

# RCFE Resource

## BUY, SELL & LEASE WITH CONFIDENCE

February 2025

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your care home  
and business.  
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## RCFE RESOURCE MARKET REPORT

# A Dull Kickoff

*This year's start is slower than the strong start to 2024 due to low inventory of care homes, subdued demand, and a higher mortgage rate environment.*

### THE 2025 START

The supply level may be low, but it is higher than last year and is matched up against muted demand.

Climbing into the car in January can be extremely challenging. It is so cold! The seats are cold. The steering wheel is cold. After initially turning on the heat, even the air that blows out of the vents is cold. Upon backing out of the driveway and heading down the street, eventually, the air starts to heat up. Slowly but surely, the air gets warmer and warmer. It takes a while for the warmth to return to the hands.

That is precisely how the housing market starts each year. The market is cold and will take a few weeks to heat up. It takes a while for buyers and potential sellers to shake off the holiday fog that consumes everyone. The Holiday Market continues to run through mid-January, when nearly everyone gives up on their New Year's resolutions. Housing will thaw by the end of January, and the warmth will return.

This year's start is similar to many prior years. It is not as slow as some, but certainly not as instant as 2021 and 2022. Last year was a much hotter start with a very limited number of available care homes. The 2025 kickoff is different because of a buildup in inventory, albeit lower than pre-pandemic levels. The buildup is a direct result of the higher mortgage rate environment. Demand was muted due to affordability constraints. Mortgage rates were stuck above 7% for the better part of last year, throughout the entire Spring Market and most of the Summer Market. The 7% mortgage rate is a psychological barrier to the housing market. It prevents many



buyers from pulling the trigger on a care home.

The California housing market is particularly rate-sensitive. As mortgage rates migrate higher, demand slows, and the market speed slows. When rates fall, demand rises, and the housing market speeds up. In mid-July 2024, mortgage rates did drop below 7% with duration. They even dropped below 6.5% for 42 days from the end of August to the start of October. This resulted in more demand and the housing market heating up. Yet, with stronger economic readings and a change in political parties in the White House, 30-year mortgage rates popped above 7% in late October and November. Today, according to Mortgage News Daily, rates are at 7.1%. They have been stuck above the 7% threshold since December 18th.

In looking at the details, this year's slower start is due to sky-high mortgage rates. At 7.1%, it is the highest mortgage rate to start a year since 2001, when it was just over 8%. In both 2021 and 2022, mortgage rates experienced back-to-back record low starts to the year at 2.65% and 3.22%. Yet, the Federal Reserve raised the Federal Funds rate 11 times between March 2022 and July 2023. As a result, 2023 through 2025 have all been years with the highest starting mortgage rates in years.

Mortgage rates have been stuck above 6% since August 2022, and more care homeowners are getting impatient in waiting for rates to fall so that they can list their care homes for sale, so in 2025, there will be further improvement in the number of FOR-SALE care home properties.

*Continued on Page 4...*



# Ask The Broker

## BUSINESS USE OF AUTOMOBILE

As a broker specializing in assisted living facilities, I want to help you maximize your profits by taking advantage of the business use of automobile deductions.

Whether you're operating as an S Corporation, LLC, sole proprietorship, or partnership, understanding how to leverage this deduction is essential for your bottom line.

Here's a brief overview of the two primary methods for claiming these deductions for the tax years of 2024 and 2025.

### Standard Mileage Rate

The standard mileage rate is a straightforward way to calculate your deduction. For 2024, the rate is 67 cents per mile for business use, and for 2025, the rate will be 70 cents per mile. It's typically adjusted yearly.

- **Track Your Miles:** Keep a log of your business trips, noting the date, purpose, and miles driven.
- **Calculate Your Deduction:** Multiply your total business miles by the standard mileage rate.

### 2. Actual Expense Method

This method allows you to deduct the actual costs of operating your vehicle, including:

- **Gasoline**

- **Repairs and maintenance**
- **Insurance**
- **Depreciation**
- **Lease payments (if applicable)**

If you choose this method, keep detailed records of all expenses and determine the percentage of business use for accurate deduction calculations.

### Choosing the Right Method

- **S Corporations & Partnerships:** Be mindful of personal use reporting as a fringe benefit.
- **LLCs & Sole Proprietorships:** Assess whether your actual expenses exceed the standard mileage deduction to determine the best option.

### Key Considerations

1. **Record-Keeping:** Maintain accurate records, using apps or spreadsheets for simplicity.
2. **Method Changes:** You can switch from the standard mileage rate to the actual expense method, but not the other way around after choosing actual expenses.
3. **Consult Your Tax Professional:** Tax laws can be complex, so consider consulting your tax professional for tailored advice.

As the 2025 tax year begins, make sure you're prepared to maximize your automobile deductions. **Happy driving and happy saving!**

*Feel free to reach out with further questions! RCFE Resource is here to guide you every step of the way. We can help you find suitable properties and can refer you to the necessary consultants and agencies who will facilitate your dream of owning an RCFE.*

## Current Listings



To view our current listings  
visit our website at

[www.rcferesource.com](http://www.rcferesource.com)

## CURRENT LISTINGS

### DESERT PORTFOLIO

#### 12-BED RCFE FOR SALE -

Cathedral City

#### 6-BED RCFE FOR LEASE -

Rancho Mirage

- To Be Sold Together
- Call For Details

**PLUS: MORE listings  
on the way in 2025!**

**Including:  
Diamond Bar  
Inglewood  
El Cajon**

**ALF | RCFE | ARF**

## WARM BROWNIE WEDGES WITH JAVA CREAM



Valentine's Day and chocolate are inextricably linked in the minds of many. This scrumptious but healthy dessert is the perfect accompaniment to your residents' Valentine's Day luncheon. It satisfies the most discriminating sweet tooth, while still being a delicious but good-for-you indulgence.

### Ingredients:

- Canola oil cooking spray
- 2/3 cup all-purpose flour, spooned into measuring cup and leveled
- 1/3 cup white whole-wheat flour, spooned into measuring cup and leveled
- 1/2 cup cocoa powder
- 1 1/2 teaspoons baking powder
- 1 tablespoon instant coffee granules
- 1/8 teaspoon salt

- 1/2 cup packed brown sugar substitute blend
- 1/3 cup canola oil
- 1/2 cup egg substitute
- 2 teaspoons vanilla extract

### For the Cream:

- 2 tablespoons water
- 1 teaspoon instant coffee granules
- 4 ounces fat-free whipped topping
- 1 cup fresh raspberries
- 1 cup blackberries or blueberries

### Instructions:

1. Preheat oven to 325F. Coat 9-inch, nonstick springform pan or cake pan with canola oil cooking spray.
2. Combine flours, cocoa and baking powders, 1 tablespoon coffee granules and salt in medium bowl.
3. Combine sugar, canola oil, egg substitute and vanilla in another medium bowl; mix well. Add sugar mixture to flour mixture, and stir until just blended. Batter will be very thick. Spoon into bottom of pan; spread evenly by coating the back of a spoon with cooking spray. Bake for 11 minutes or until slightly puffed. (Mixture will not be completely cooked at this point, but it will continue to cook while standing without overcooking and drying out.) Place pan on a wire rack, and let cool for 5 minutes. Remove sides of the pan and gently remove from bottom or leave on bottom and place on a serving plate. Serve warm or at room temperature. When cooled completely, store in an airtight container at room temperature.
4. To make cream, combine water with 1 teaspoon instant coffee granules in a medium bowl, and stir until dissolved. Add whipped topping; whisk until a sauce consistency is reached. For thinner sauce, add 1 to 2 tablespoons water or milk. Refrigerate until needed. To serve, cut into wedges, spoon mocha cream on top, and sprinkle with berries.

**DISCLAIMER:** Menu planning in assisted living facilities should be cost-effective, nutritious, and appealing. It's crucial to consult with residents' medical staff for food sensitivities or allergies. Strategies like shopping sales, using a set menu, and incorporating seasonal menus can help manage costs and provide variety.



# PLANNING A HEARTWARMING VALENTINE'S DAY PARTY AT A CARE HOME



Valentine's Day is a beautiful opportunity to celebrate love, friendship, and companionship, making it a perfect occasion for a party at a care home.

A Valentine's Day party at a care home can be a heartwarming event that brings joy and connection to residents. By incorporating thoughtful decorations, engaging activities, delicious treats, live

entertainment, and meaningful remembrances, you can create a festive atmosphere that celebrates love in all its forms.

This special day is an opportunity to remind everyone that love and companionship are what truly matter, no matter the stage of life.

**Happy Valentine's Day!**

## RCFE RESOURCE MARKET REPORT

# A Dull Kickoff

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Demand (a snapshot of the last 30 days of pending sales activity) has dropped to record low levels last seen during the Great Recession. While 2025 is the highest start since 2022, it is nonetheless at a very anemic low level, the third lowest since 2004, only behind 2022 and 2023.

**ATTENTION BUYERS:** The market will heat up as housing transitions to the Winter Market. Expect demand to grow substantially from now until the start of spring, while inventory will only slowly rise. Many care homeowners wait until the spring to place their homes on the market, with May being the peak month for the number of new FOR-SALE properties. With demand climbing much faster than supply, the Expected Market Time will drop considerably until reaching a bottom in March or April, the hottest time of the year for housing. Keep in mind that most sellers have equity and do not need to sell, so they will be reluctant to give up much on price.

**ATTENTION SELLERS:** Proper pricing is crucial in securing success. As long as rates remain above 7%, buyers will be unwilling to stretch in price and will carefully examine the pros and cons of every care home before even taking a look, most notably the asking price. A realistic price will allow a seller to attract immediate interest. Sellers who overprice will result in wasted market time and less activity before ultimately reducing. Sellers should sharpen their pencils and meticulously scrutinize all recent comparable pending and closed sales to arrive at their care home's **Fair Market Value**.



# 6 SYMPTOMS OF WOMEN'S HEART ATTACKS

Excerpted From WebMD | Medically Reviewed by Poonam Sachdev |  
Written by Lisa Fields



When a heart attack strikes, it doesn't always feel the same in women as it does in men. Women don't always get the same classic heart attack symptoms as men, such as crushing chest pain that radiates down one arm. Those heart attack symptoms can certainly happen in women, but many have vague or even "silent" symptoms that they may miss.

**These six heart attack symptoms are common in women:**

- 1. Chest pain or discomfort.** Chest pain is the most common heart attack symptom, but some women may experience it differently than men. It may feel like a squeezing or fullness, and the pain can be anywhere in the chest, not just on the left side. It's usually "truly uncomfortable" during a heart attack, says cardiologist Rita Redberg, MD, director of Women's Cardiovascular Services at the University of California, San Francisco. "It feels like a vise being tightened."
- 2. Pain in your arm(s), back, neck, or jaw.** This type of pain is more common in women than in men. It may confuse women who expect their pain to be focused on their chest and left arm, not their back or jaw. The pain can be gradual or sudden, and it may wax and wane before becoming intense. If you're asleep, it may wake you up. You should report any "not typical or unexplained" symptoms in any part of your body above your waist to your doctor or other health care provider, says cardiologist C. Noel Bairey Merz, MD, director of the Barbra Streisand Women's Heart Center at Cedars-Sinai Medical Center in Los Angeles.
- 3. Stomach pain.** Sometimes people mistake stomach pain that signals a heart attack with heartburn, the flu, or a stomach ulcer. Other times, women experience severe abdominal pressure that feels like an elephant sitting on your stomach, says cardiologist Nieca Goldberg, MD, medical director of the Joan H. Tisch Center for Women's Health at NYU Langone Medical Center in New York.
- 4. Shortness of breath, nausea, or lightheadedness.** If you're having trouble breathing for no apparent reason, you could be having a heart attack, especially if you're also having one or more other symptoms. "It can feel like you have run a marathon, but you didn't make a move," Goldberg says.
- 5. Sweating.** Breaking out in a nervous, cold sweat is common among women who are having a heart attack. It will feel more like stress-related sweating than perspiration from exercising or spending time outside in the heat. "Get it checked out" if you don't typically sweat like that and there is no other reason for it, such as heat or hot flashes, Bairey Merz says.
- 6. Fatigue.** Some women who have heart attacks feel extremely tired, even if they've been sitting still for a while or haven't moved much. "Patients often complain of a tiredness in the chest," Goldberg says. "They say that they can't do simple activities, like walk to the bathroom."

Not everyone gets all of those symptoms. If you have chest discomfort, especially if you also have one or more of the other signs, call 911 immediately.

Read about "MINOCA" heart attacks, which are more common in women than in men.

**What NOT to Do**

If you feel any heart attack symptoms:

- **Don't delay getting help.** "Women generally wait longer than men before going to the emergency room," says Rita F. Redberg, MD, MSc, FACC, director of Women's Cardiovascular Services for the UCSF Division of Cardiology in San Francisco. Even if you think your symptoms aren't that bad or will pass, it's too risky to wait.
- **Don't drive yourself to the hospital.** You need an ambulance. If you drive, you could have a wreck on the way and possibly hurt yourself or someone else.
- **Don't have a friend or relative drive you, either.** You may not get there fast enough.
- **Don't dismiss what you feel.** "Don't worry about feeling silly if you're wrong," Goldberg says. Seek medical attention right away. "People don't want to spend hours in an emergency room if it isn't a heart attack," Bairey Merz says. "But women are actually good at deciding what is typical for themselves and when to seek health care."

# **RCFE** Resource

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## **FEATURED PROPERTY**



### **CATHEDRAL CANYON**

CATHEDRAL CITY: LOVELY  
12-BED RCFE FOR SALE

**\$975K Home; \$245K Business**



### **ESTRELLA**

RANCHO MIRAGE: EXCEPTIONAL  
6-BED RCFE FOR LEASE.

**\$6,800/mo. Lease; \$205K Business**

**MUST BE PURCHASED TOGETHER. CALL FOR DETAILS.**

To see additional pictures, go to  
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For more information, please contact Michelle London at 949-397-4506

## **THINKING OF BUYING OR SELLING?**

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get the highest sales price for your RCFE or ARF!**

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