

Senior Housing Census and Operations Update

September 2025



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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. 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.

SEPTEMBER ANALYSIS

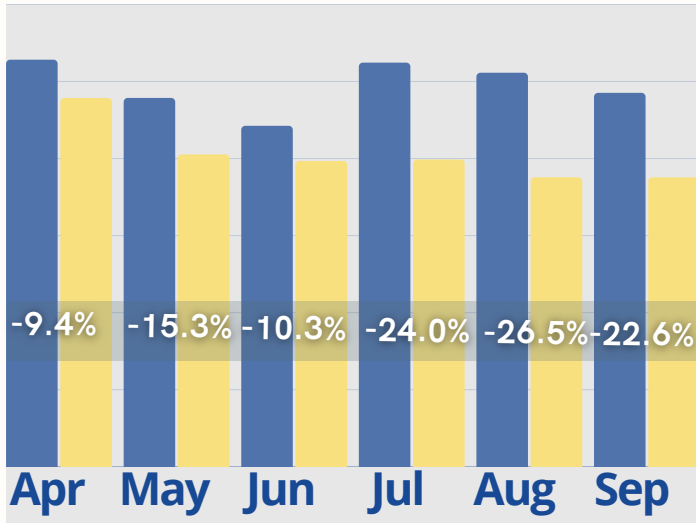
The data indicates strong performance in maintaining and growing the customer relationships, especially during the latest quarter (Q3 2025: July through September). Overall Census shows a solid Year-over-Year (YoY) increase of +2.19%, confirming stabilized occupancy with little to no vacancies across all service lines. This high retention is directly supported by a significant decrease in Move Outs, which dropped by an average of 20% in Q3 compared to Q2, resulting in a total YoY decrease of -25.81%. While Move Ins overall declined by -22.33% YoY, the pipeline is showing improvement. Inquiries peaked in July, stabilized in August and September, and yielded an average 18% increase in September. Initial Tours experienced continued growth throughout the third quarter. These trends indicate operational success in prospect retention and a positive turnaround in generating new business interest, as well as stabilized occupancies within communities.



SEPTEMBER LAST 6 MONTHS

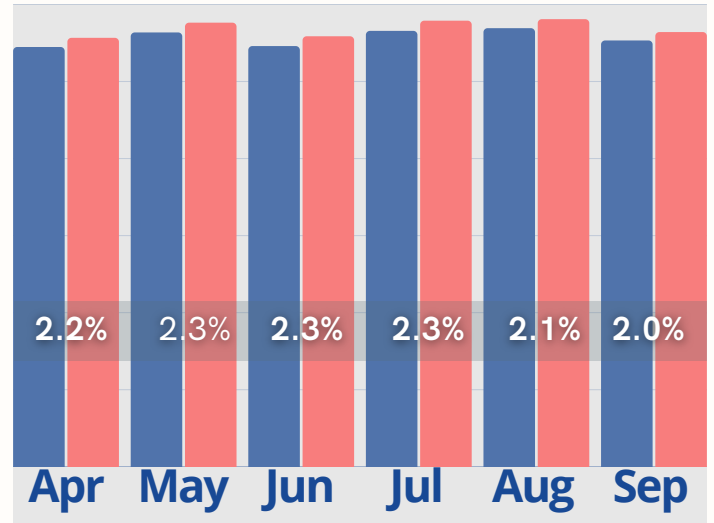
Inquiries

● Last Year ● Current Year



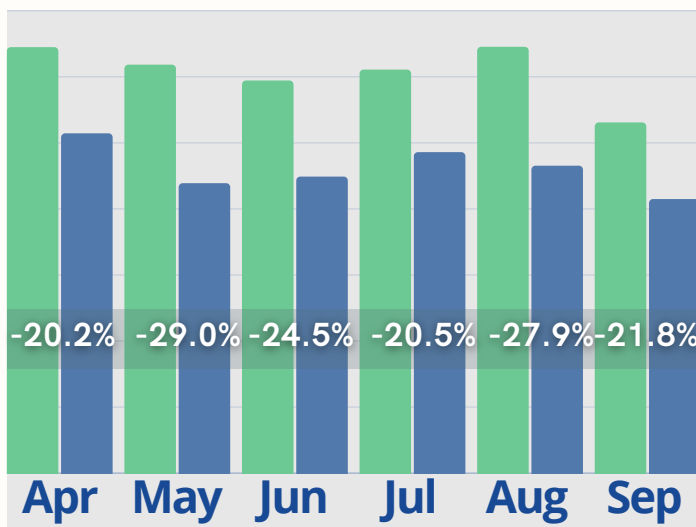
Census

● Last Year ● Current Year



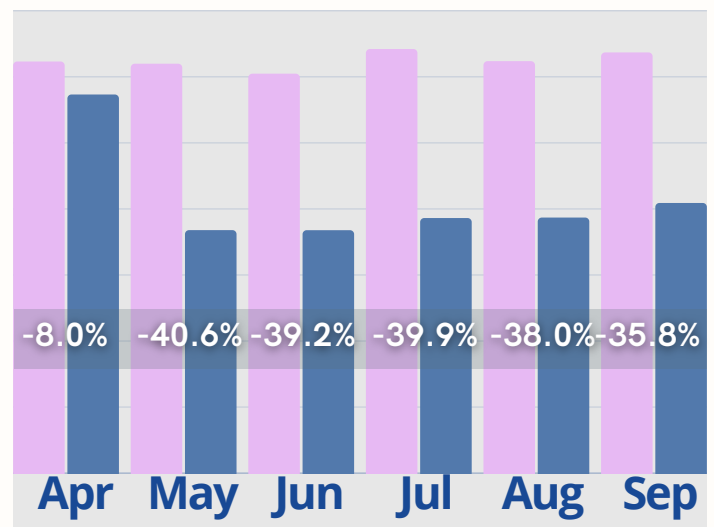
Initial Tours

● Last Year ● Current Year



Cash Receipts

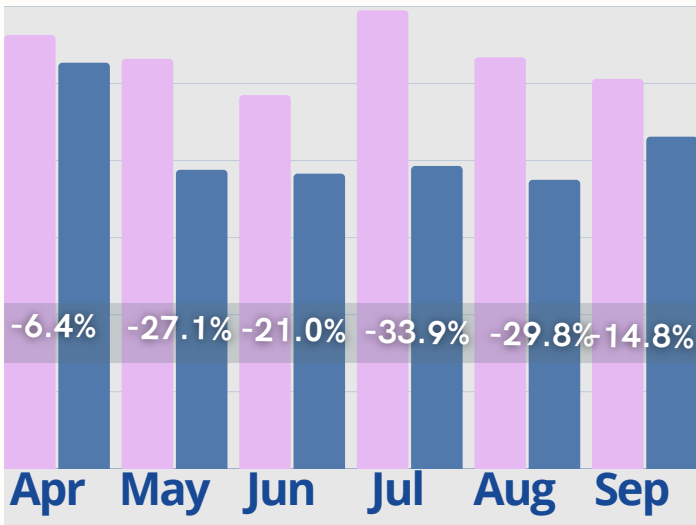
● Last Year ● Current Year



SEPTEMBER LAST 6 MONTHS

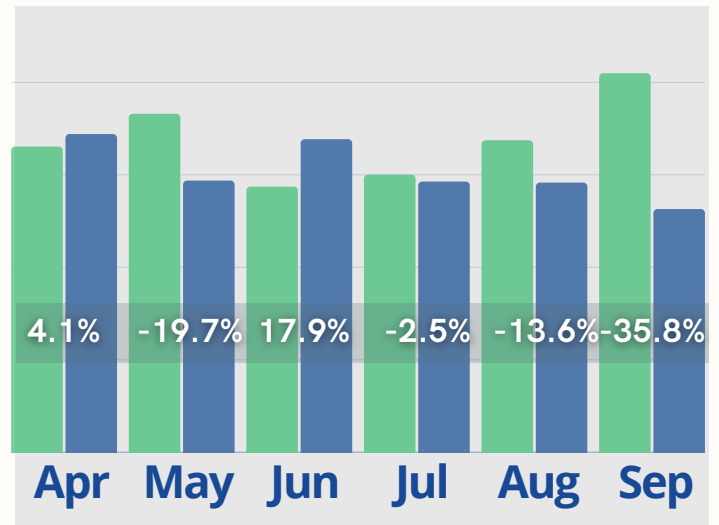
Move-Ins

Last Year Current Year



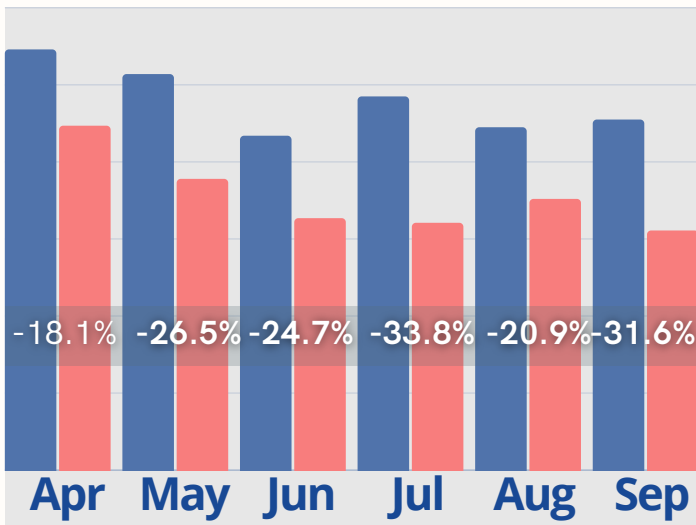
Activity Completed-Inquiry

Last Year Current Year



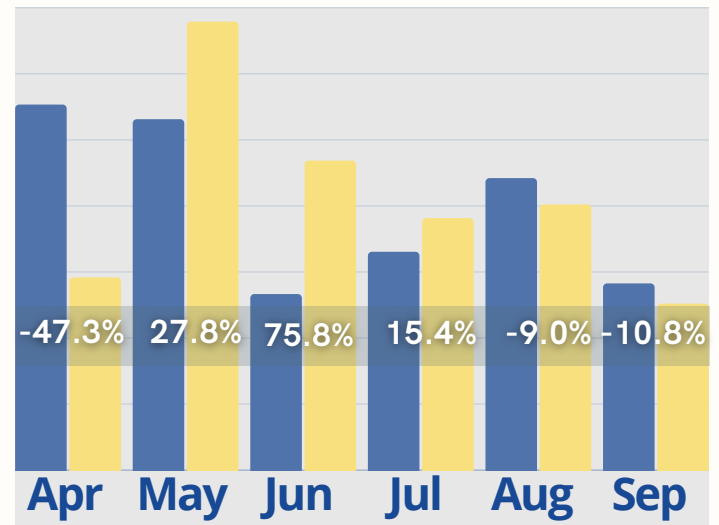
Move-Outs

Last Year Current Year



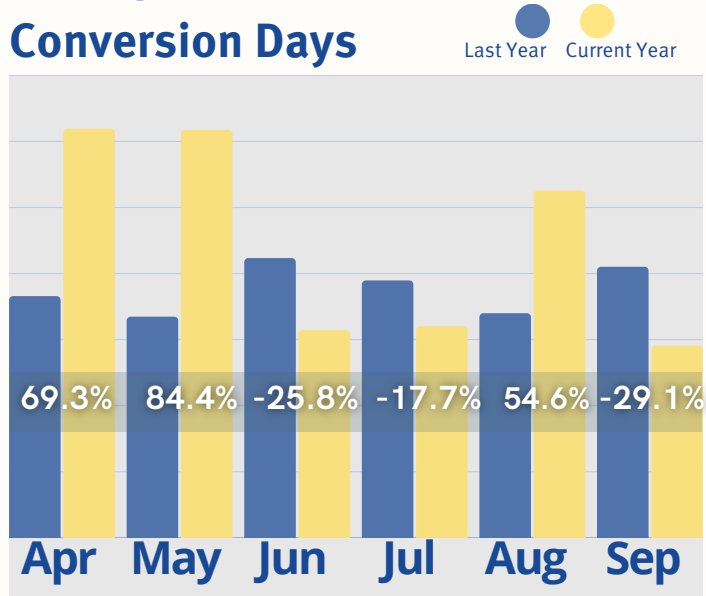
Activity Completed-Marketing

Last Year Current Year

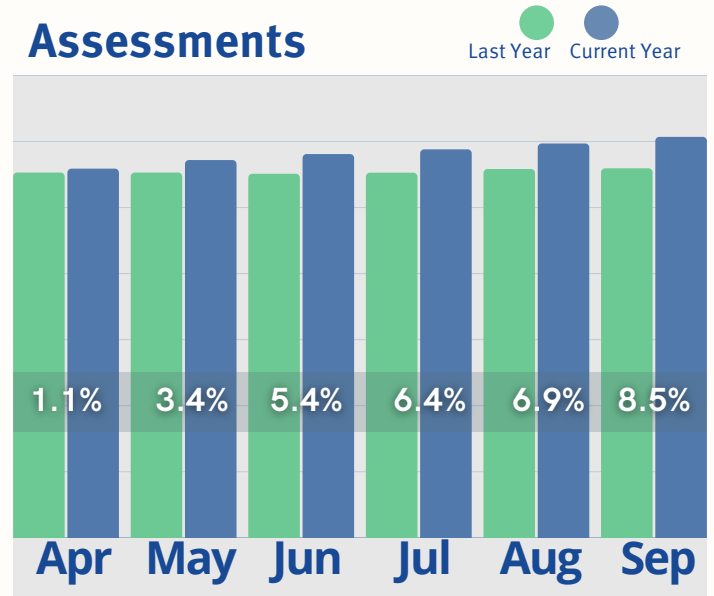


SEPTEMBER LAST 6 MONTHS

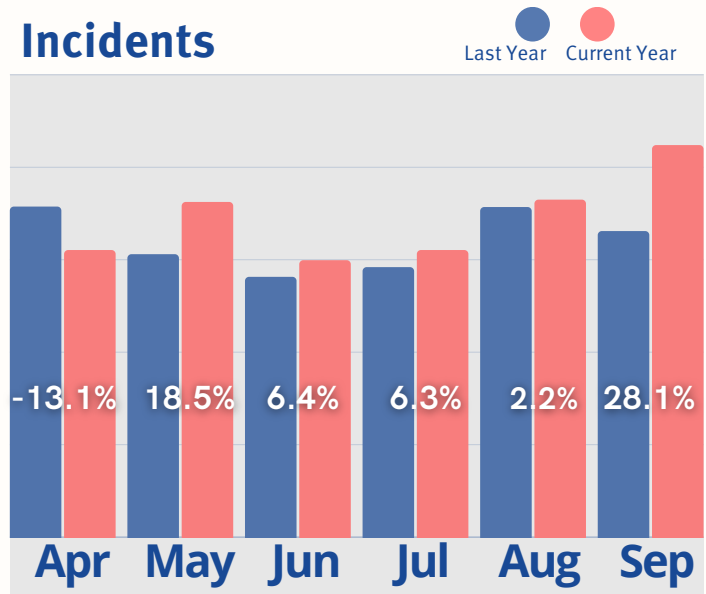
Average Tour to Move-In Conversion Days



Residents w/ Assessments

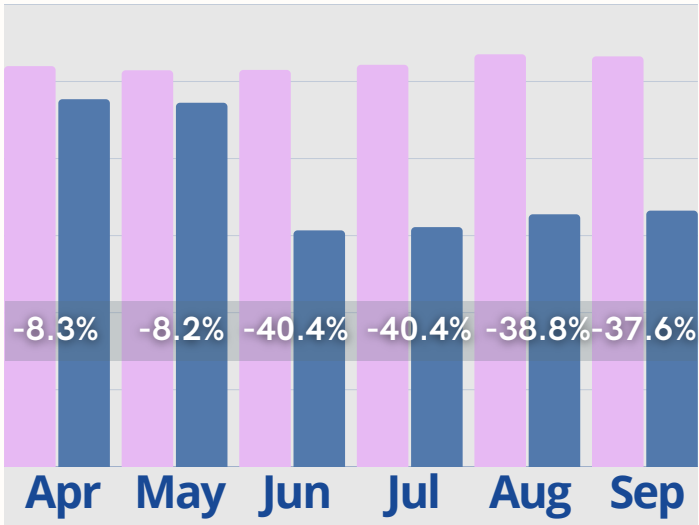


Incidents

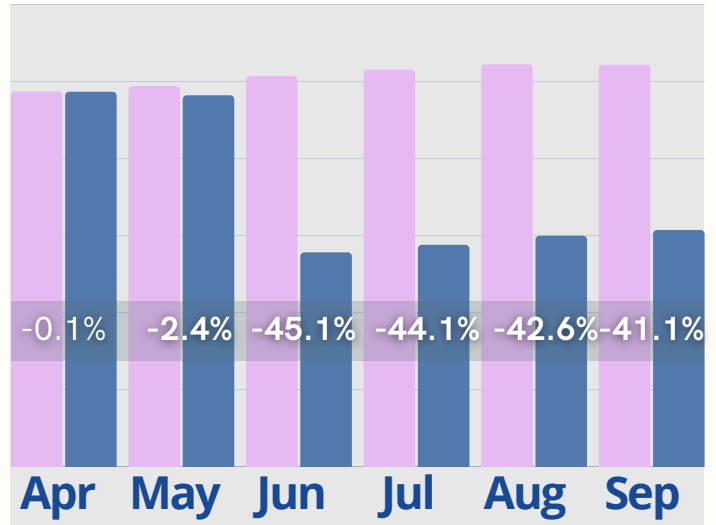


SEPTEMBER LAST 6 MONTHS

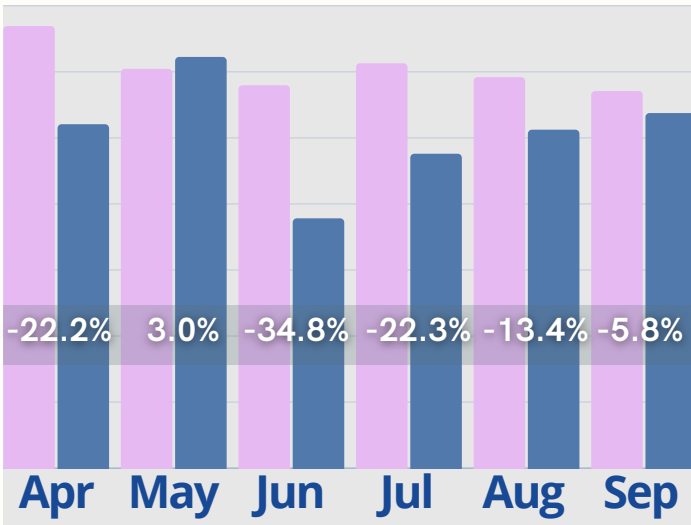
Rent Roll Summary- Room Rate



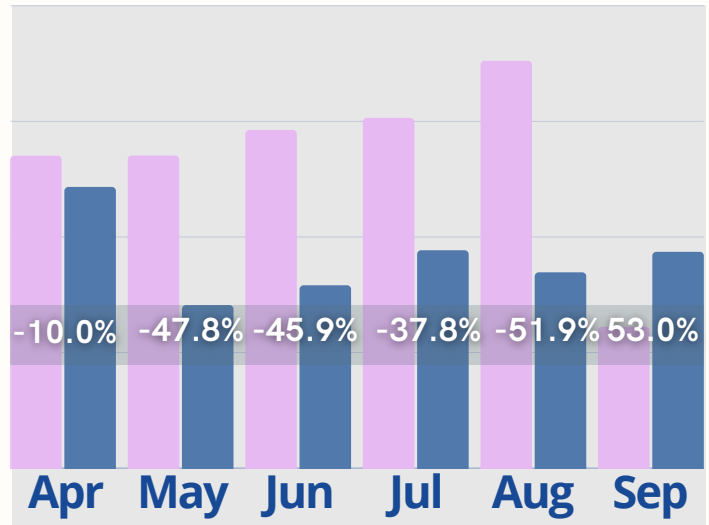
Rent Roll Summary- Assessment Fee



Rent Roll Summary- Monthly Fees



Rent Roll Summary- Service Fee



● Last Year
 ● Current Year



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