

# Senior Housing Census and Operations Update

December 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 December 31st.

## DECEMBER ANALYSIS

The second half of 2025 has been defined by a strategic transition toward long-term stability, highlighted by a consistent 2.64% increase in year-over-year Census. This steady growth in occupancy is bolstered by a remarkable 28.50% reduction in move-outs, proving that the focus on resident retention is successfully stabilizing across the country.

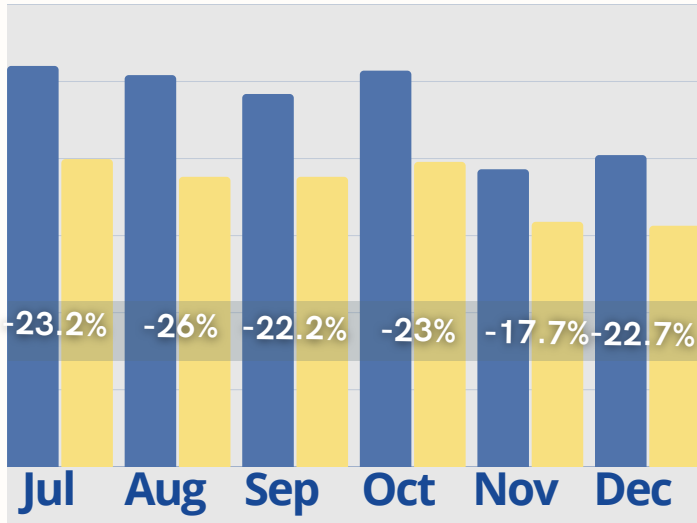
Communities are providing more value to their residents than ever before, evidenced by a 12% surge in specialized assessments by year-end. Financial health remains resilient in key areas, with monthly fees jumping 12.24% in December. By prioritizing high-intent prospects over raw inquiry volume, community sales funnels have become more efficient and targeted. These metrics collectively demonstrate a portfolio trending toward full occupancy and predictable, high-quality revenue.



# DECEMBER LAST 6 MONTHS

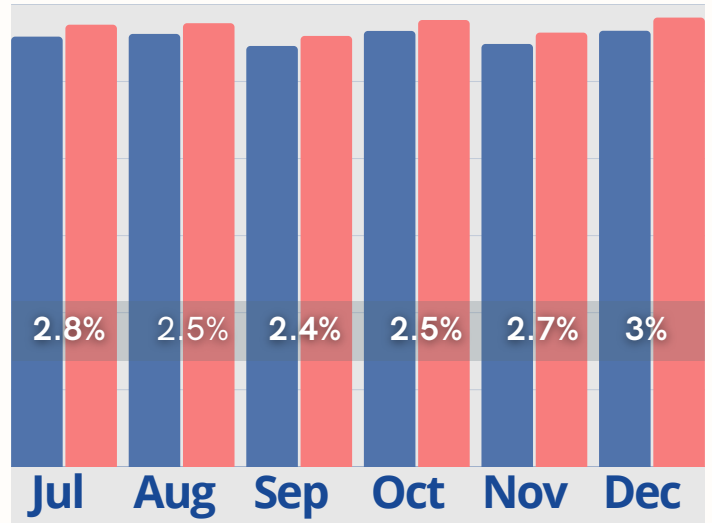
## Inquiries

● Last Year ● Current Year



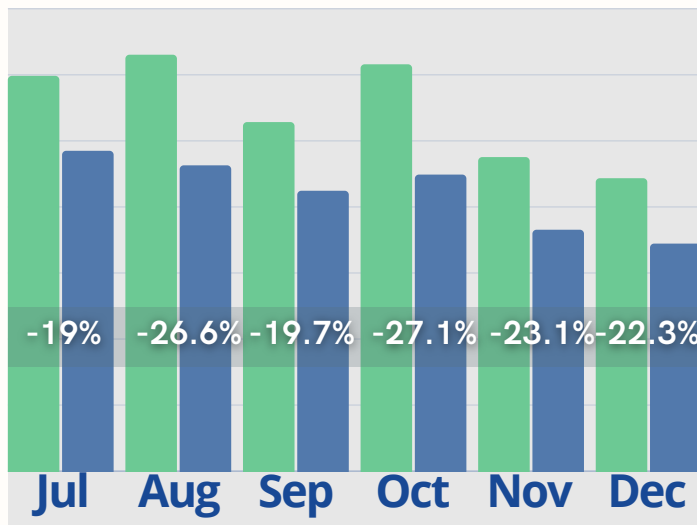
## Census

● Last Year ● Current Year



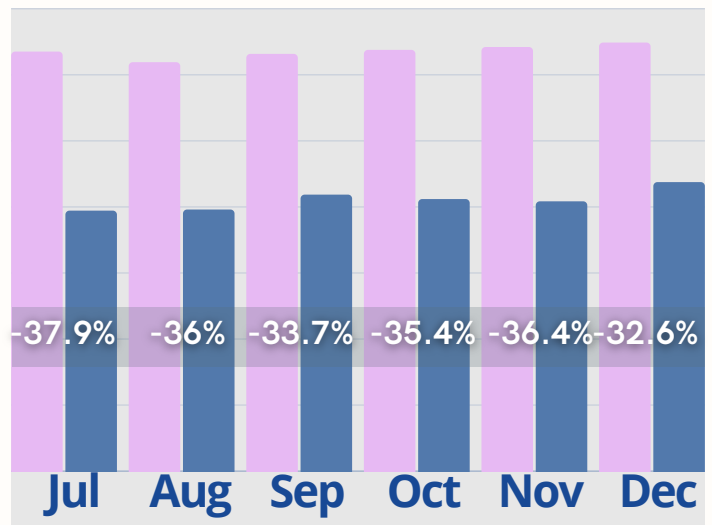
## Initial Tours

● Last Year ● Current Year



## Cash Receipts

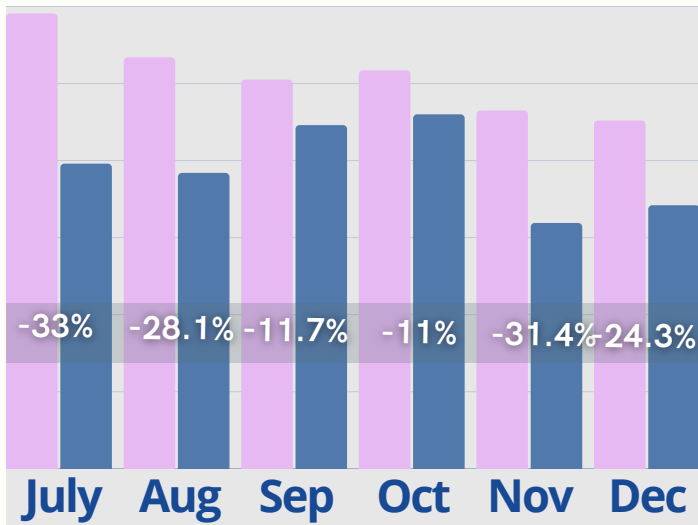
● Last Year ● Current Year



# DECEMBER LAST 6 MONTHS

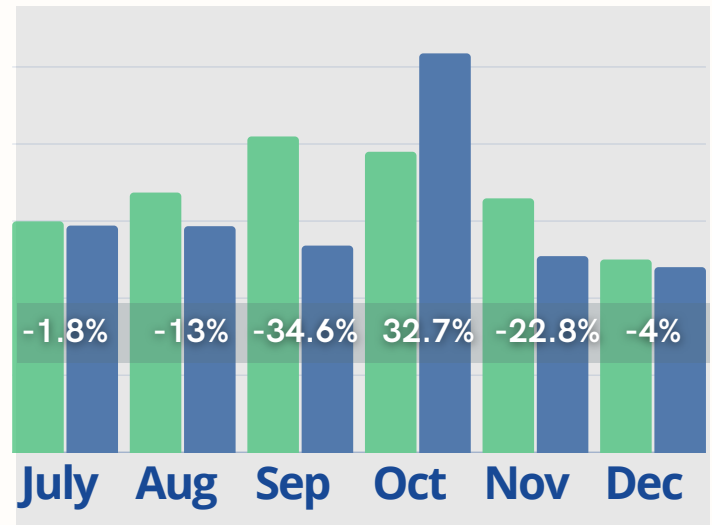
## Move-Ins

● Last Year ● Current Year



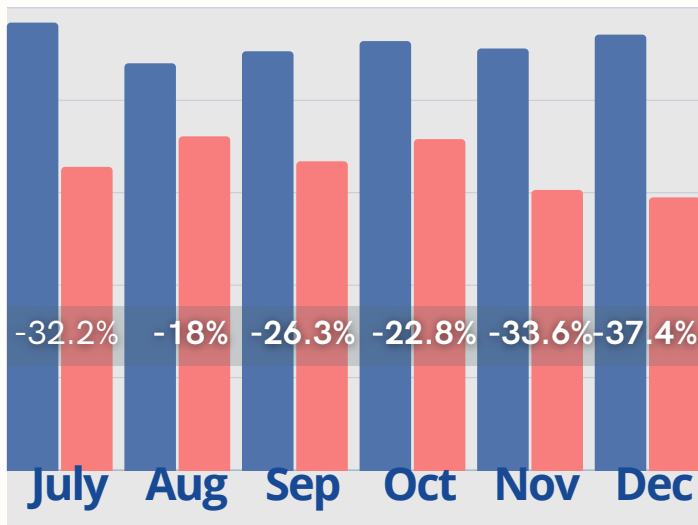
## Activity Completed-Inquiry

● Last Year ● Current Year



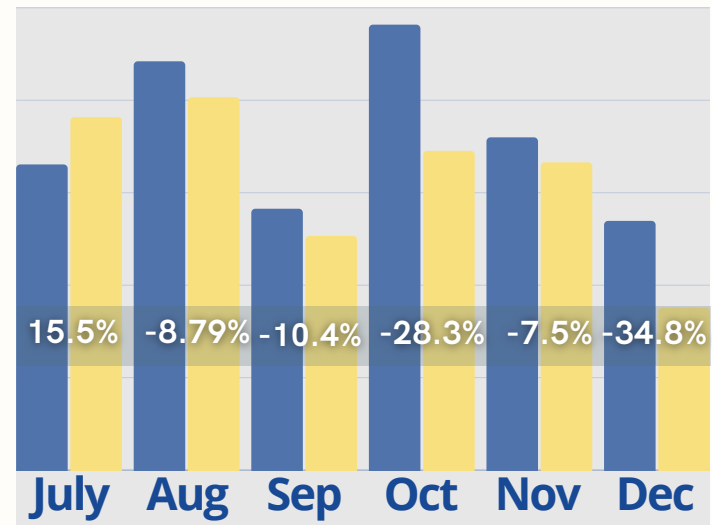
## Move-Outs

● Last Year ● Current Year



## Activity Completed-Marketing

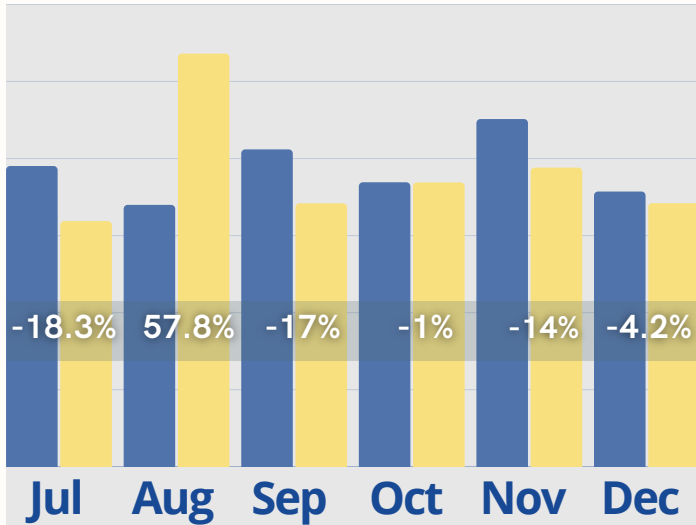
● Last Year ● Current Year



# DECEMBER LAST 6 MONTHS

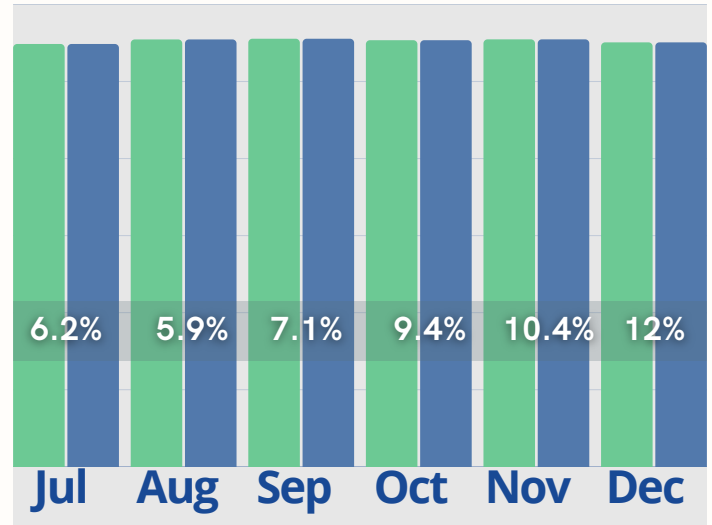
## Average Tour to Move-In Conversion Days

● Last Year ● Current Year



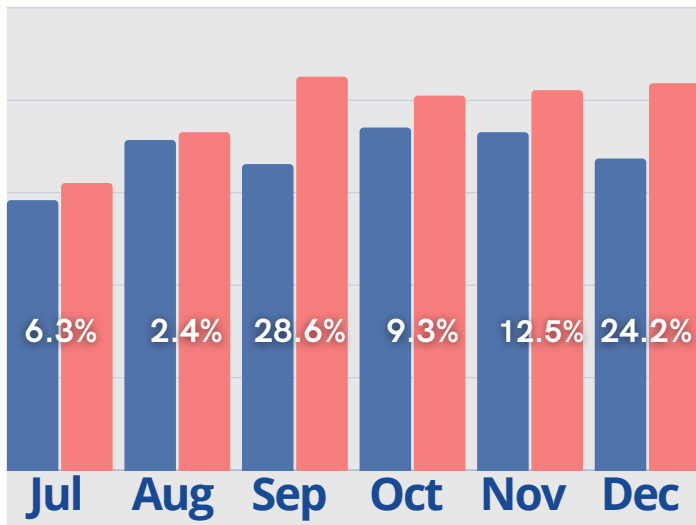
## Residents w/ Assessments

● Last Year ● Current Year



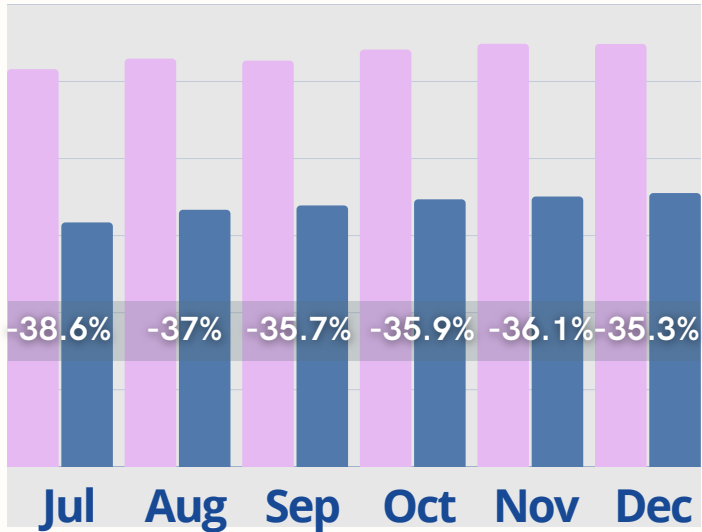
## Incidents

● Last Year ● Current Year

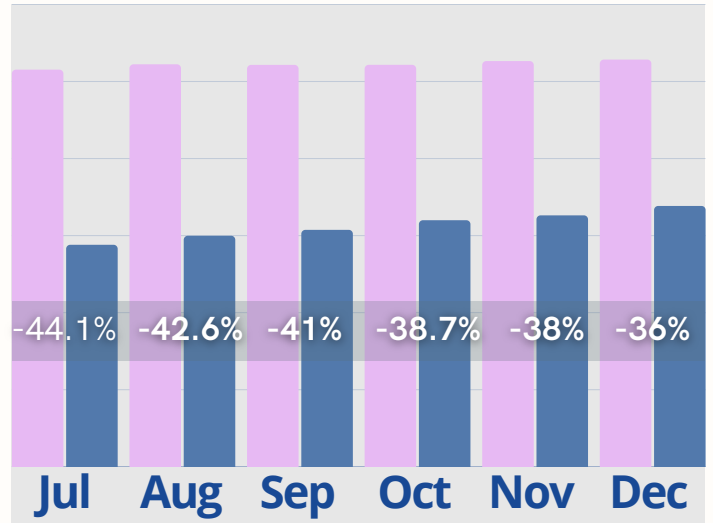


# DECEMBER LAST 6 MONTHS

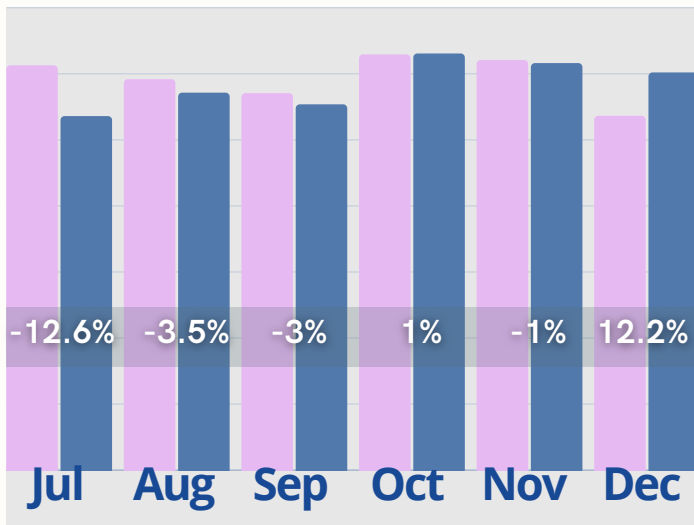
## Rent Roll Summary- Room Rate



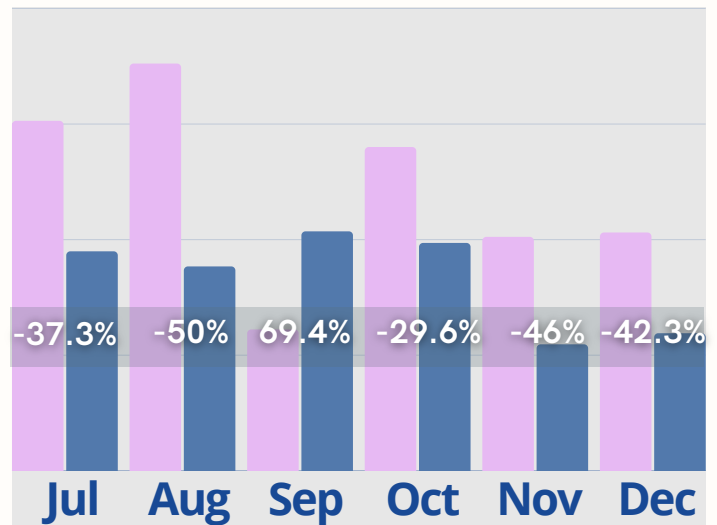
## Rent Roll Summary- Assessment Fee



## Rent Roll Summary- Monthly Fees



## Rent Roll Summary- Service Fee



 Last Year  
 Current Year



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