

The real estate company is experiencing a significant decline in census numbers and a resultant loss in net income, reporting a net loss of \$53,241.16 for September 2024, markedly down from \$61,037.03 the previous month and a staggering drop from positive income a year prior. Despite an increase in revenue of 3.15% year-over-year, rising nursing expenses, which correlate with increased census numbers, and a substantial jump in outside ground services costs have substantially impacted profitability. The most pressing issue appears to be a decline in occupancy, reflected in lower census numbers, which could lead to further financial strain if not addressed. To mitigate this, the company should focus on enhancing marketing efforts to boost census numbers and reconsider managing discretionary expenses, particularly in non-essential areas like recreation and outside services, to stabilize its financial situation. Additionally, re-evaluating service pricing and operational efficiencies could help improve revenue generation without compromising care quality.