

Senior Housing Census and Operations Update

June 2025



Table of Contents

1

Introduction

2

June Analysis

3

June Last 6 Months

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 June 30th.

JUNE ANALYSIS

Our Q2 performance data reveals a period of strategic growth and building momentum. We saw robust growth in Census figures, up 1.83% from Q1, and Residents with Assessments, which increased by a strong 4.13%. These increases showcase our customers' consistent ability to maintain and grow their resident base while delivering valuable services.

While Inquiries and Initial Tours saw strategic adjustments, the Actual Comprehensive Inquiries grew by 1.56% and Average Tour effectiveness remarkably increased by 15.94% from Q1 to Q2, indicating more focused engagement and enhanced conversion capabilities in presenting their communities.

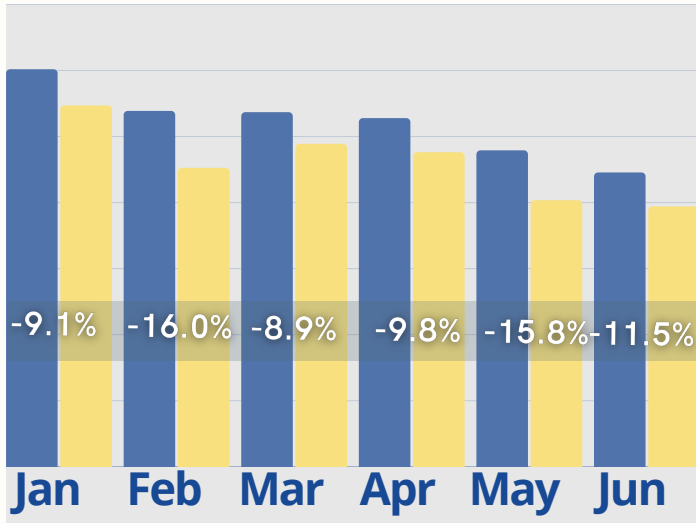
A positive standout in Q2 was the dramatic acceleration in the Actual Comprehensive Marketing activities, surging by an impressive 50.17% from Q1, setting the stage to drive substantial positive impacts on future inquiry volumes within the senior living sector. Operational flow remained remarkably stable, with Move Outs seeing a positive -19.55% decrease from Q1, reflecting improved retention. Even with strategic adjustments in financial metrics, this period is being leveraged for significant optimization to ensure long-term financial health. With Incidents remaining highly stable, the commitment to operational excellence is clear. These Q2 trends provide a strong foundation for strategic direction that will drive continued success and will ultimately benefit our customers' trends and partners of the senior living industry.



JUNE LAST 6 MONTHS

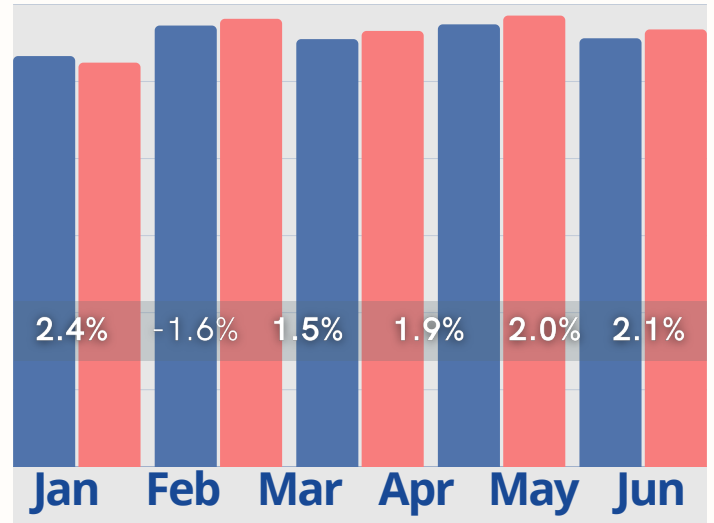
Inquiries

● Last Year ● Current Year



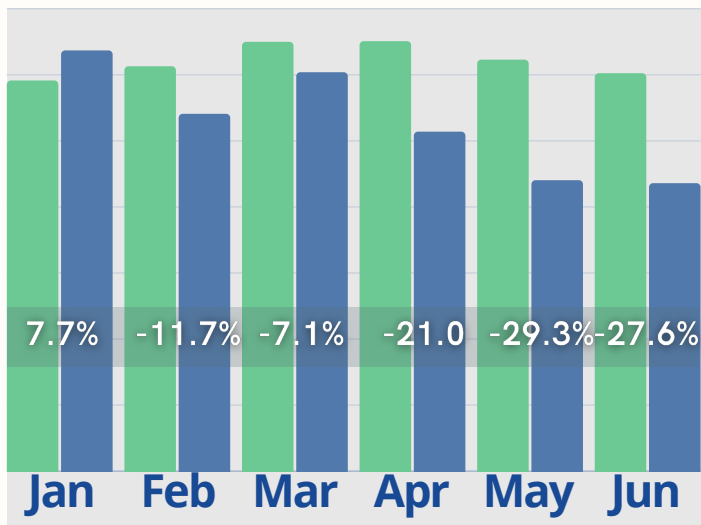
Census

● Last Year ● Current Year



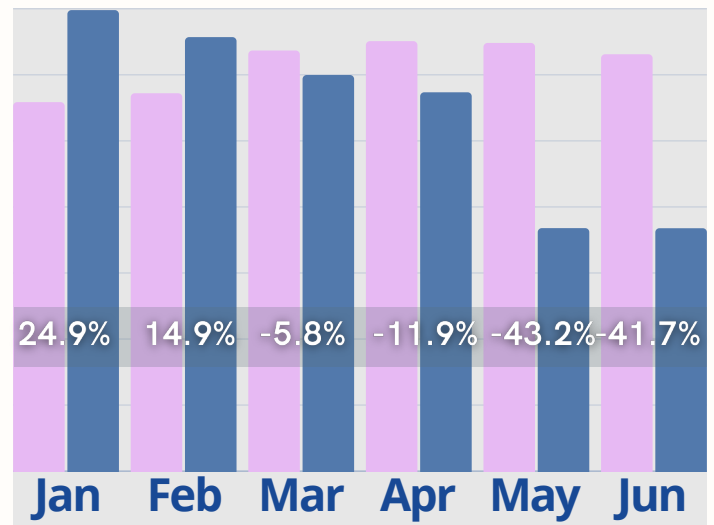
Initial Tours

● Last Year ● Current Year



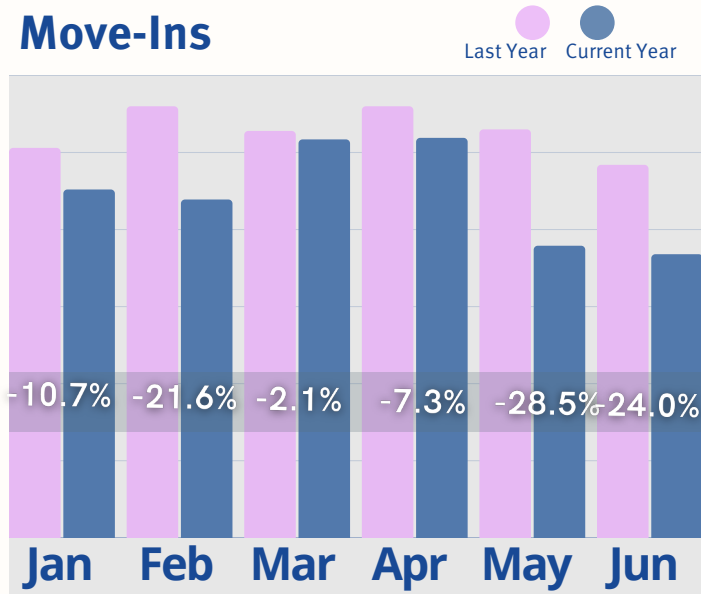
Cash Receipts

● Last Year ● Current Year

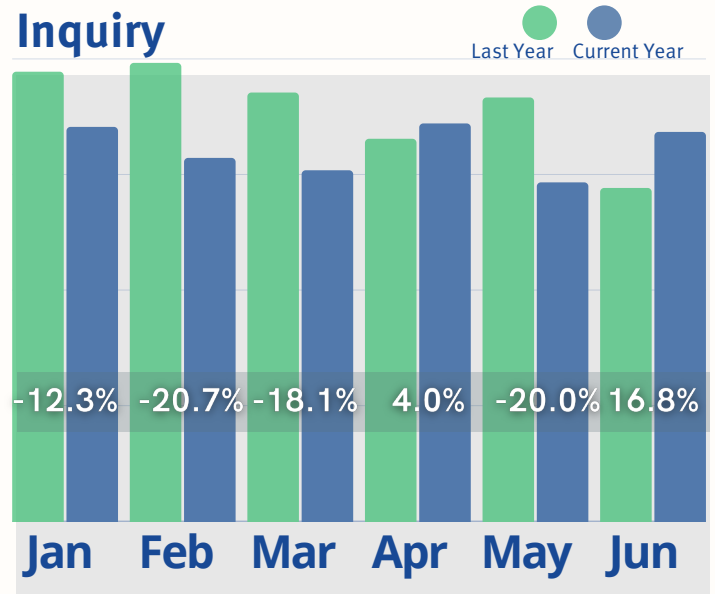


JUNE LAST 6 MONTHS

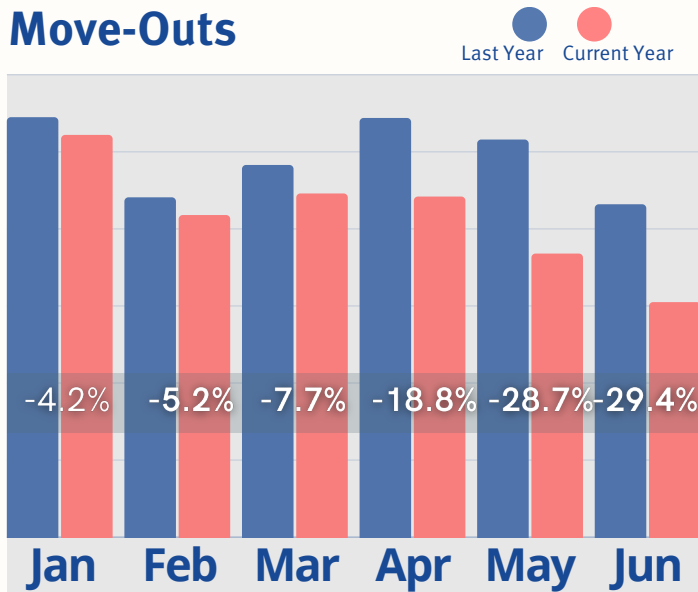
Move-Ins



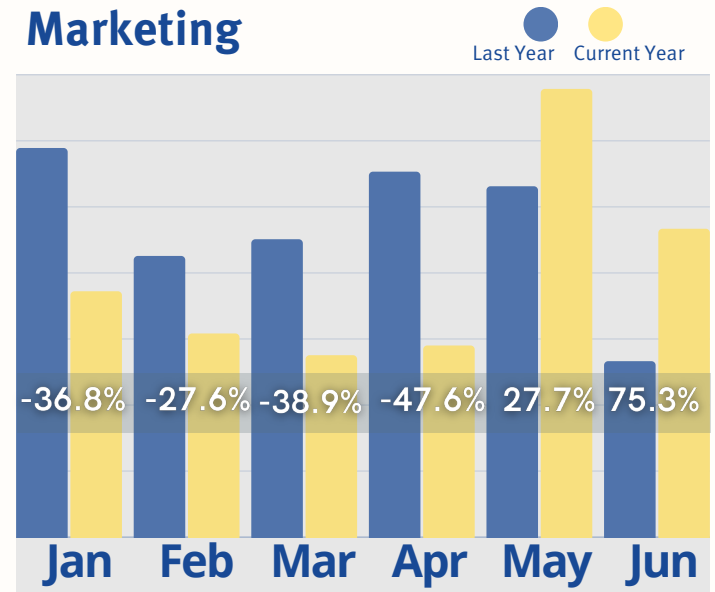
Activity Completed-Inquiry



Move-Outs



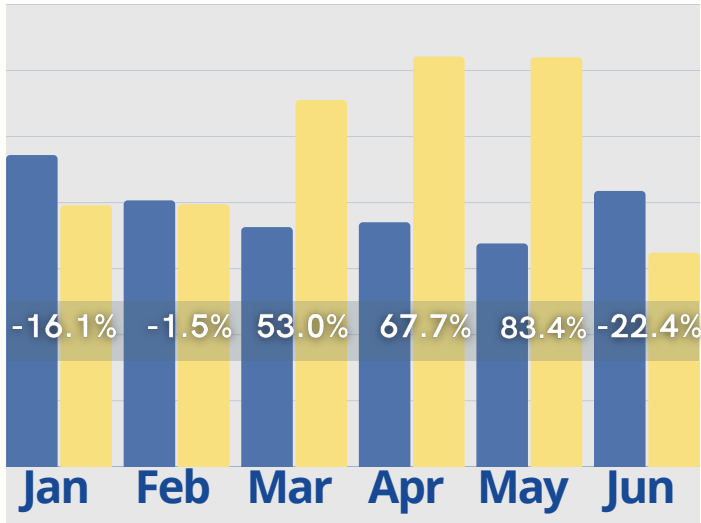
Activity Completed-Marketing



JUNE LAST 6 MONTHS

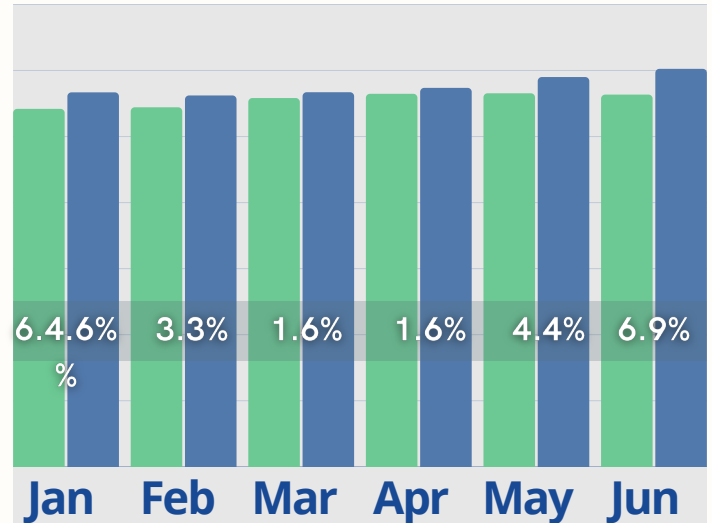
Average Tour to Move-In Conversion Days

● Last Year ● Current Year



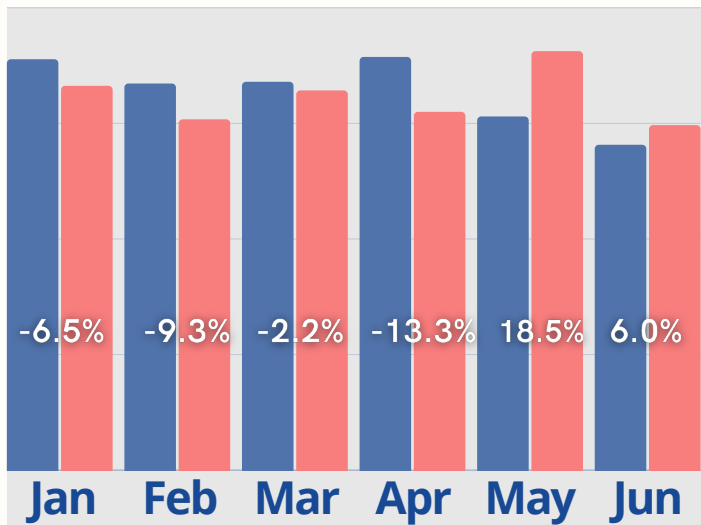
Residents w/ Assessments

● Last Year ● Current Year



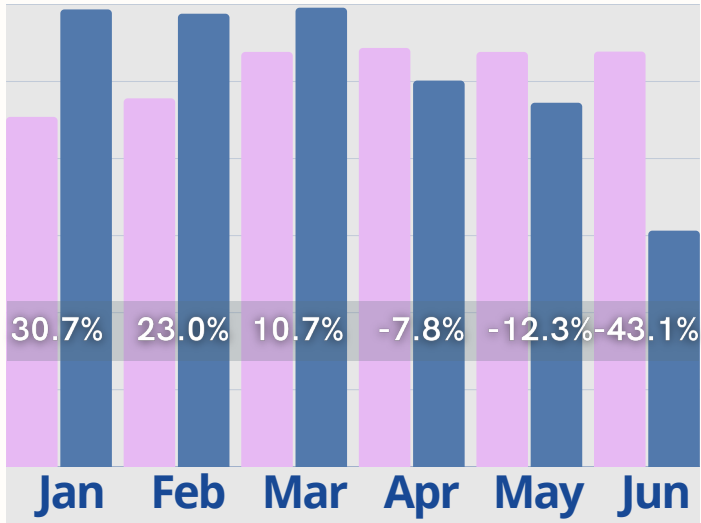
Incidents

● Last Year ● Current Year

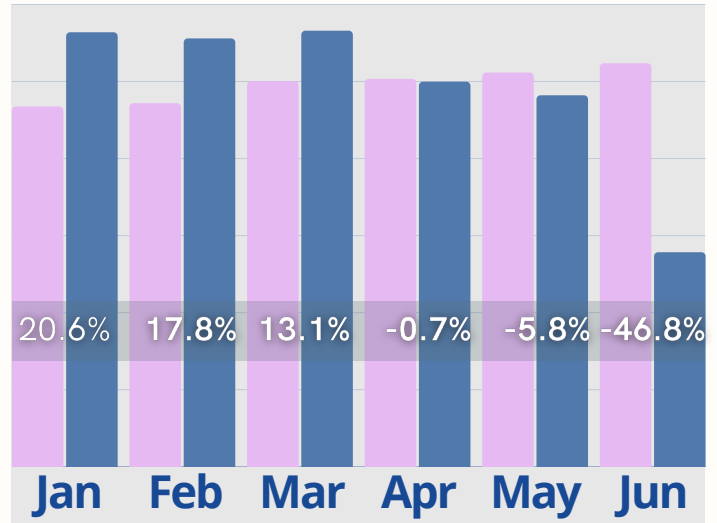


June Last 6 Months

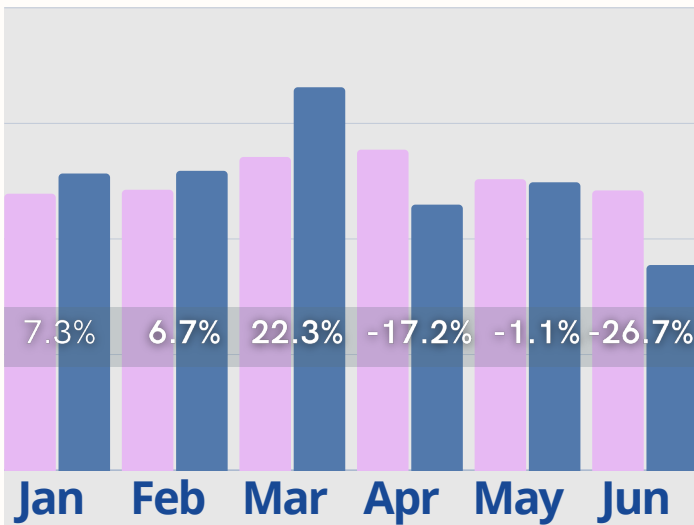
Rent Roll Summary- Room Rate



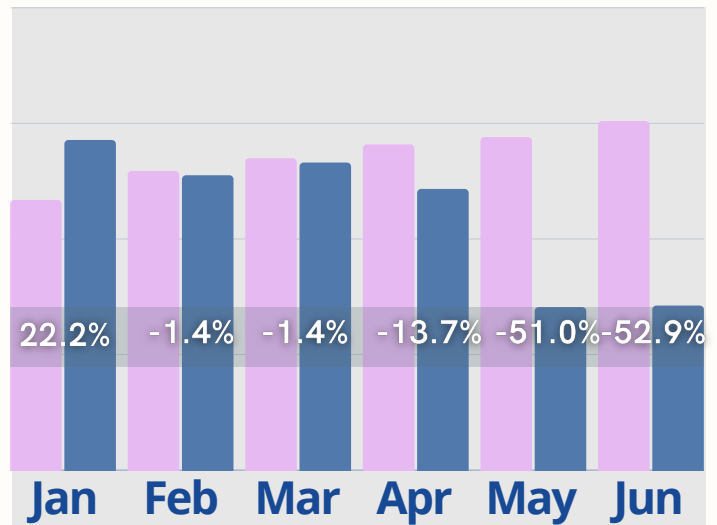
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



 Last Year
 Current Year



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