

# Senior Housing Census and Operations Update

May 2025



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# INTRODUCTION

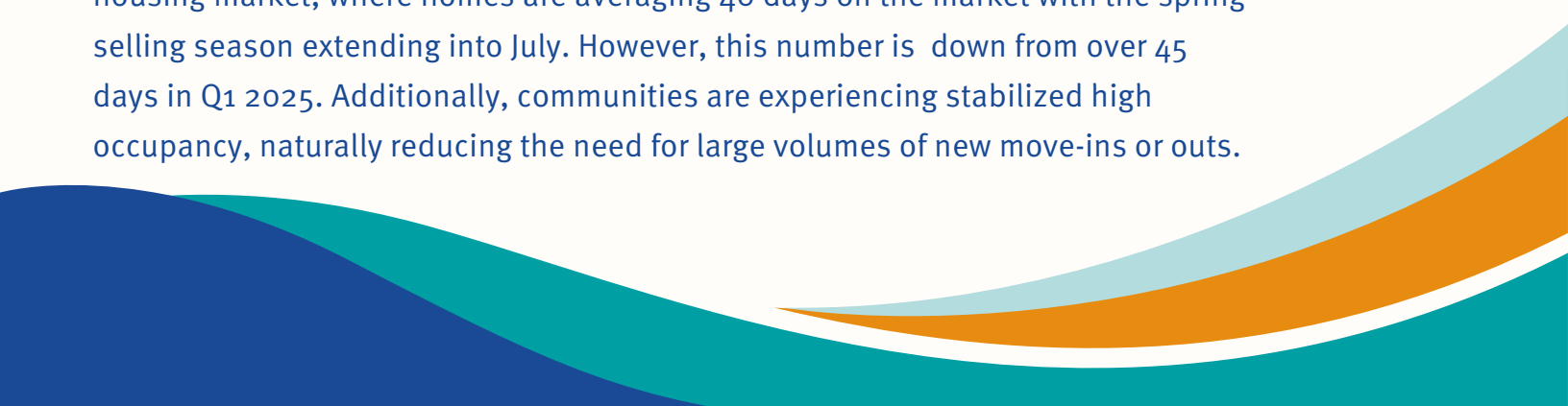
For more than 28 years, Move-N Software has been focused on creating exceptional software exclusively for the Senior Housing industry, designed to increase census and revenues, and enhance resident care. As the industry has changed and technology has advanced, so has Move-N. Our goal is to give our customers 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 May 31st.

## MAY ANALYSIS

The senior housing industry exhibited a generally positive performance when comparing May 2025 to May 2024. Three key improvements were identified: a significant decrease in move-outs, a better census growth, and a notably faster tour-to-move-in conversion ratio.

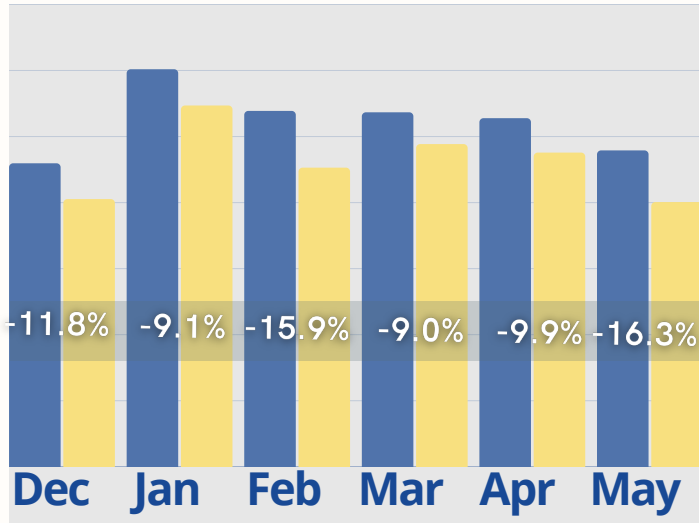
We also saw a remarkable reduction in incidents and a robust growth in monthly fees, thus reflecting enhanced resident retention and operational quality. This positive momentum is supported by a 27.4% increase in marketing efforts, driven by a recognizable push for grassroots activity from our customers and partners. While initial tours have seen a decline, this trend is likely influenced by the current housing market, where homes are averaging 40 days on the market with the spring selling season extending into July. However, this number is down from over 45 days in Q1 2025. Additionally, communities are experiencing stabilized high occupancy, naturally reducing the need for large volumes of new move-ins or outs.



# MAY LAST 6 MONTHS

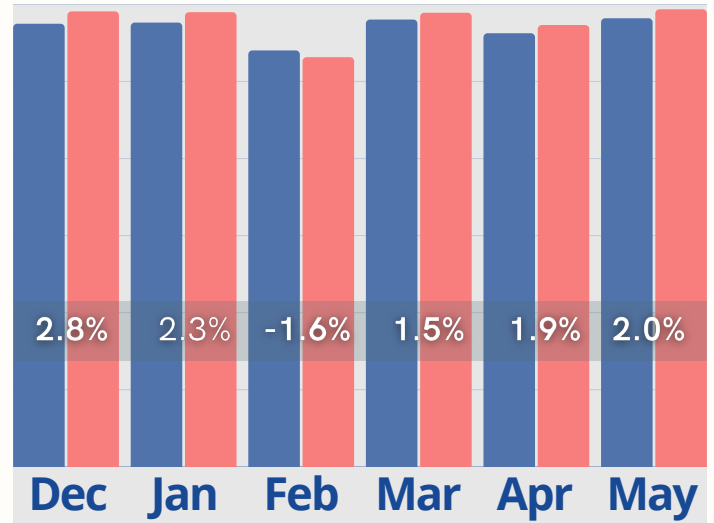
## Inquiries

● Last Year ● Current Year



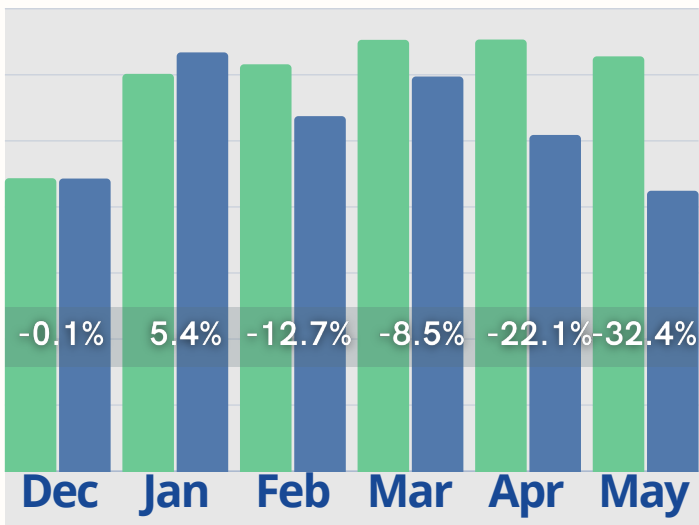
## Census

● Last Year ● Current Year



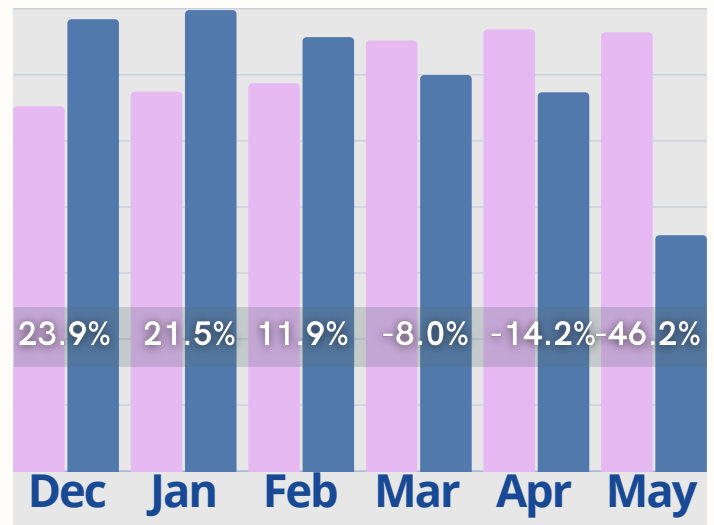
## Initial Tours

● Last Year ● Current Year



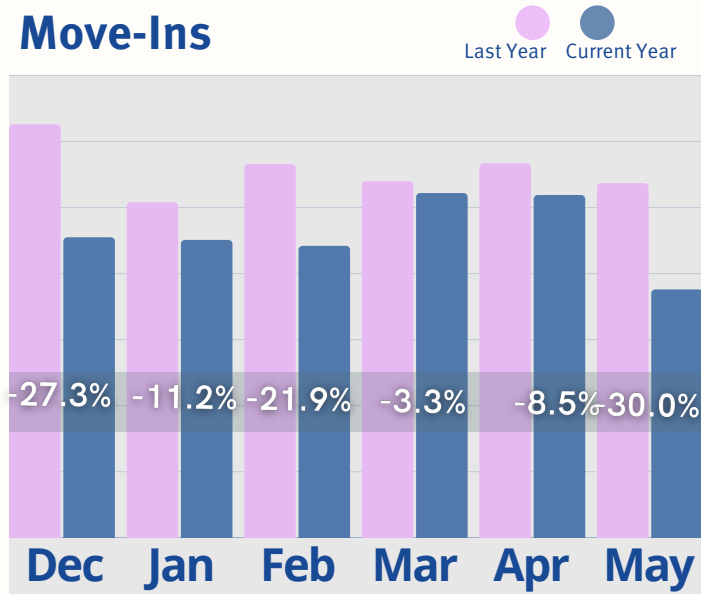
## Cash Receipts

● Last Year ● Current Year

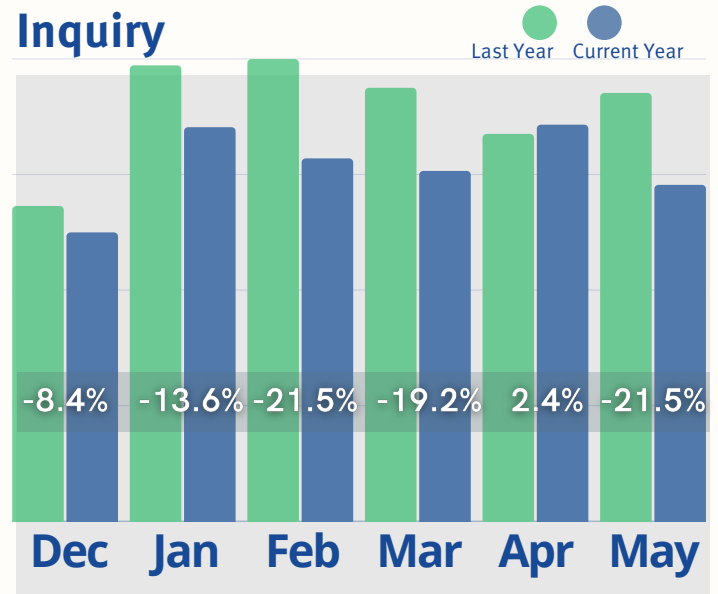


# MAY LAST 6 MONTHS

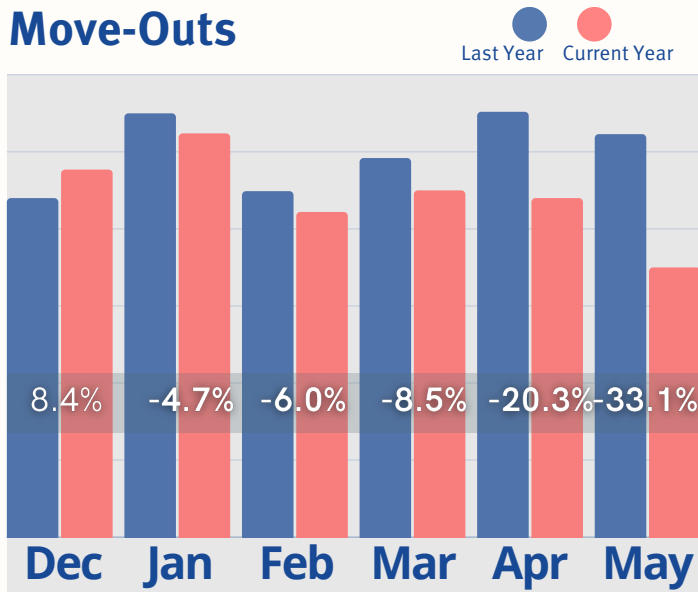
## Move-Ins



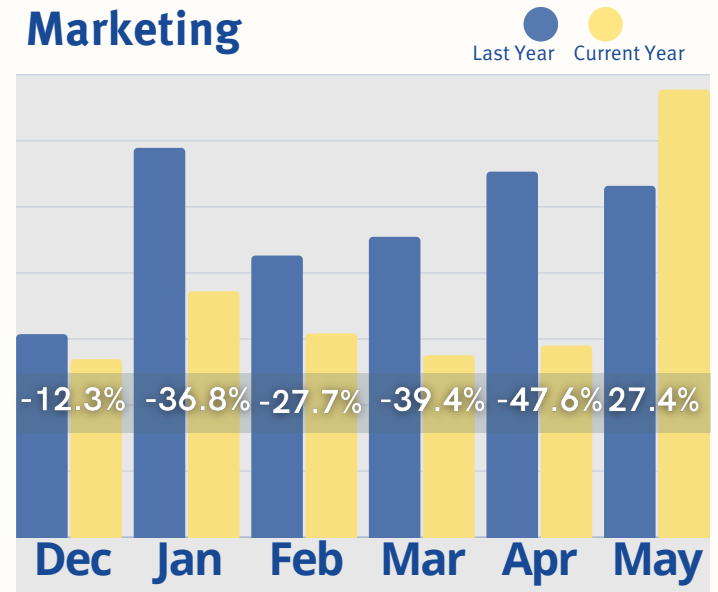
## Activity Completed-Inquiry



## Move-Outs

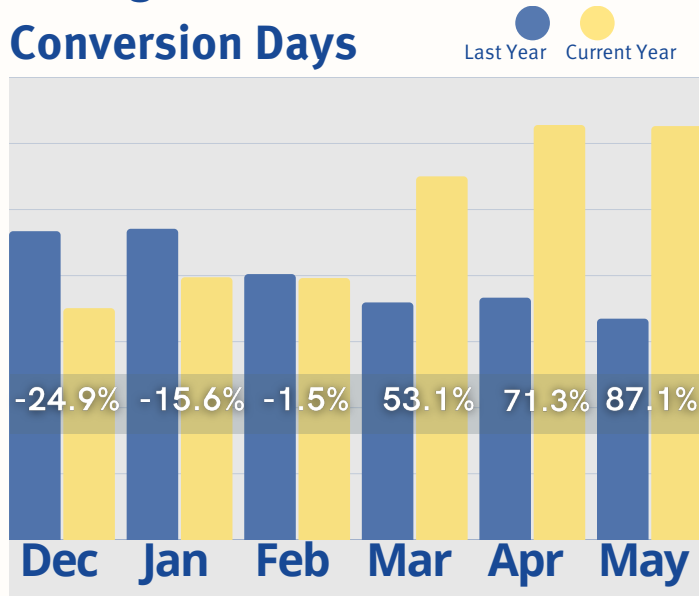


## Activity Completed-Marketing

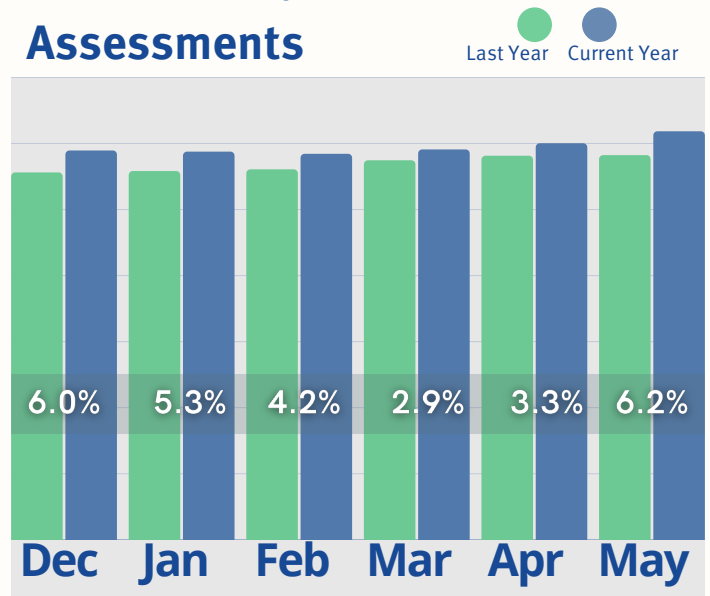


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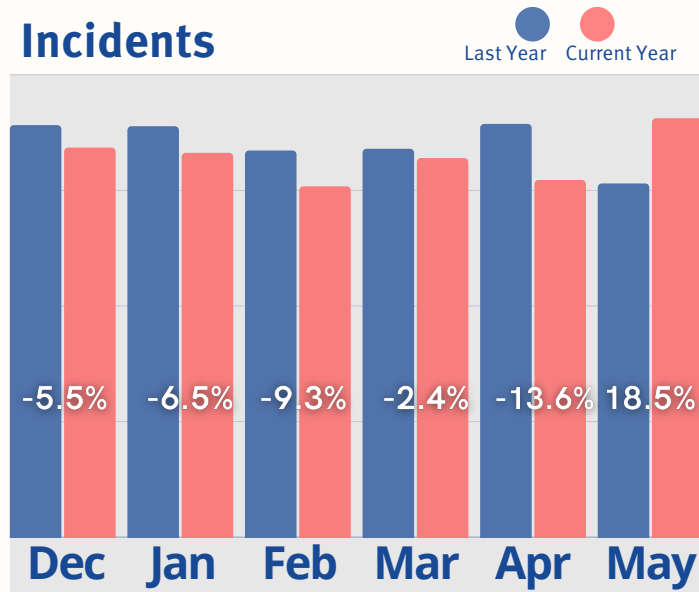
## Average Tour to Move-In Conversion Days



## Residents w/ Assessments

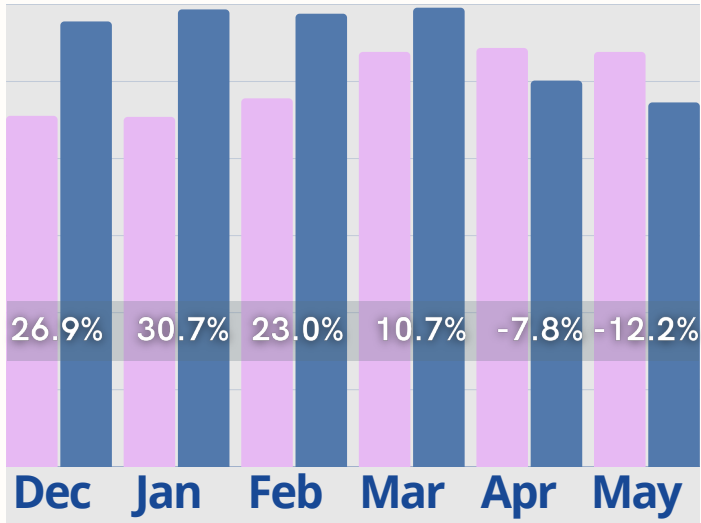


## Incidents

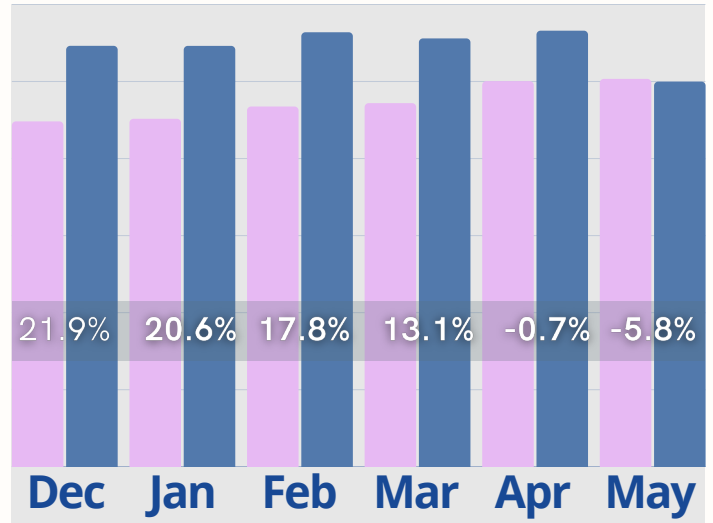


# May Last 6 Months

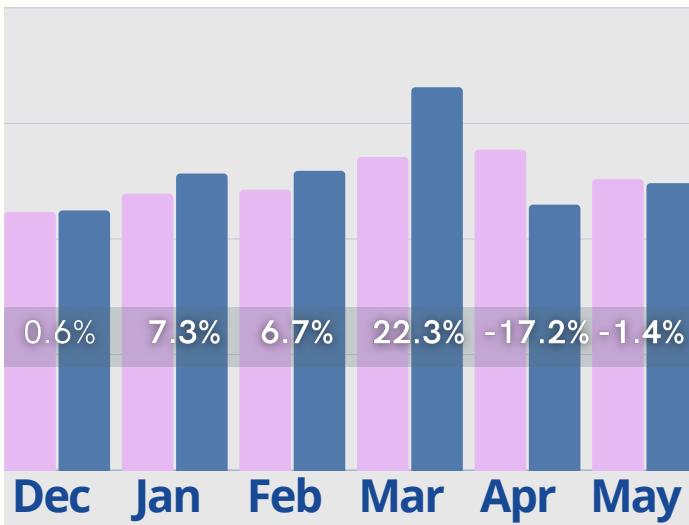
## Rent Roll Summary- Room Rate



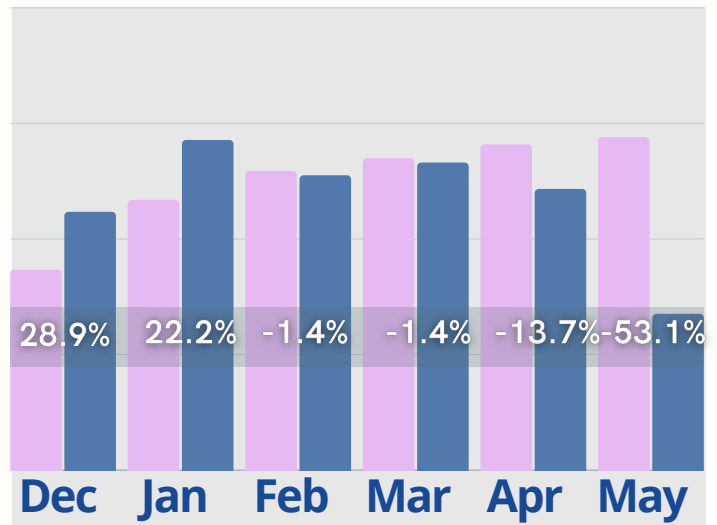
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



 Last Year  
 Current Year



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