

# Senior Housing Census and Operations Update

April 2025



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# 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 April 30th.

## APRIL ANALYSIS

The April 2025 report demonstrates several key areas of strength, most notably in the consistency of move-ins and significant financial growth. Move-ins remained remarkably stable, with a slight increase of 0.19% indicating a stable demand for residency and the communities ability to consistently attract new residents.

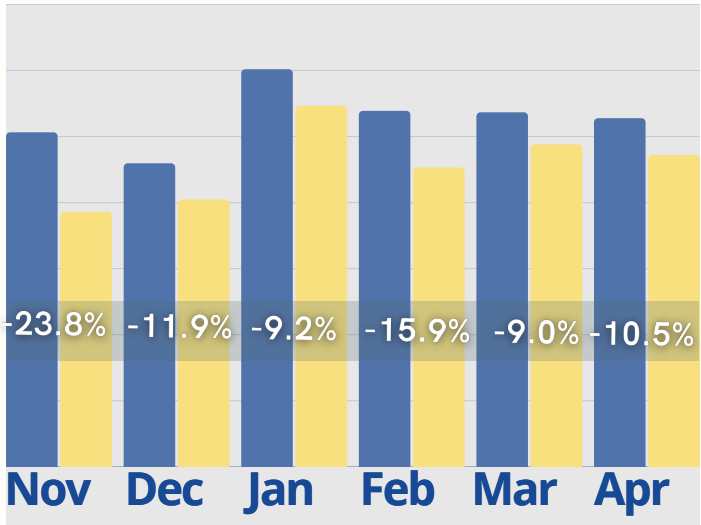
The report also shows positive growth in Census, with a healthy year-over-year increase of 1.99%, a positive sign indicating communities attraction of more residents. The most significant positive indicator is the substantial year-to-date increase of 17.80% in Rent Roll Room Rate, signifying strong financial performance. Overall, the April 2025 report presents a positive picture in terms of resident acquisition and financial performance, as these factors contribute to a stable and growing revenue base, which is essential for long-term sustainability.



# APRIL LAST 6 MONTHS

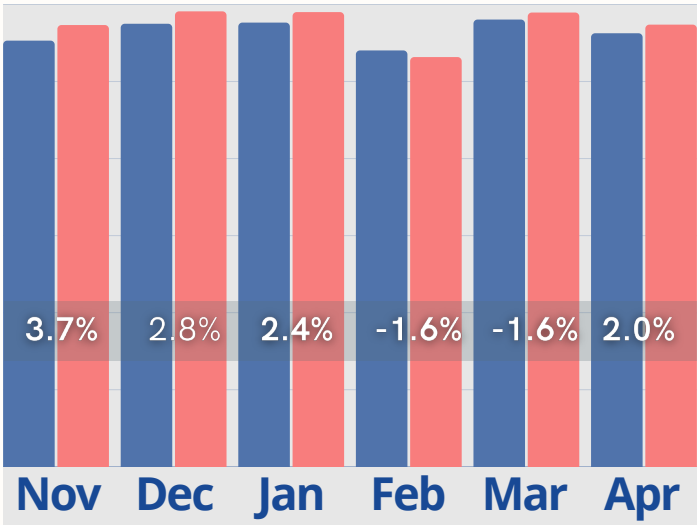
## Inquiries

● Last Year ● Current Year



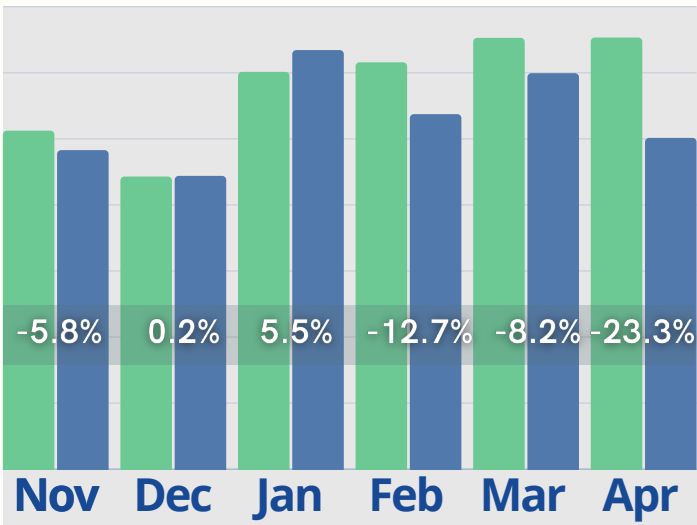
## Census

● Last Year ● Current Year



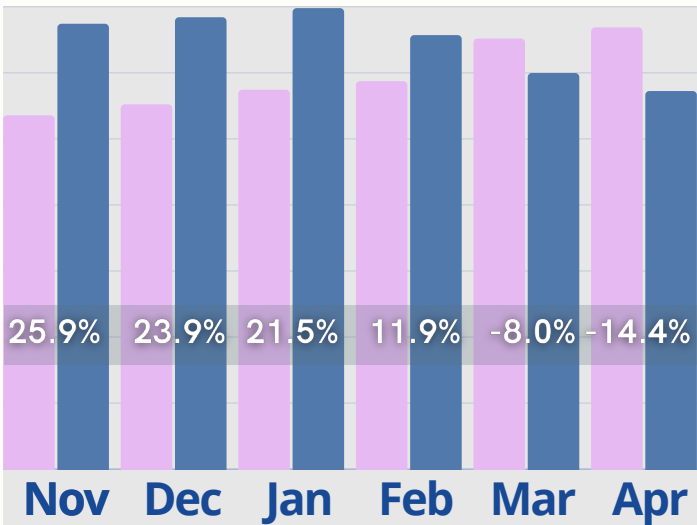
## Initial Tours

● Last Year ● Current Year



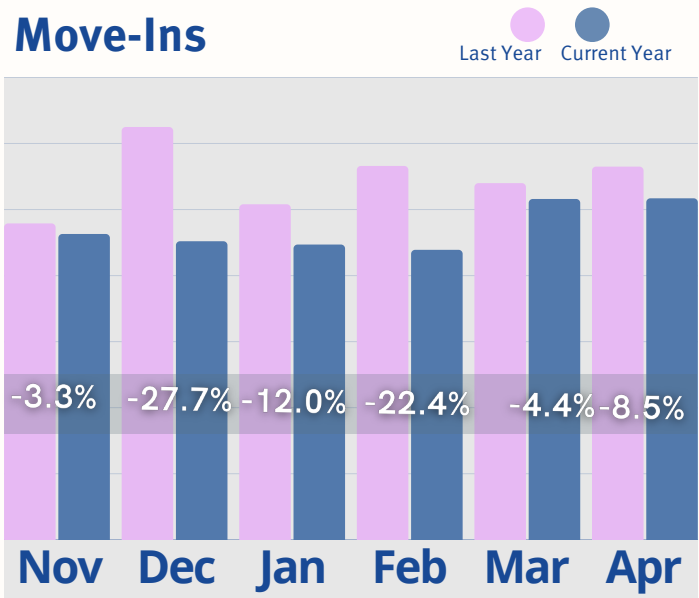
## Cash Receipts

● Last Year ● Current Year

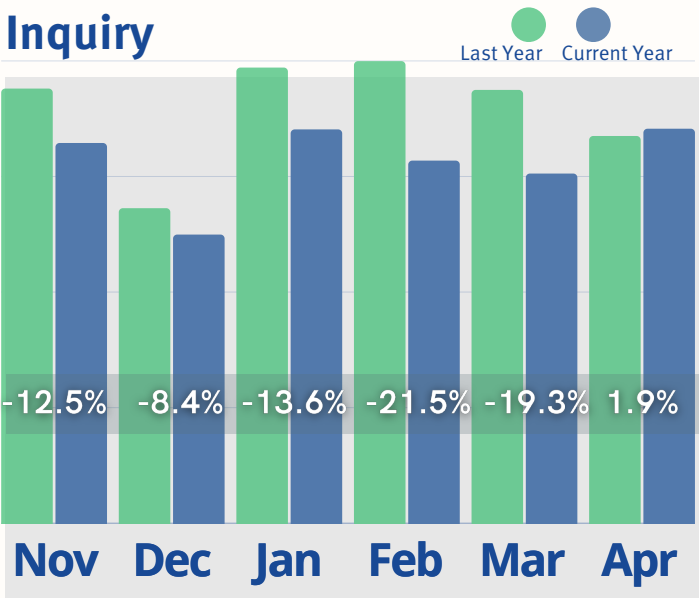


# APRIL LAST 6 MONTHS

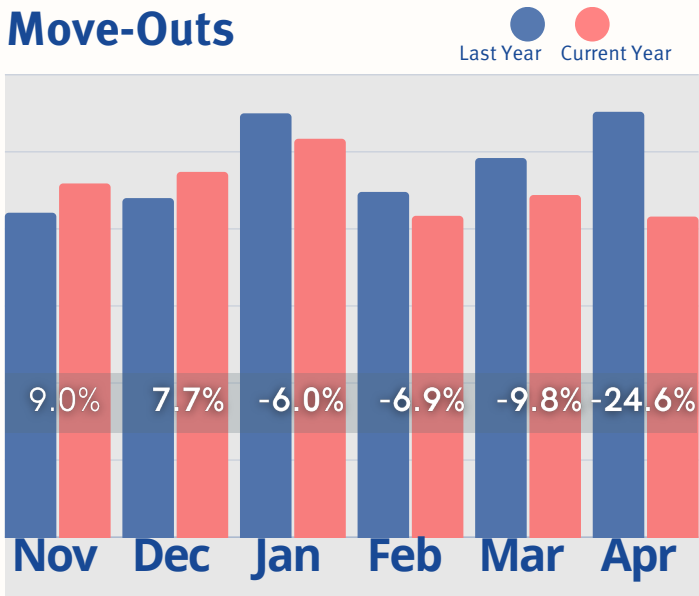
## Move-Ins



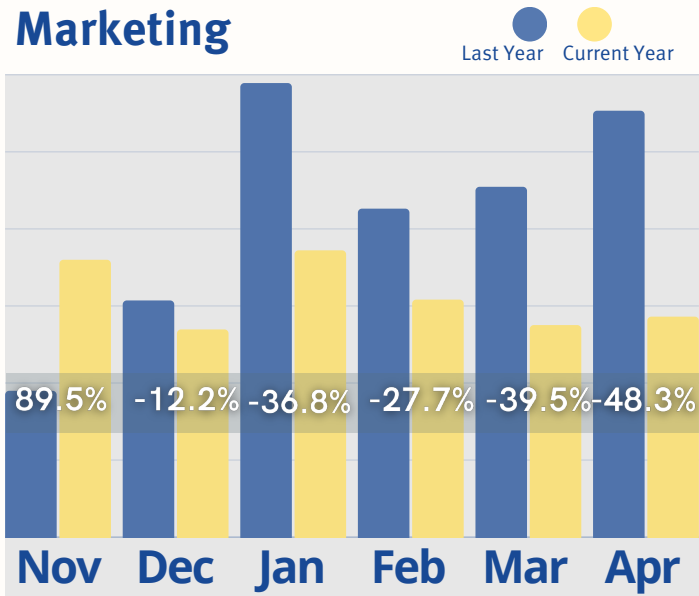
## Activity Completed-Inquiry



## Move-Outs

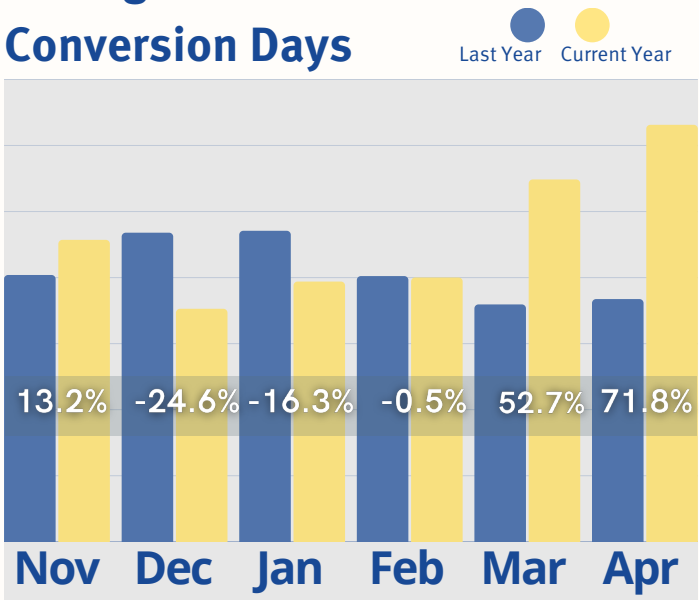


## Activity Completed-Marketing

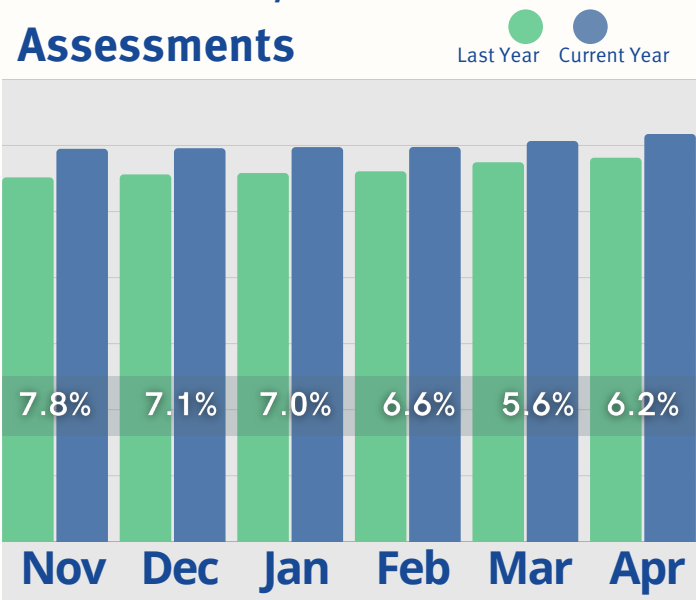


# APRIL LAST 6 MONTHS

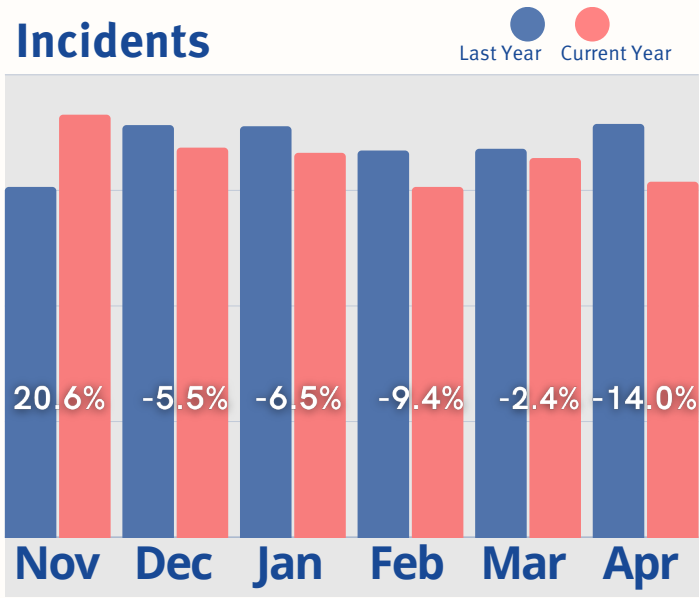
Average Tour to Move-In  
Conversion Days



Residents w/  
Assessments

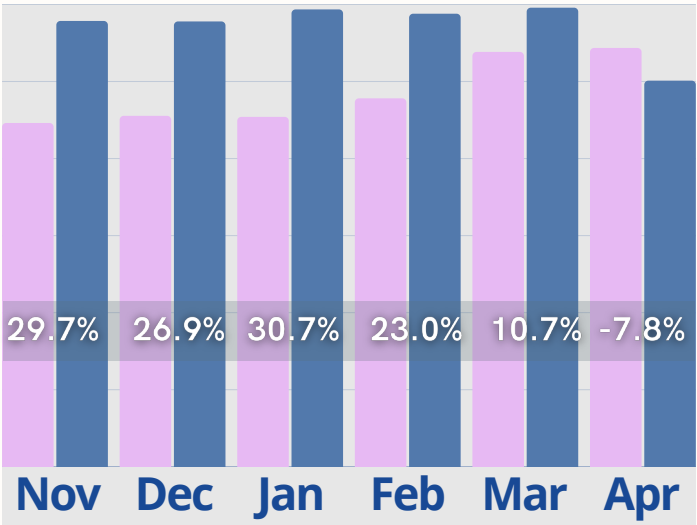


Incidents

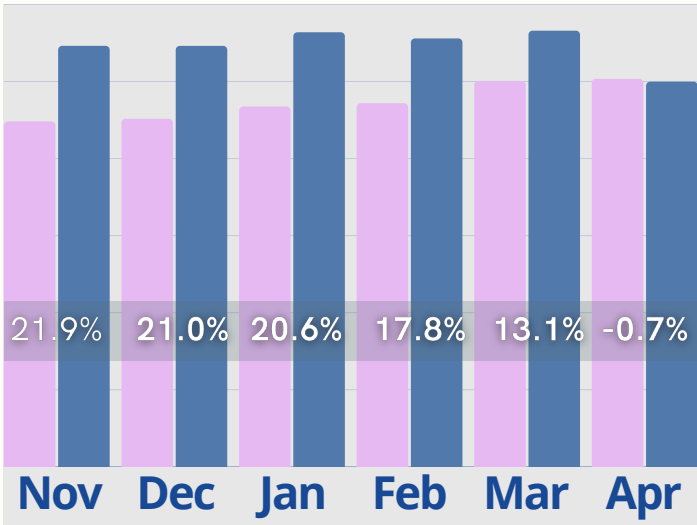


# April Last 6 Months

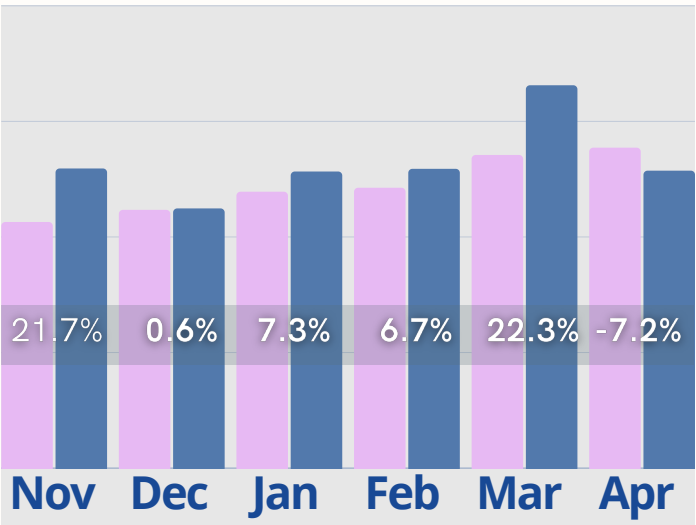
**Rent Roll Summary-  
Room Rate**



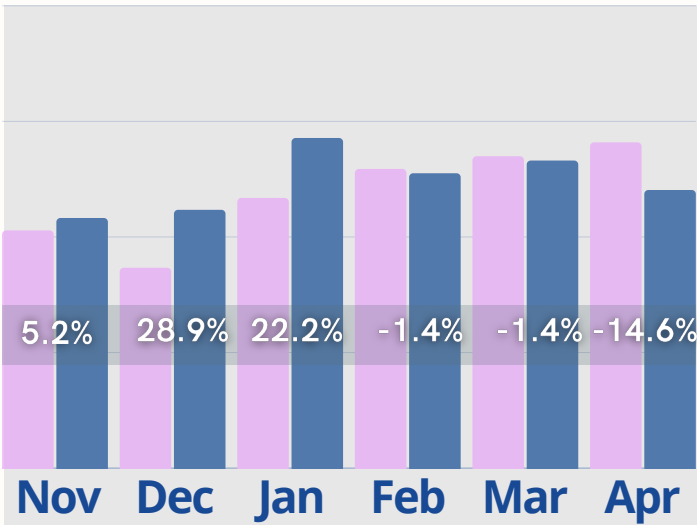
**Rent Roll Summary-  
Assessment Fee**



**Rent Roll Summary-  
Monthly Fees**



**Rent Roll Summary-  
Service Fee**



 Last Year  
 Current Year



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