

State of the Senior Housing Industry

A white paper presented by

The Society of Certified Senior Advisors

FOREWORD

As professionals in the senior housing industry plan for what the future looks like, the rules of the past may not apply to this new generation of seniors. We are now seeing the largest flood of people in history entering the senior citizen ranks. This generation has already shown signs of not following their predecessors in the products and services they desire. They will work longer, prefer to age-in-place and desire more active retirement scenarios. For professionals working in the senior market, it's vital to understand how this impacts the future of senior housing.

From the perspective of industry developers and planners, age used to be a driving determinant in forecasting the housing needs of seniors. Now, it's not strictly the number of people turning 55 or 65 that impacts how many units in each category of senior housing are built. Surprisingly, it's the Baby Boomers' attitudes toward aging and retirement that play a large part in establishing what the developers are using to forecast housing needs.

Furthermore, the standard descriptions of the senior housing categories are beginning to blend together. Nursing homes and assisted living facilities are expanding to encompass the varied needs and desires of seniors in an effort to attract and keep residents. Government policy has also changed. New laws are in affect that will decrease the amount of funding, while at the same time provide better access to the funds that do exist for non-profit sponsors to finance the development of supportive housing for seniors.

This guide provides a look at new regulatory changes, recent statistics, current trends, and related market research to help senior housing industry professionals understand the retirement goals of senior citizens and to forecast a solid plan for future company growth. I hope you enjoy this white paper and the strategies inside. If you find it valuable, please share it with your friends and colleagues by using the options below.



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NEW LAWS AFFECTING SENIOR HOUSING

The senior housing industry and low-income seniors are directly affected by funding which comes from the U.S. government. Bills recently signed into law will impact how much and how fast money will reach and affect low-income seniors and their housing needs in the United States.

S. 118, Section 202 of the Supportive Housing for the Elderly Program

In December 2010, the U.S. government passed S.118. With a shortage of low-income housing available for seniors in need, this bill amends the Department of Housing and Urban Development's (HUD) Section 202 Supportive Housing for the Elderly Program. It provides capital grants to non-profit community organizations for the development of supportive housing and the provision of rental assistance exclusively for low-income seniors. The combination of affordable housing and supportive services will enable low-income seniors to remain safely in their homes and live independently with services such as cleaning, cooking and transportation (United States Senate Special Committee on Aging, 2010).

The program is intended to prevent early entry into institutional settings funded by Medicaid and avert repeat emergency room visits and hospitalizations—therefore saving Medicare dollars.

The bill's key provisions, as explained by LeadingAge.org, are:

Title I: New Construction

- Clarifies that owner deposits will only be used for operating deficits during the first three years, not for construction shortfalls.
- Gives the HUD Secretary the discretion to determine that a nonprofit organization that is responsible for the operation of multiple Section 202 properties may share or transfer administrative responsibilities from local governing boards to the nonprofit's governing board.
- Provides for a national competition for or regional allocation of non-metro units to facilitate viable rural projects.
- Makes the provision of a service coordinator a selection criterion for a new Section 202.

Title II: Refinancing and Preservation of Existing Section 202 Properties

- Permits the refinancing of the oldest Section 202 properties (built in 1959-1974) to address the physical needs of the project and promote long-term affordability by extending the restriction on the property for 20 years beyond the maturity date of the original plans.
- Creates a new Senior Preservation Contract to provide a rental subsidy for older, unassisted Section 202 units to prevent displacement of residents.

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- Allows unexpended refinancing proceeds to be used in the provision of affordable rental housing and related social services for the elderly.
- Permits owners to reconfigure unmarketable efficiency units to one- bedroom units.
- Confirms that HUD has authority to subordinate Section 202 and other debt in connection with a refinancing.
- Provides HUD with the authority to waive prepayment of a flexible subsidy loan upon prepayment or refinancing of a Section 202 loan to preserve the affordable character of the property.

Title III: Assisted Living Facilities and Expanding Access

- Creates a new category of housing, “service enriched housing,” eligible for grants under the ALCP program. Service enriched housing is defined as making services available through licensed or certified service providers to assist residents with activities of daily living.

Fewer and fewer Section 202 units are being built each year because funding has remained level over the years. Currently in the U.S., over 300,000 seniors live in 6,000 Section 202 developments. For each housing unit that becomes available, ten seniors are in need of that space. It is anticipated that 730,000 additional senior housing units will be needed by 2020 to address the residential needs of low-income seniors. This demand is not expected to be met by the program (United States Senate, Special Committee on Aging, 2010).

S.118 will promote construction of new senior housing facilities as well as preserve and improve existing facilities. The time required to process waivers and receive special permission from HUD is expected to decrease under the new law.

According to Senator Herb Kohl, sponsor of S.118, “Over one-third of the Section 202 population is considered disabled enough to be at risk for being put in a nursing home. Access to these types of services saves both seniors and the government money because they reduce the need for costly nursing home stays. And ultimately they allow aging Americans to stay right where they want to be—in their own home.”

Fiscal Year 2011 (FY11) Continuing Resolution for Appropriation of Funds

On April 12, 2011, the U.S. government passed the final FY11 Continuing Resolution to prevent government shutdown, fund the entire federal government until September 30, 2011, and provide funding for national defense.

For the Department of Housing and Urban Development, the funding is broken down::

- The Community Development Fund program was reduced by \$942 million, equating \$3.5 billion for fiscal year 2011 funding.
- The Section 8 program is funded at a level of \$18.4 billion with \$16.7 billion for voucher renewals, \$1.45 billion for administrative fees, \$35 million for Section 811 mainstream voucher renewals, and \$50 million for HUD-Veterans Affairs Supportive Housing (VASH) vouchers.

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While the FY11 Continuing Resolution reduces the amount of money allocated to the senior housing industry, S.118 addresses access to the allocated funds for non-profit community organizations if they meet the selection criteria. The senior housing industry will continue to be influenced by the funding allocations of the federal government as changes to laws and budgets are made.

“Community First Choice” Option—Health Reform Bill Provision

Beginning October 1, 2011, states may provide home- and community-based services in Medicaid Section 1915(k), and receive a six percentage-point increase in federal matching payments for the program. This option expands current personal care services through a state’s Medicaid plan. It is expected that this option will provide a broader range of home- and community-based services in Medicaid by opening eligibility to higher income individuals and offering additional services.

MARKET STATISTICS AT A GLANCE

Unit and Property Capacity

The National Investment Center for the Seniors Housing & Care Industry's [NIC Investment Guide 2010](#) enumerated a total of 21,130 senior housing and care properties in the United States with a unit capacity of nearly 2.8 million as of 2009Q4. This is representative of properties with at least 25 units/beds that charge market rates for the housing and services offered. The breakdown by community type, their occupancy metrics and certain industry trends provide some insight for senior housing industry professionals.

Senior Housing Size Estimates 2009	Number of Units	Number of Properties
Majority Independent Living	812,500	3,840
Majority Assisted Living	475,500	6,315
Majority Nursing Care	1,491,000	10,975

©National Investment Center for the Seniors Housing & Care Industry | www.nicmap.org

NIC MAP Senior Housing Key Metrics for 4th Quarter 2010	Senior Housing	Nursing Care
	%	%
Occupancy	87.6	83.3
Annual Rent Growth	0.0	3/1
Annual Absorption	1.4	-0.7
Annual Inventory Change	1.5	-0.2
Construction vs. Inventory	1.8	0.4

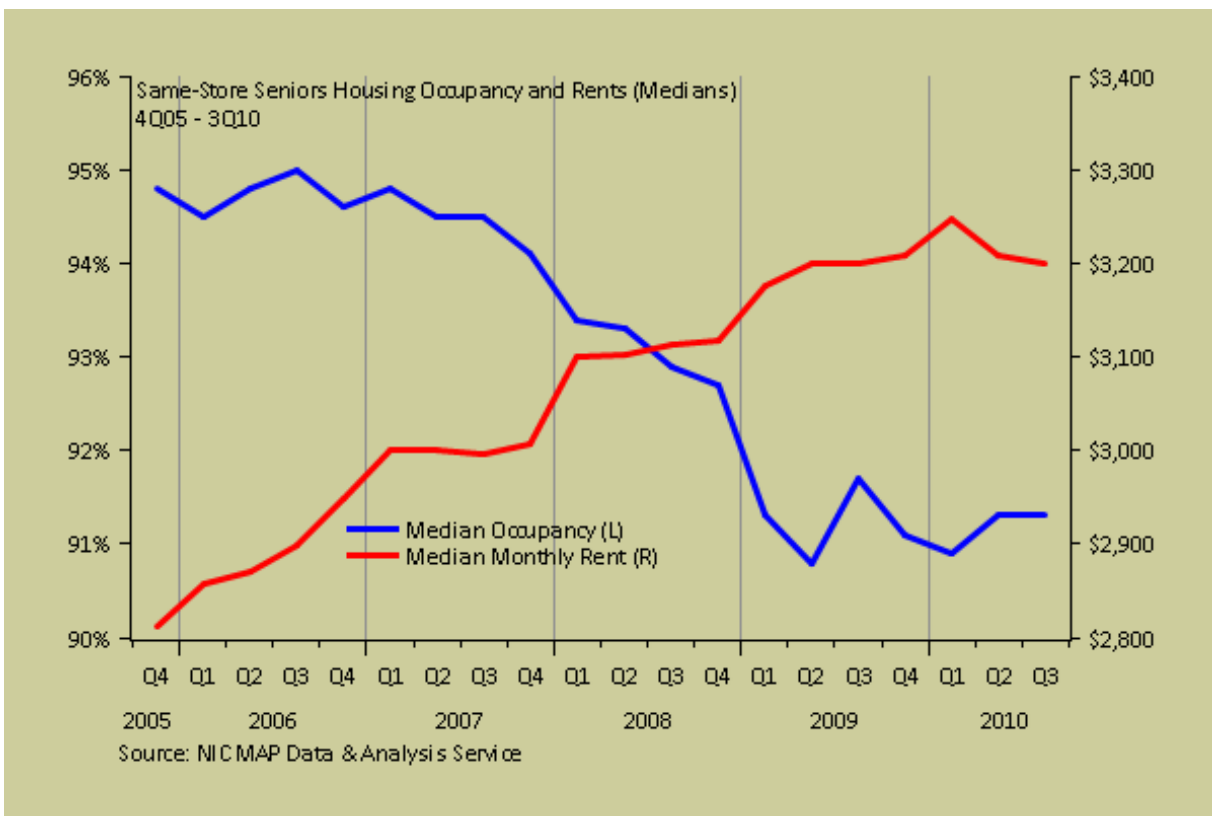
Source: NIC MAP[®] Data & Analysis Service

Industry Highlights

- Housing construction already has begun to reflect the graying of our cities and suburbs, but the industry is struggling to identify what seniors will want and where they will want to live (SecondAct, 2011).
- In 55+ communities, housing prices are rebounding much faster than in the general housing market. These communities had a record average price of \$319,000 in 2009 at the same time that housing in general is below its 2005 peak (U.S. Census Bureau's 2009 American Housing Survey).
- Construction activity for senior housing has slowed slightly, from 2.3% of the existing inventory in the fourth quarter of 2009 to 1.8% in the fourth quarter of 2010 (National Investment Center for the Seniors Housing & Care Industry, 2010).
- In 2010, the average occupancy rate for senior housing properties remains unchanged—at 87.6%—from fourth quarter 2009. This shows that occupancy has stabilized due to the leveling-off of fundamentals over that last seven quarters to between 87.3% - 87.9% (Michael Hargrave, Vice President, NIC MAP, 2011).

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- The pace of inventory growth for the fourth quarter of 2010 slowed to 1.5%, compared to 2.3% in the same quarter of 2009 (National Investment Center for the Seniors Housing & Care Industry, 2010).
- “The current rate of absorption and the emerging slowdown in inventory growth is revealing a more balanced supply/demand picture as compared to 2008 and 2009,” (Chuck Harry, research director, NIC, 2010).
- In comparing median occupancy rates with median monthly rent rates for senior housing from fourth quarter 2005 to third quarter 2010, the data shows that increased rental rates were able to offset declining occupancy and save revenue from declining. In fact, a “typical” property would have been able to increase revenue by 0.2% per quarter since 1Q07, although revenue would have been essentially flat from third quarter 2009 to third quarter 2010. The graph below reflects the results from 700 same-store senior housing properties made up of 55% assisted living properties, 45% majority independent living properties whose median size was 100 units (MetLife Mature Market Institute, 2009).



A SURVEY OF SENIOR HOME BUILDERS

In February 2009, MetLife Mature Market Institute did a survey in conjunction with the National Association of Home Builders. They received responses from 254 home builders who are involved in the 55-and-over market. The following tables show the responses of the 254 senior home builders in the survey. Because of the timing of this latest survey, numbers for 2009 are projected.

Housing segments built	2009 projected	2002
	%	%
Not Age-Related, but Buyers are 55+	54	56
Age-Restricted/Active Adult	27	55
Independent Living	14	36
Assisted Living	55	7
Continuing Care Retirement Community	3	4
Nursing/Specialty Care Units	1	3
Other	17	5

Source: MetLife Mature Market Institute, 2009

Where builders developed 55+ communities	2008	2002
	%	%
Close-in suburbs	46	49
Outer areas	30	24
Rural areas	21	11
Central city	11	15

Source: MetLife Mature Market Institute, 2009

Seniors' motivation for relocation	2008	2002
	%	%
Desire for maintenance-free lifestyle	63	77
Move closer to children/family	46	5
Lower living costs	32	32
Desire to change neighborhood	24	n/a
Desire for increased personal security	20	30
Move to a warmer climate	18	19
Move to be closer to amenities and local activities	17	26
Move to be farther away from crowded cities	14	13
Other	13	15

Source: MetLife Mature Market Institute, 2009

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Where seniors relocated from	2009 projected	2008
	%	%
Different community in the same state	47	46
Outer areas	58	44
Rural areas	22	19
Central city	24	18

Source: MetLife Mature Market Institute, 2009

In-home features that builders included	2009 % projected
Lever-handle/door knobs	76
Wider doors (32 in. clearance)	72
Full bath on entry level	70
High-speed internet access	67
Wider hallways	64
Higher toilets	57
Windows that can open easily	56
Extra lighting	52
Master bedroom on first floor in a two-story home	56
No steps at entrance	52
Grab bars in bathroom	44
Smaller lot (less than 9,000 sq. ft.)	42
Seating in bathroom	28
Non-slip floors	22
Kitchen cabinets little lower	15
Elevator	12
Round vanities in bathroom	9

Source: MetLife Mature Market Institute, 2009

Get the SCSA guide that provides a look at how seniors are finding appropriate housing:

"Consumer's Guide to Senior Housing"

www.csa.us/SeniorHousingGuide

Download it now!

Locational features and amenities builders considered when developing 55+ communities	2009 Projected	2002
	%	%
Proximity to shopping center	69	78
Walking/jogging trails	58	63
Proximity to hospital/doctor's office	58	66
Proximity to church	53	69
Recreation center/community center/club house	47	65
Exercise room	39	59
Golf course	31	30
Accessible public transportation	24	47

Source: MetLife Mature Market Institute, 2009

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Regular sales incentives offered to promote 55+ housing development	2008	2002
	%	%
Price discounts	41	n/a
Free upgrades package (e.g., premium carpeting, upgraded appliances)	35	26
Free options package (e.g., third bathroom)	22	12
Prepaid homeowner fee (e.g., one year)	13	8
Discounts on outside services	3	2
Trips	1	2
Other	7	10
None of the above	41	66

Source: MetLife Mature Market Institute, 2009

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STATISTICS AND TRENDS BY VIEWPOINT

Consumer Perspectives

- Eight of every ten adults ages 45+ and nine of every ten adults 65+ plan to stay in their current homes as long as they possibly can. This suggests that the aging-in-place model will remain strong (AARP, 2010).
- At least 70% of people over the age of 65 will require some amount of long-term care with more than 40% needing care in a nursing home (U.S. Department of Human Services, 2010).
- Residents of age-qualified communities with added special advantages such as organized transportation, communal meals and social activities report a 90% satisfaction rating about the communities in which they live (National Association of Home Builders and the MetLife Mature Market Institute, 2011).
- 90% of Americans 65+ have already integrated two key elements of comfortable aging and living into their homes. 82% have a full bath on the main level of their homes and 81% either have a bedroom on the main floor or room that could be converted into one in the event that they become injured or would prefer to live on the main level (AARP, 2011).
- 95% of builders reported that at least some of the customers buying in 55+ communities are resistant to accessibility features in the homes they built, and 5% reported that most are resistant (MetLife Mature Market Institute, 2009).
- 70% of builders reported that some of their 55+ buyers are willing to pay extra for technology options and upgrades, 26% reported most of their 55+ buyers are willing to pay extra, and only 4% reported that none of their 55+ buyers would pay extra (MetLife Mature Market Institute, 2009).
- 94% of builders indicated that their 55+ buyers want homes that are more energy-efficient and 55% indicated that buyers want homes that are EnergyStar[®] rated (MetLife Mature Market Institute, 2009).
- 69% of builders indicated that some of their 55+ buyers are willing to pay extra for green amenities and 9% indicated that most were. The remaining 22% of builders indicated that none of their buyers were willing to pay extra for green amenities (MetLife Mature Market Institute, 2009).
- Residents in all types of senior living facilities are likely to want more choices in lifestyle enhancements and socializing opportunities and fewer restrictions on schedules and rules (Progressive Retirement Lifestyles, 2011).

In-home Care and Independent Living

- Technology that allows people to age-in-place will be popular. Incorporating some of the 'stay-at-home' technology into the senior community is advisable (Progressive Retirement Lifestyles, 2011).
- An estimated 7.6 million people in the U.S. receive home health care (National Association for Home Care & Hospice, 2008) and one-third of U.S. households

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have at least one unpaid family medical caregiver present (National Alliance for Caregiving, 2009).

- 85% of seniors will require some kind of in-home caregiving services at some point in their lives (SeniorCare Marketer, 2011).
- 84% of the long-term-care hours needed by the senior population are provided by unpaid caregivers (Paying for Senior Care, 2011).
- 6.3% of Americans over age 60 live with a younger relative (Paying for Senior Care, 2011).
- After age 65, an American has more than a 70% chance of needing help with activities of daily living (ADLs) such as dressing, bathing and using the bathroom (American Society on Aging, 2010).
- 30% of caregivers caring for family members are themselves 65 or over; 15% are 45–54 years of age (U.S. Department of Health and Human Services, 2010).
- 78% of people in the U.S. who receive care at home get all their care from unpaid family members and friends; 14% receive care from a combination of family and paid assistance; 8% rely on formal care alone (Thompson, L., Long-Term Care: Support for Family Caregivers. Long-Term Financing Project, 2010).
- 79% of people who need long-term care live at home or in community settings (Agency for Healthcare Research and Quality, 2010).

Assisted Living Facilities

- Assisted living facilities are offering higher levels of care to attract residents with heavier care needs and beginning to parallel the services offered by nursing homes. This raises the possibility of more government regulations, therefore decreasing the facility administrator's flexibility in providing a consumer-driven product and service. Costs would likely increase (Progressive Retirement Lifestyles, 2011).
- The average age of people in assisted living facilities is 86. On average, most residents are white females (Art Carr, Progressive Retirement Lifestyles, 2011).
- People are waiting until they are older and in more need before considering assisted living and expressing to facility administrators that they want this to be the last move they make. Assisted living facilities are making an effort to develop relationships with home health care service companies and hospice agencies to address that desire (Brenda Roberts, Director of Quality Assurance, Michigan Assisted Living Association, 2011).
- The facilities with smaller campuses are bringing in services like home health care, skilled nursing, rehabilitation, pharmacies, and hospice to provide on-site support to the residents (Brenda Roberts, Director of Quality Assurance, Michigan Assisted Living Association, 2011).
- Assisted living has become more popular because adult children need support caring for their senior parents in the form of meals, medications, mobility, and socialization (BJ Burns, Director of Marketing, The Arbor Company, 2011).

- The government has begun to recognize the role of assisted living in supporting senior health by delegating Medicaid dollars through a waiver program to help seniors pay for care (Brenda Roberts, Director of Quality Assurance, Michigan Assisted Living Association, 2011).

Nursing Homes/Skilled Nursing Homes

- Private pay rents grew 3.1% for the fourth quarter of 2010 (National Investment Center for the Seniors Housing & Care Industry, 2010).
- Nursing homes have decreased in number because of the rapid development of alternatives: assisted living, independent living, homemaker services, and home health aides (Progressive Retirement Lifestyles, 2011).
- Over 90% of institutionalized seniors live in nursing homes, making this the most common institutional setting for seniors (U.S. Census Data, 2010).
- In approximately 30 states, the “Money Follows the Person” program is attempting to transition about 34,000 Medicaid beneficiaries with disabilities who have been in institutional or other long-term care to community-based care in homes, apartments or group homes between 2007 – 2011. (Centers for Medicare and Medicaid Services, 2009)

Continuing Care Retirement Communities (CCRC)

- There are currently 1,861 CCRCs in the United States (Ziegler Capital Markets, 2009).
- The number of older adults living in CCRCs has more than doubled from 350,000 in 1997 (U.S. Government Accountability Office, 1997) to 745,000 in 2007 (Tumlinson, A., Woods, S., & Avalere Health, LLC, January 2007).
- In February 2010, the U.S. Senate Special Committee on Aging (Committee) initiated an investigation into the composition and business practices of CCRC providers. The Committee requested information from five CCRC companies about their business practices and how these providers educate seniors about potential risks of entering into an agreement with a CCRC. Specifically, the Committee requested information on their financial health and disclosure policies (United States Senate Special Committee on Aging, 2010).
- Major downturns in the U.S. economy in two key segments, housing and the credit market, have increased pressure on the financial condition of the CCRC industry. Specifically, declining housing prices have slowed the pace at which seniors may feel comfortable selling their homes and moving into retirement facilities (United States Senate Special Committee on Aging, 2010).
- According to the National Investment Center for the Seniors Housing & Care Industry, CCRC occupancy rates have recently been on the decline. Furthermore, volatility in the stock and credit markets has disrupted the ability of most companies to raise capital or borrow funds to finance new construction or acquisition. The inability to refinance operating loans or long-term debt may force a company into bankruptcy or increase borrowing rates to an unsustainable level (United States Senate Special Committee on Aging, 2010).

SENIOR-FOCUSED SALES AND MARKETING

Sales and marketing consultants to the senior housing industry compiled these metrics for specific use by NIC at their 2009 Regional Symposium. Analyzing stabilized or near-stabilized communities, a property that is at least two years old, and has an occupancy rate of 95 percent or better, these were the findings determined by NIC.

Select Senior Housing Sales and Marketing Statistics			
Description of Activity	Assisted Living	Rental Senior Housing	Entrance Fee for CCRC
Cost per sale *	\$2,000 - \$3,000	\$3,000 - \$5,000	\$7,000 - \$12,000
Conversion ratio of inquires to sales & move-ins	8 - 12%	6 – 8%	3 – 6%
Average number of contacts before sale	3	4 – 6	20 – 30
Average number of days from initial contact to sale	Less than 45	Less than 75	n/a
Top 3 sources of sales	- referrals - direct mail - internet	- referrals - direct mail - internet	- direct mail - referral - newsletter

©National Investment Center for the Seniors Housing & Care Industry | www.nicmap.org, 2009.

* May be materially different in “fill-up” or turnaround communities.

Get Familiar With Senior Demographics

- Currently, 10,000 people turn 65 every day.
- In 2030, 72 million Americans will be 65 or over, representing 20% of the population.
- 80% of seniors have at least one chronic health condition and 50% have at least two.
- 85% of seniors will require some kind of in-home caregiving assistance.
- By 2040, 50% of the elderly who require long-term care will have no children.
- Median annual income for men over 65: \$24,000.
- Median annual income for women over 65: \$14,000.
- In 2016, it is projected that 10.1 million people 65 and over will be in the workforce.
- 89% of seniors who are online check email daily.
- The #1 online destination for people over 65 in November 2009 was Google Search.

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Make Your Marketing Speak to the Baby Boomers

In the book *Boomer Consumer*, written by Boomer Project co-founders Matt Thornhill and John Martin, “Today’s boomer consumer wants advertising to deliver reasons to believe, not empty facts.” The advertising should speak to their target market with the goal of making an emotional connection. In the case of 50+ housing for example, “no one makes a decision about where to live because of an ad. You just want to get them interested. You want to show them that they have a life here.” Once the emotional connection is made, follow up with the information they need to move forward in their decision.

The authors agree that the Boomer generation is generally driven, transformational and “self” centered. They want control, won’t accept the status quo, and believe in entitlement and personal gratification. Strike a chord with those attributes and the Boomers will be drawn to your offering.

Relating Market Research for Senior Housing to Financial Feasibility

When developers are looking to build senior housing and communities, many factors will influence the location, features, costs and flexibility of the property. Expenses associated with vacancies, upgrades and marketing quickly offset cash flow of a property. Analyzing risk factors prior to selecting a location and design of the property helps developers plan more effectively for optimal operations and avoid cash flow shortages in the future.

The Impact of Market Demands on Builder Operations	
Market Demand – An Analysis of Risk	Lender and Builder Need – Cash Flow
Identifying Potential Customers – Defining which age group (55+, 75+, etc.) and income group will be attracted to your property. Understanding consumer behavior, preferences, cultural traditions, willingness to move, service needs.	The result is forecasting rent levels. It also shapes product design and services plus operating costs.
Defining the market area (demographic draw) – Specific geographic boundaries from which people will come to your property. Concerns: number of age- and income-eligible persons living within geographic limits plus “adult children” influence.	This leads to determining project size. It shouldn’t be oversized or undersized. It guards against overstating and understating market demand.
Recognizing competition and the “pipeline” – Knowing housing options that attract your customers: like-kind or different product type. Knowing whether to create a new product concept or exploit demand with an existing product type.	Developing ability to sustain revenues in face of existing and emerging competition. Knowing whether market share is sufficient for you plus competition vs. beating the competition to win market share. Helps anticipate lease-up rate, and in turn, cash flow.

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Absorption – Lease Up Rate – Estimating the months it will take to lease units. This includes pre-leasing, which seniors don't do readily. Factors in strength of competition plus the economy's volatility (home resale pace.)	Helps identify timing for cash flow and debt repayment. An indicator of marketing budget needs. Helps foresee staffing and other operating costs. Shapes operating reserve needs, and in turn, operating margins.
Vacancy Rate and Annual Turnover – Understanding annual vacancies, turnover patterns: typically 30% in senior apartments after 3 rd year of operation; 40% to 50% in assisted living.	Having sufficient liquidity and capital reserves for marketing and unit refurbishing. Anticipates resident turnover costs.
Site Location and Neighborhood Surroundings – Is site near potential residents' families, transportation, shopping, and is it safe? What are advantages, disadvantages in terms of generating demand: access, nearby amenities and support services, surrounding land uses?	Site selection often is trade-off. What are the costs of reaching and attracting the market – costs of land, zoning, overcoming citizen objection? Will property hold its value and assure debt repayment?
Product Design and Concept – The extent the property's ambiance, amenities, floor plans, unit mix, unit sizes, design features and services are sufficiently competitive to sustain market demand.	Will project withstand the test of time? Knowing costs of marginal differences to win market share (that is, adding an amenity or ½ bath); ability to sustain revenues in face of growing competition.
Staying up with Trends: Vision for Future – Dealing with property as a living organism that changes over time. Flexibility built into a property design (common areas, units) to meet current and future consumer needs and preferences. Accommodating ever-changing service needs: wellness, home health care.	Will property be desired or outdated in 5, 10, 15 years? Sustaining capital reserves to refurbish property as needed. Dealing with cost economies while staying abreast of trends. Maintaining the property value for debt repayment and anticipated operating margins.

Source: National Association of Home Builders and Howard & Associates, 2010

Download the SCSA white paper, *"Finding Direction in the Senior Market"*, and learn how to attract seniors to your business. www.csa.us/WhitePaper

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CONCLUSION

Professionals in the senior housing industry provide access to housing options for the comfort and care of senior citizens and their families in the United States. With statistics showing that the definite majority of seniors prefer to age-in-place by remaining in their own homes, this creates difficult forecasting for builders and property owners. While support-services companies are likely to see increases in revenue because of this trend, other categories of senior housing—such as assistive living, nursing homes, continuing care retirement communities and 55+ communities—may be challenged to find the right mix of amenities and services to attract and keep residents.

Studying trends among seniors and their adult children—particularly their preferences on how to live while they age as well as the advances in supportive services that can sustain these lifestyle choices—will benefit builders, property owners and all professionals in the senior housing industry and help them implement effective and efficient solutions.

About the Society of Certified Senior Advisors (SCSA)

SCSA is the world's largest membership organization educating and credentialing professionals who serve seniors. SCSA was founded in 1997 with the input of doctors, attorneys, gerontologists, accountants, financial planners and other experts who believed there was a need for standardized education and a credential for professionals who work with seniors.

SCSA's mission is to educate professionals to work more effectively with their senior clients. For those who work with seniors, this means understanding the key health, social and financial factors that are important to seniors—and how these factors work together. CSAs are able to integrate this into their professional practices, no matter what field they're in. They've learned how incredibly gratifying it is to help seniors achieve their goals, and the seniors they've worked with have learned how important it is to work with someone who truly understands their age-related circumstances.

For more information about SCSA, please visit www.csa.us.

Note: The *State of the Senior Housing Industry* report is intended to provide strictly factual information about housing statistics and trends for professionals. SCSA does not take a stance on senior housing legislation or options and this white paper is only intended to help professionals interpret the vast amount of information available on this issue.

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RESOURCES

American Association of Homes and Services of the Aging: <http://aahsa.org>.

American Seniors Housing Association: www.seniorshousing.org.

HUD Multifamily Clearinghouse: 1-800-685-8470

MetLife Mature Marketing Institute: www.metlife.com/mmi

National Investment Center for the Seniors Housing and Care Industry: www.nic.org

Nursing Home Compare – A consumer website run by the federal Centers for Medicare and Medicaid Services: www.medicare.gov/nhcompare

U.S. News Best Nursing Homes List- A quarterly report of nursing homes that receive perfect ratings for four consecutive quarters. The ratings come from the federal Centers for Medicare and Medicaid Services in health inspections, nurse staffing and quality of care: <http://health.usnews.com/senior-housing>

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