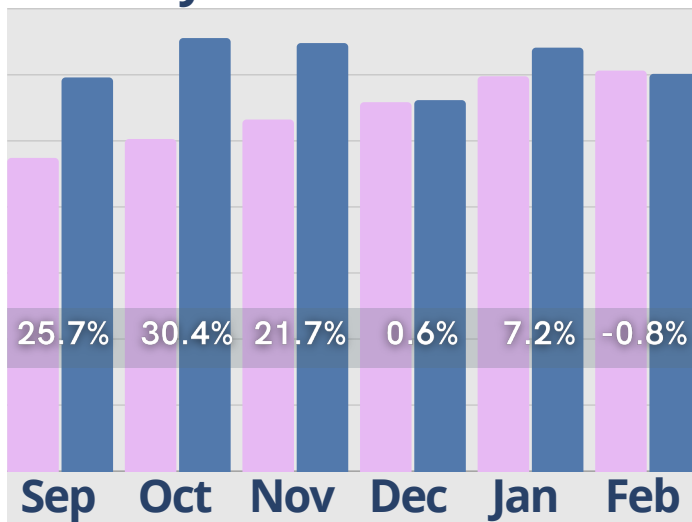
## Rent Roll Summary- Room Rate



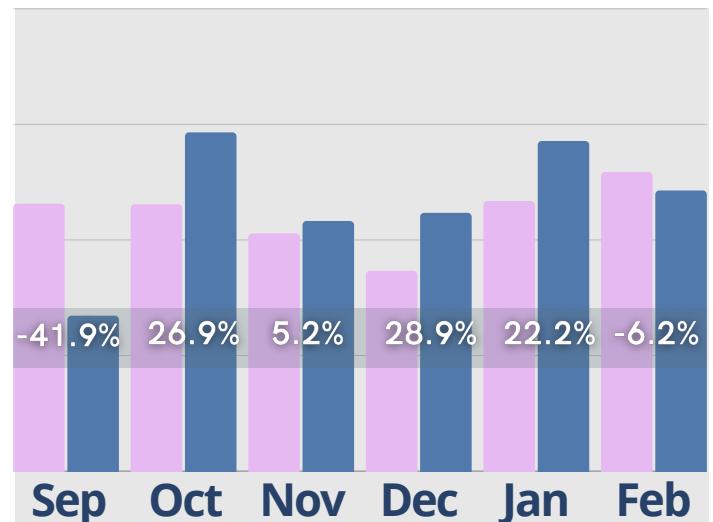
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



 Last Year

 Current Year

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 **2700-3 Brown Trail  
Bedford, TX 76021**

 **817-282-7300**

 **[www.move-n.com](http://www.move-n.com)**

 **[info@move-n.com](mailto:info@move-n.com)**