

Senior Housing Census and Operations Update

August 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. The goal is to give customers more than they expect. As a service to the industry, we have been providing monthly statistics based on data aggregated from 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 August 31st.

AUGUST ANALYSIS

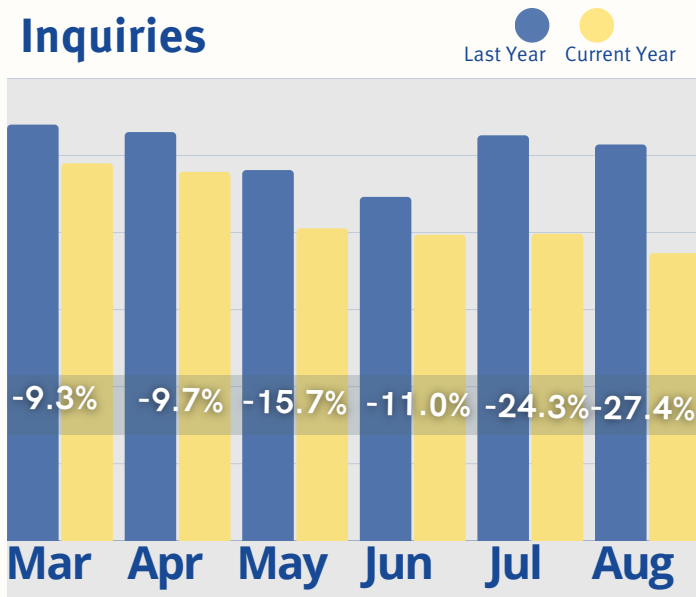
The senior housing communities experienced a positive shift in occupancy during the typical summer slowdown, with the Census showing an increase of just over 2% compared to a year ago. This positive trend is primarily supported by an 8% increase in Residents with Assessments, indicating a stable resident base and less turnover. Further supporting this is a notable 57% increase in Average Tour to Move-In Conversion Days. This suggests that new prospects are waiting for occupancy turnover, which is supported by fewer move-outs (a 28.67% decrease).

While inquiries and initial tours were down for the month, which is to be expected during the heat of August, the financial metrics showed a steady trend of improvement. The communities have also seen a significant shift in marketing focus, with marketing activities increasing from July to August. While the year-over-year data reflects a 9% decline, this positive month-over-month trend may indicate a renewed focus on specific marketing channels. This all points to a stabilizing and healthy performance for the communities despite the seasonal challenges.

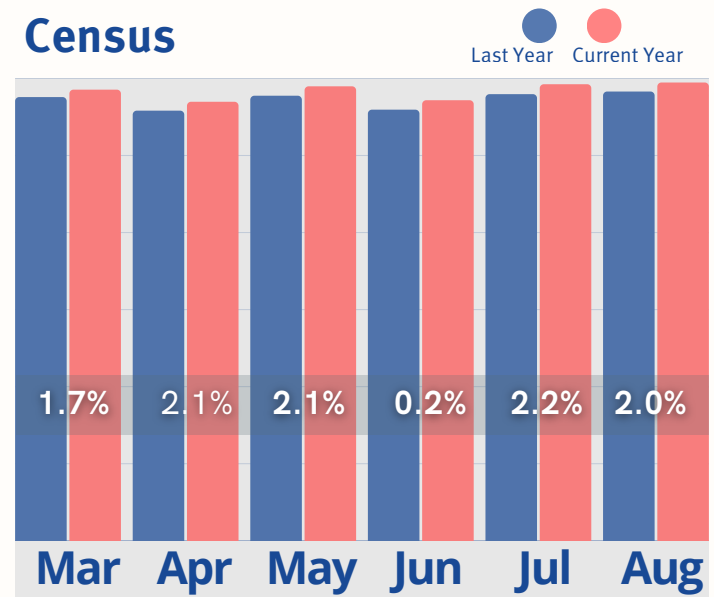


AUGUST LAST 6 MONTHS

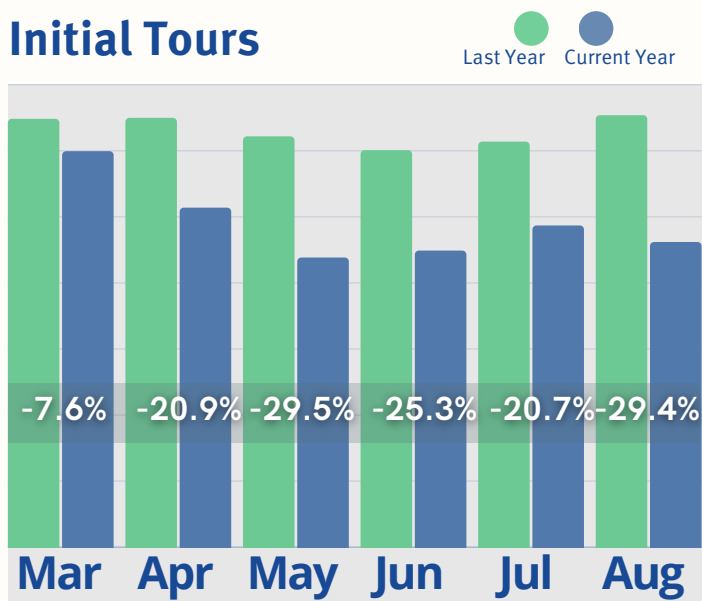
Inquiries



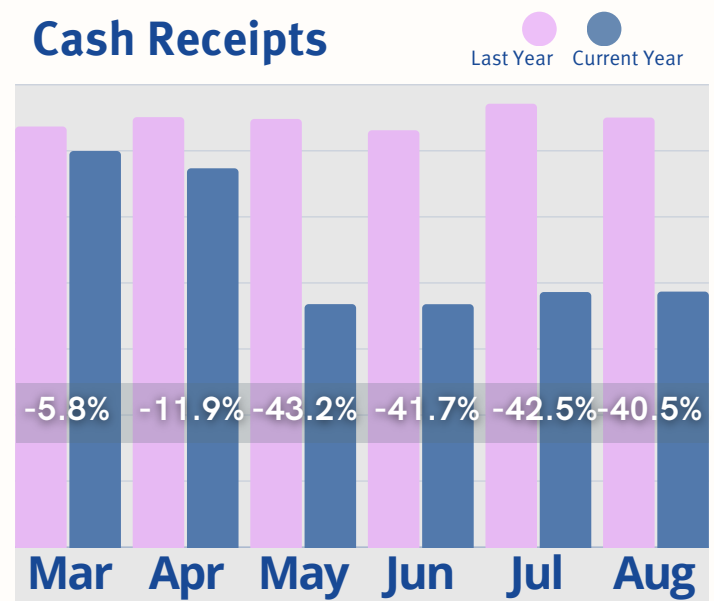
Census



Initial Tours

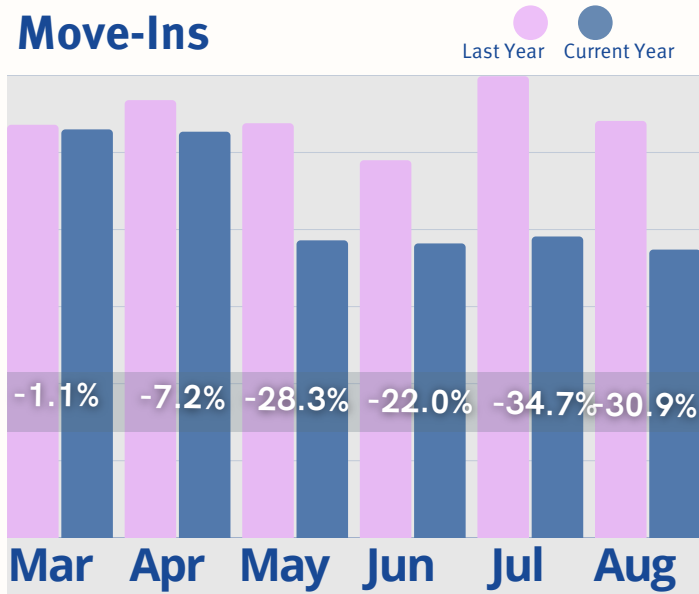


Cash Receipts

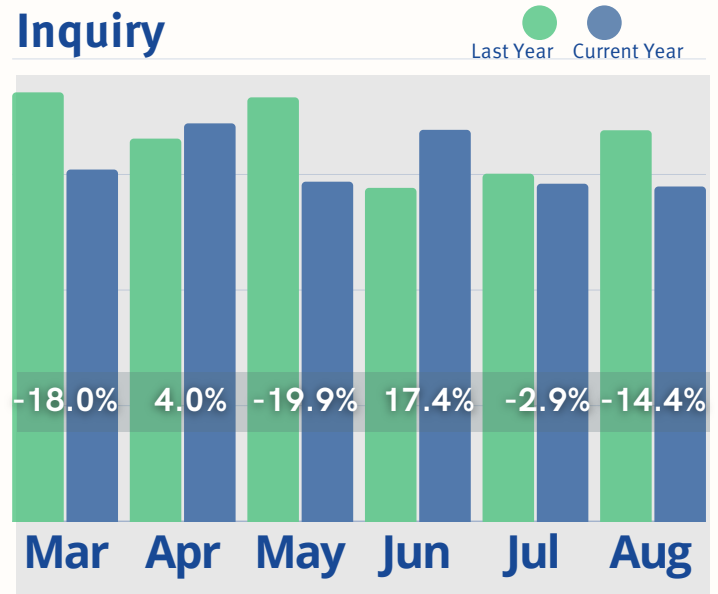


AUGUST LAST 6 MONTHS

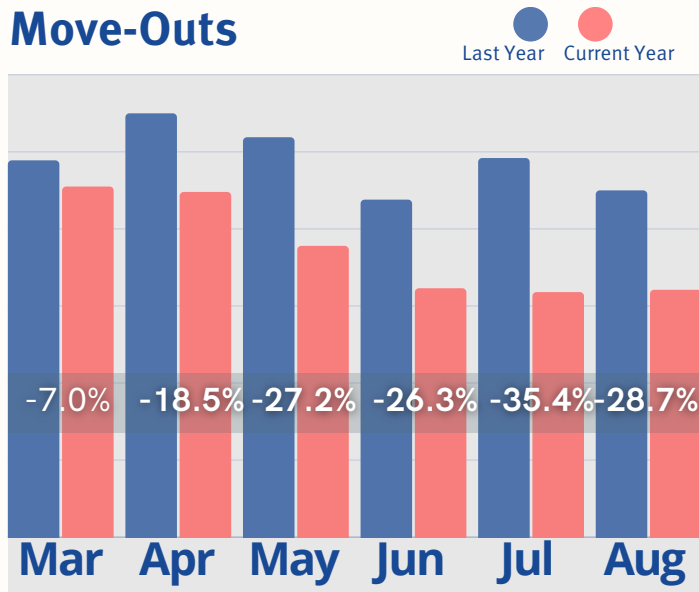
Move-Ins



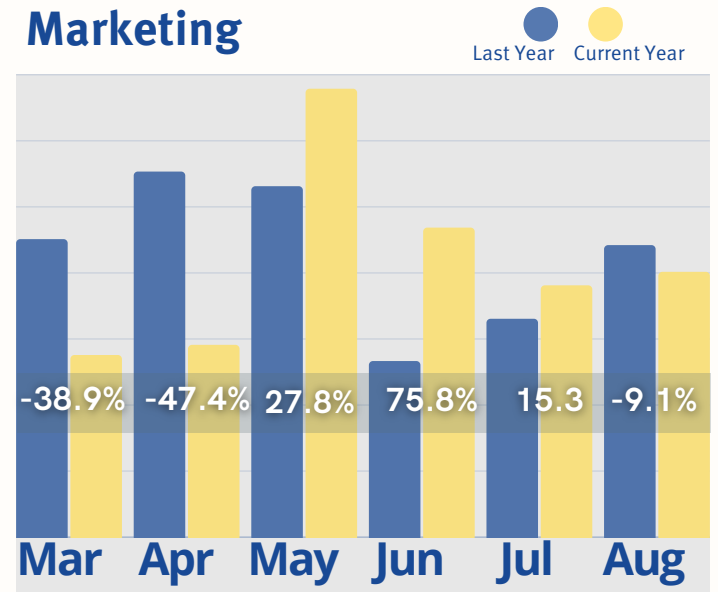
Activity Completed-Inquiry



Move-Outs



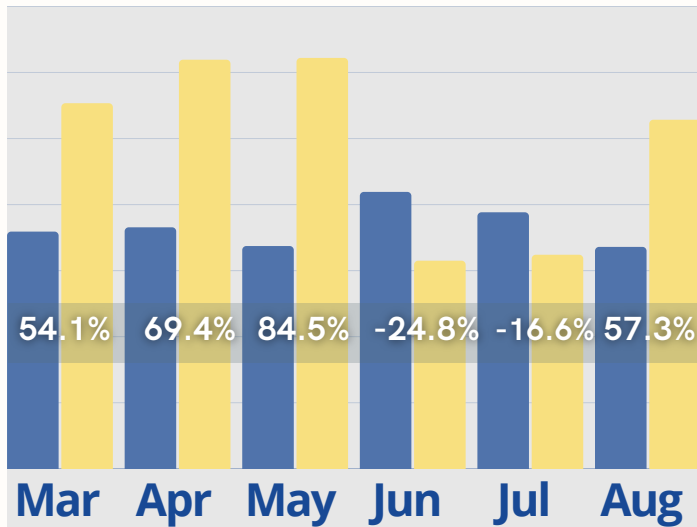
Activity Completed-Marketing



AUGUST LAST 6 MONTHS

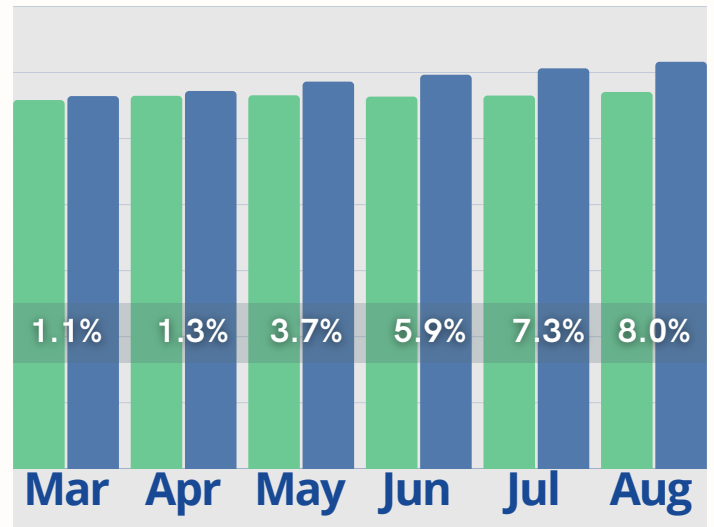
Average Tour to Move-In Conversion Days

● Last Year ● Current Year



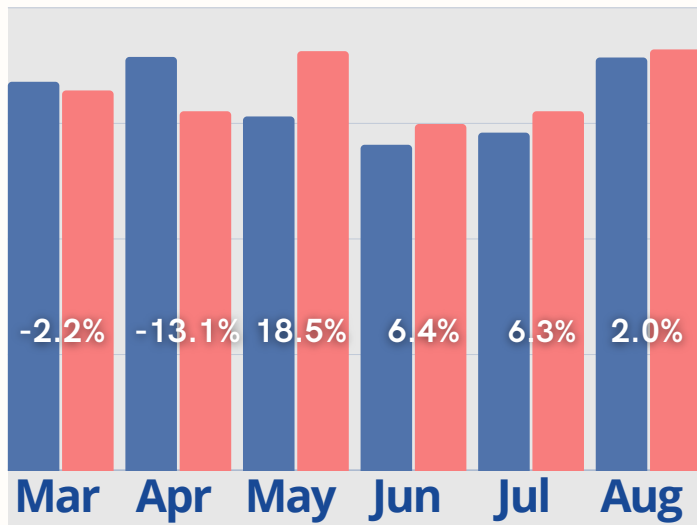
Residents w/ Assessments

● Last Year ● Current Year



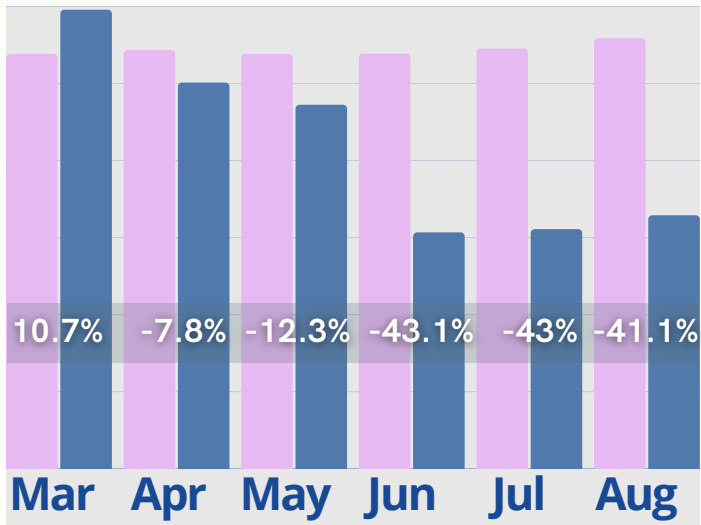
Incidents

● Last Year ● Current Year

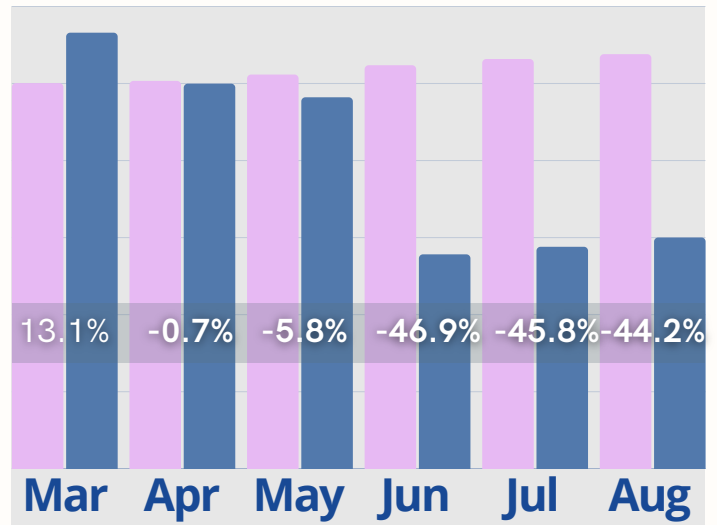


AUGUST LAST 6 MONTHS

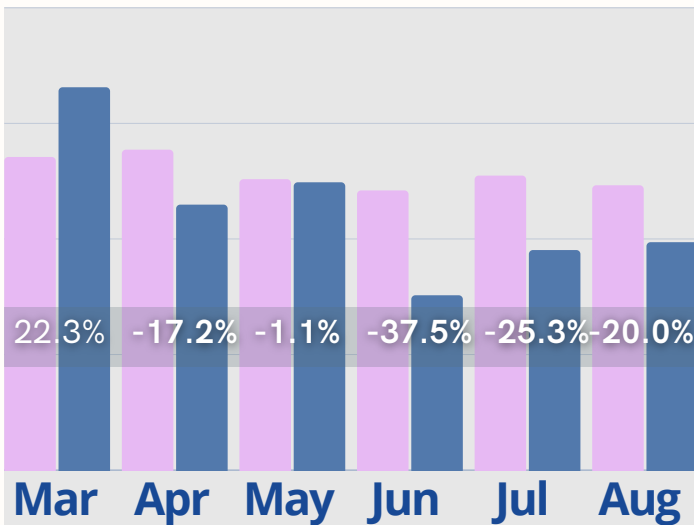
Rent Roll Summary- Room Rate



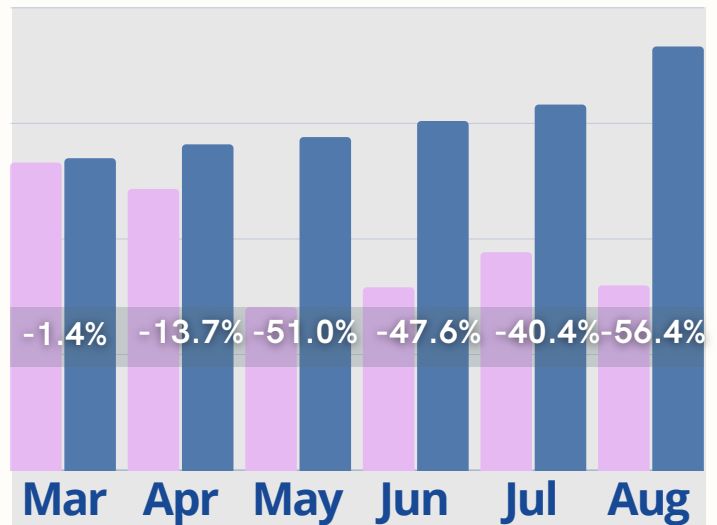
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



 Last Year
 Current Year



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