

RCFE Resource

BUY, SELL & LEASE WITH CONFIDENCE

December 2024

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RCFE RESOURCE MARKET REPORT

A Successful Approach

With so many varying viewpoints and narratives swirling about the housing market, it is best to take a step back from the noise and focus on the latest trends.



METICULOUSLY ARRIVING AT PRICE
 Setting an accurate, initial asking price is one of the most critical steps in a seller securing an interested buyer and achieving a successful outcome of the sale of their care home.

It takes months of preparation and a detailed step-by-step approach for anyone looking to run a marathon for the first time. Most marathon training plans range from 12 to 20 weeks, with the weekly mileage ramping up steadily until peaking at 20+ mile runs. The long, arduous process includes proper nutrition, appropriate footwear, plenty of stretching, good rest, and putting in miles and miles of workouts three to five times per week. The occasional runner who opts to show up to the starting line of their first marathon with very little training and forethought will probably not finish, and the risks of injury are high.

For the homeowner looking to sell their care home, it takes meticulous preparation and a step-by-step approach, just like the first-time marathoner. Addressing deferred maintenance, from a fresh coat of paint to new light fixtures to new flooring, is essential in enhancing a care home's allure. Sprucing up the curb appeal with topsoil, flowers, new plants, and a fresh coat of paint on the garage and front doors may be an additional necessary step. This attention to detail is often suggested by a seasoned, carefully chosen, professional REALTOR®. The goal is to maximize a seller's net proceeds with a successful closed sale. The final and most important crucial step is to arrive at the asking price.

Arriving at the ultimate asking price is not guesswork. There is no need to pad the

price for future negotiations, which will ultimately lead to becoming overpriced without success. Additionally, sellers wishing to "test the market" in today's much slower-paced housing market will languish for quite some time, unable to cross the finish line. The best approach is to spend as much time as is needed to carefully consider all recent pending and closed sales.

Buyers are savvy. They will scrutinize every detail of a care home before climbing in a car to take a closer look: the pictures, virtual tours, profit and loss statements, condition, upgrades, amenities, style, curb appeal, age, location, and, most importantly, its price. Price is the most critical first impression. Sellers only get one shot at making that first impression. After the initial introduction to the market, many buyers have "seen" the care home. Armed with their favorite real estate app, they initially tour the care home electronically. They then decide to either schedule a showing appointment or move on and wait for the next care home that pops up. The longer a care home is on the market, the less fanfare and excitement it receives. Even if a seller reduces the asking price down the road, it is not met with the same eager buyer anticipation and enthusiasm like it does when it first hits the market. Currently, 35% of today's active listing inventory has reduced the asking price at least once.

Yet, the data illustrates that starting overpriced, requiring a reduction to secure success, results in the seller walking away with a smaller net proceeds check. The sales price to last list price ratio is very revealing. This refers to the final list price before becoming a pending sale.

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Ask The Broker

ASSISTED LIVING PROPERTIES UNDER A REPUBLICAN ADMINISTRATION

Q: What Changes Might We See in Assisted Living Properties Under a Republican Administration?

A: As we navigate the ever-evolving landscape of assisted living facilities, many stakeholders are wondering how a Republican administration might impact the sector. Changes in leadership can bring shifts in priorities, policies, and funding that may influence the operations and regulations governing Assisted Living Facilities and Residential Care Homes. In this month's "Ask the Broker" column, we'll explore potential changes we might see in assisted living properties under a Republican administration.

1. Regulatory Changes and Deregulation

Republican administrations have historically favored deregulation as a means to stimulate economic growth. This could mean a push towards reducing certain regulations that govern assisted living facilities. While this might streamline operations and lower compliance costs for providers, it raises concerns about the potential impact on resident care standards and safety. Facilities may need to be vigilant in maintaining care quality amidst any regulatory rollbacks.

2. Funding and Financial Support

One significant area of change could be in funding for senior care programs. Under a Republican administration, we might see a shift in budget allocations, prioritizing tax incentives for private sector investments in healthcare, including assisted living. This could lead to increased private investment in the sector, potentially enhancing the quality of facilities. However, funding for Medicaid and Medicare can be unpredictable, and any proposed cuts may impact low-income residents' access to quality care.

3. Focus on Private Sector Solutions

A Republican-led government may place greater emphasis on private sector involvement in healthcare. This could lead to an increase in partnerships between assisted living facilities and private companies, promoting innovative care models and technologies. These collaborations might enhance service delivery, improve operational efficiency, and ultimately benefit residents through improved care options.

4. Emphasis on Workforce Development

The assisted living sector has faced significant workforce challenges, particularly exacerbated by the COVID-19 pandemic. A Republican administration may prioritize workforce development initiatives aimed at bolstering staffing levels and enhancing training opportunities within RCFEs. This could involve incentives for educational programs that prepare individuals for careers in senior care, addressing the critical need for skilled professionals in the industry.

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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

CURRENT LISTINGS

VISALIA: RCFE FOR SALE

- HOME AND BUSINESS
- Immaculate Home!
- Great Neighborhood
- Home \$600K; Business \$150K

COMING SOON (please call for details)

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

**Including:
Diamond Bar
Santa Rosa
Inglewood
Rancho Mirage**

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EATING FOR ENERGY AFTER 50

For senior residents in your care, it's important to provide healthy eating options for best physical and cognitive health benefits.



Pack in Protein

Top that salad with salmon. Protein supports almost every function of the body, and you need more of it as you age. Adults 50 or older who weigh around 165 pounds should get at least 30 grams of protein per meal. You'll need more if you weigh more.

Choose Calcium-Rich Foods

You must have calcium to build strong bones. Your heart, muscles, and nerves also require calcium to work well. Men over 50 need at least 1,000 milligrams a day. Women should aim higher, around 1,200 milligrams a day. Dairy, leafy greens, soft-boned fish, and calcium-fortified foods can get you there.

Home In on Whole Foods

Hungry? Reach for an apple or some carrots instead of those chips. When your diet is high in processed, pre-packaged foods, you feel more sluggish and heavy. Fresh, whole foods have the vitamins, minerals, and antioxidants that boost energy and wellness.

Slash Your Sugar

Food and drinks with added sugar are quick energy zappers. You'll feel a rush at first, but the crash comes soon after. Keep your diet low-sugar for longer-lasting vitality during the day.

Get Whole Grains

For sustained energy, choose high-fiber whole grains. These foods help keep your blood sugar steady so that your energy doesn't spike and crash.

Boost Your B12

If your diet is low in vitamin B12, you risk fatigue and muscle weakness. Some people on vegan or vegetarian diets may not get enough of this nutrient because plant foods don't have it. You get B12 from poultry, meat, fish, and dairy products, as well as some fortified breakfast cereals.

Snack on Seeds and Nuts

Nuts and seeds are nutrient-dense, which means you get a lot of benefit from a little serving. Let these healthy fat-, protein- and fiber-packed snacks satisfy your need for a quick crunch.

Focus on Healthy Fats

Dietary fat is crucial for energy, but keep the fat you eat healthy: Avoid saturated fats (animal-based fats and full-fat dairy) and stick with liquid non-tropical plant oils, low-fat or nonfat dairy, and fish.

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RSV VACCINES FOR OLDER ADULTS

Medically Reviewed by Jabeen Begum, MD | Written by WebMD Editorial Contributor



Respiratory syncytial virus (RSV) is a contagious illness that can cause lung infections. While it usually starts with mild cold-like symptoms, it can become more severe for older adults, young children, and people with weakened immune systems.

Who Should Get Vaccinated?

The CDC recommends the vaccine for adults 75 and older. Those 60-74 can also get vaccinated if they have a high-risk condition such as lung disease, heart disease, or a weak immune system.

How the Vaccines Work

You only need to get the vaccine once. The vaccines contain a small part of the RSV virus to help your body create antibodies. These antibodies protect you from getting seriously ill if you're infected.

Benefits of the Vaccine

Vaccines may not fully protect everyone that receives them, but they can greatly reduce your chances of developing serious lung disease. If you get RSV, the vaccine can lower your chances of developing serious lung disease by 65%-94%, depending on how recently you had the shot.

Side Effects

Some people might experience mild side effects like fatigue, fever, headache, and muscle pain. These side effects don't normally last very long. It's rare, but there have also been reports of people developing a nervous system condition called Guillain-Barré syndrome following the vaccine.

Questions to Ask Your Doctor

Ask your doctor if they recommend the vaccine based on your age or health condition, and when the best time is to get vaccinated. Also, discuss possible side effects and any concerns you may have.

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These are averages, meaning there are exceptions, but the overall trend is eye-opening. In Orange County, for example, 72% of all closed sales in October did not reduce the asking price. It was 88% in May. The sales price to last list price ratio for these homes was 99.3%, meaning, on average, a home appropriately priced sold close to its initial asking price. An RCFE listed at \$1 million sold for \$993,000, \$7,000 below the asking price. Accurate pricing also means considerably less time on the market.

The data is loud and clear. For sellers to net as much as possible at the closing table, it is essential to carefully arrive at a care home's Fair Market Value no matter how much time and effort it takes. Fair Market Value is the price a care home would sell for in a perfectly logical world - one where both the care home buyer and seller are acting of their own free will and are reasonably aware of a care home's good and bad points, and where the buyer could just as easily choose a different care home that suits their needs better.

It is wiser to spend hours sifting through all the most recent comparable pending and closed sales, carefully considering a care home's income potential, condition, upgrades, amenities, and location, than to linger on the market without success, left with a decision to reduce the asking price or throw in the towel and pull the care home off the market. In other words, the most successful home-selling approach is meticulously arriving at the initial asking price.



Ask The Broker

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5. Health and Safety Standards

While deregulation may be a focus, it's also possible that a Republican administration will advocate for improved health and safety standards, particularly in response to lessons learned during the pandemic. Enhanced guidelines for infection control, emergency preparedness, and resident safety protocols may be implemented. Facilities will need to stay informed and adaptable to these evolving standards to ensure compliance and maintain resident safety.

6. Community-Based Care Models

There may be a growing interest in community-based care models that allow seniors to age in place. This could lead to increased support for assisted living properties that integrate seamlessly into their communities, promoting social engagement and reducing isolation among residents. Facilities that prioritize community involvement and create partnerships with local organizations may find themselves better positioned for success.

Conclusion

While the specific policies under a Republican administration remain to be seen, it's clear that changes in leadership can have far-reaching implications for the assisted living sector. Stakeholders should stay informed and proactive, adapting to shifts in regulation, funding, and community expectations. As we look ahead, it's essential to prioritize the well-being of residents and ensure that quality care remains at the forefront of our efforts in the assisted living industry.

In the coming months, we'll continue to monitor these developments and provide insights into how they may affect the market. Stay tuned for more updates in future editions of the RCFE RESOURCE MARKET REPORT!

EATING FOR ENERGY

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Eat Your Beans

Beans are low on the glycemic index, which means they don't increase blood sugar as much as other foods do. Beans take longer to digest and boost magnesium, too, which your cells need to make energy.

Cut Back on Booze

As you age, your body metabolizes alcohol differently than it did when you were younger. You're likely to feel the effects more with less to drink, leaving you dragging. Save spirits for special occasions, or up your mocktail game and avoid alcohol completely.

Drink More Water

The biggest side effect of dehydration is fatigue. Boost your water consumption by adding fresh fruit to make it more tempting. Keep a water bottle on hand during the day so you're reminded to sip.

Eat Smaller, More Frequent Meals

Instead of a big breakfast, lunch, and dinner, opt for multiple nutrient-dense snack sessions throughout the day. This helps your brain maintain a steady supply of nutrients so you feel less fatigued.



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FEATURED LISTING



Imagine owning a serene sanctuary nestled in the heart of Visalia, nearby the stunning Sierra Nevada mountains—this is your opportunity! Well-maintained RCFE, 5 Beds, 2 Bath, 2,300 Square Feet. Licensed for 5. 2 hospice waivers.

Home \$600K; business \$150K.

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For more information, please contact Michelle London at 949-397-4506

THINKING OF BUYING OR SELLING?

Let our RCFE Resource team of professionals bring proven expertise to help you get the highest sales price for your RCFE or ARF!

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