

The Industry 3rd Qtr 2011

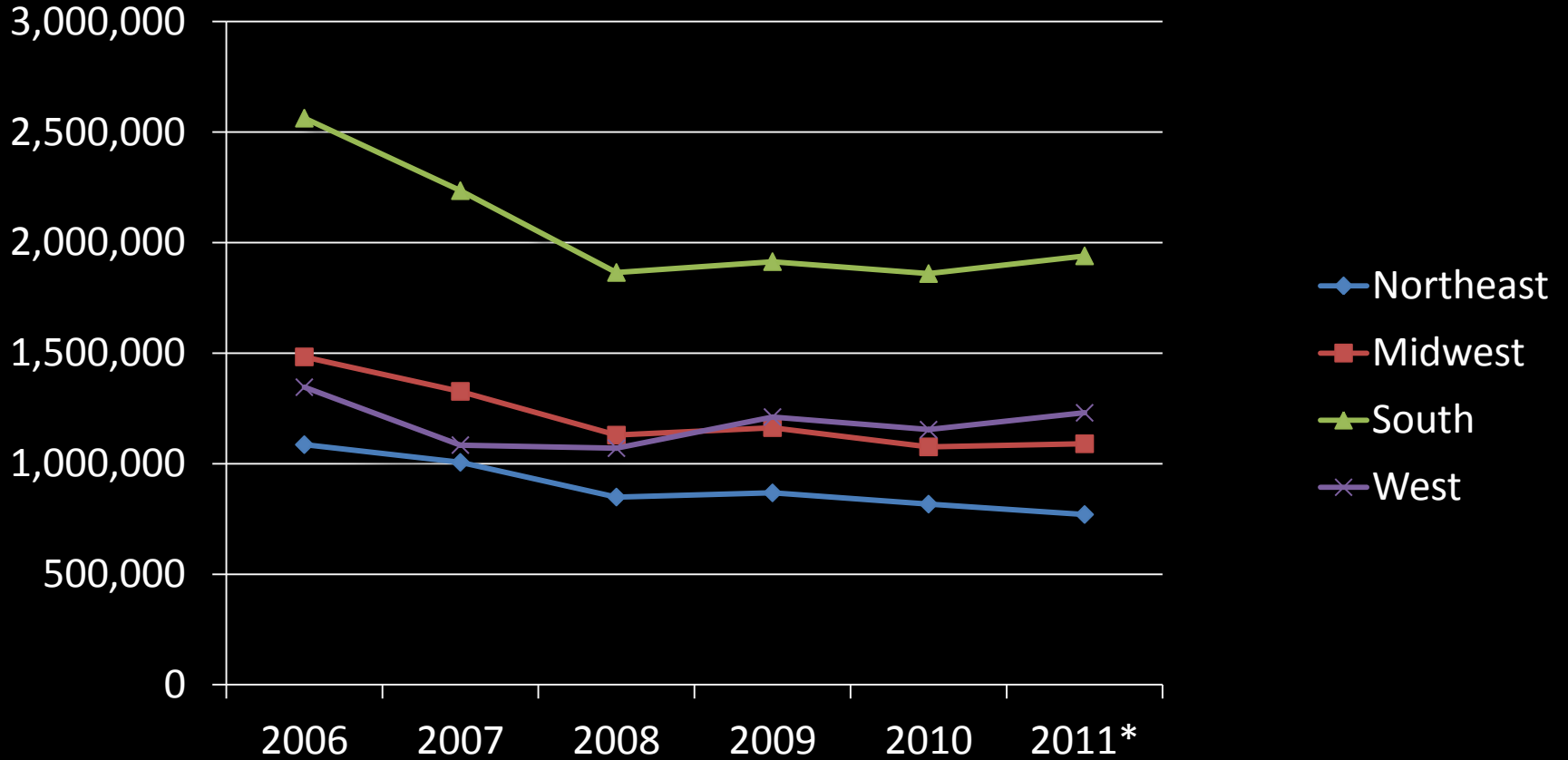
Margaret Wylde

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Housing Market

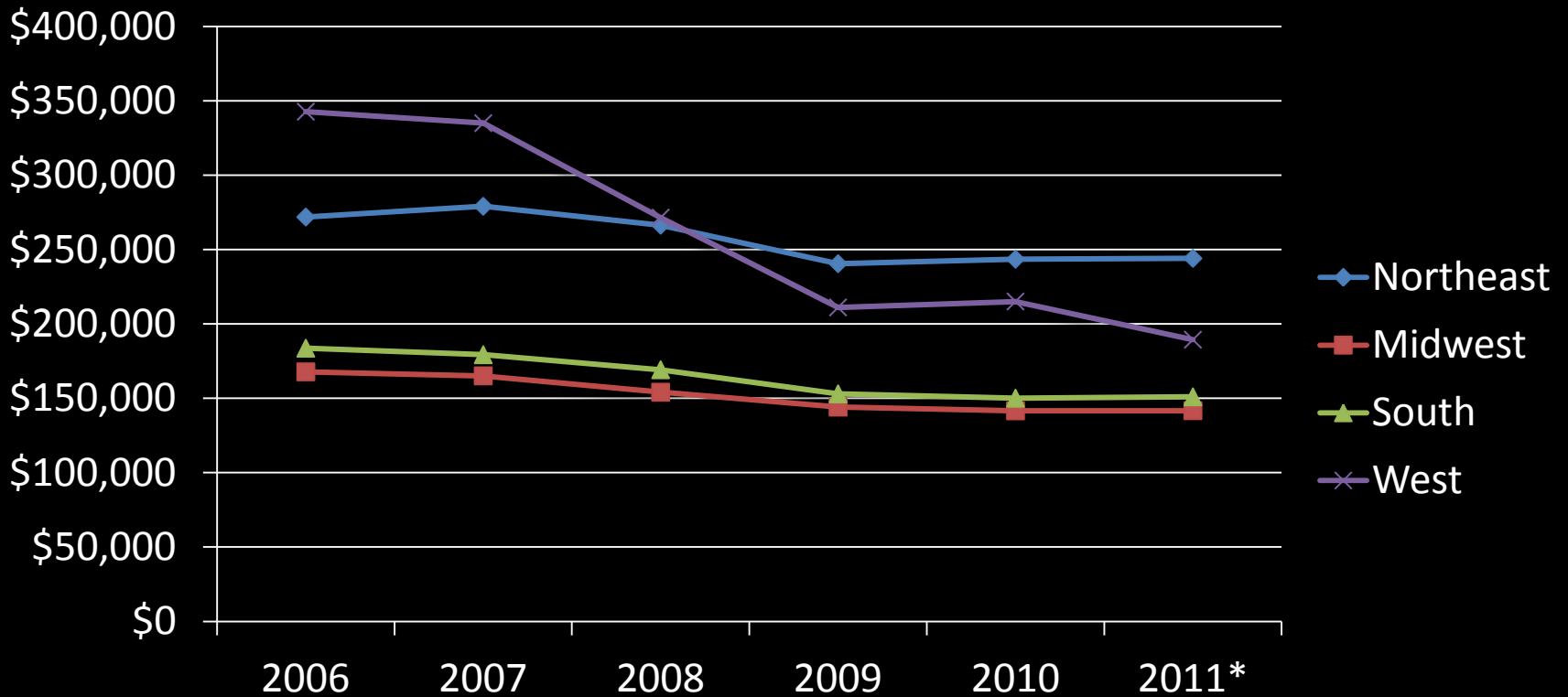
Existing Homes Sold



Source: National Association of Realtors

Housing Market

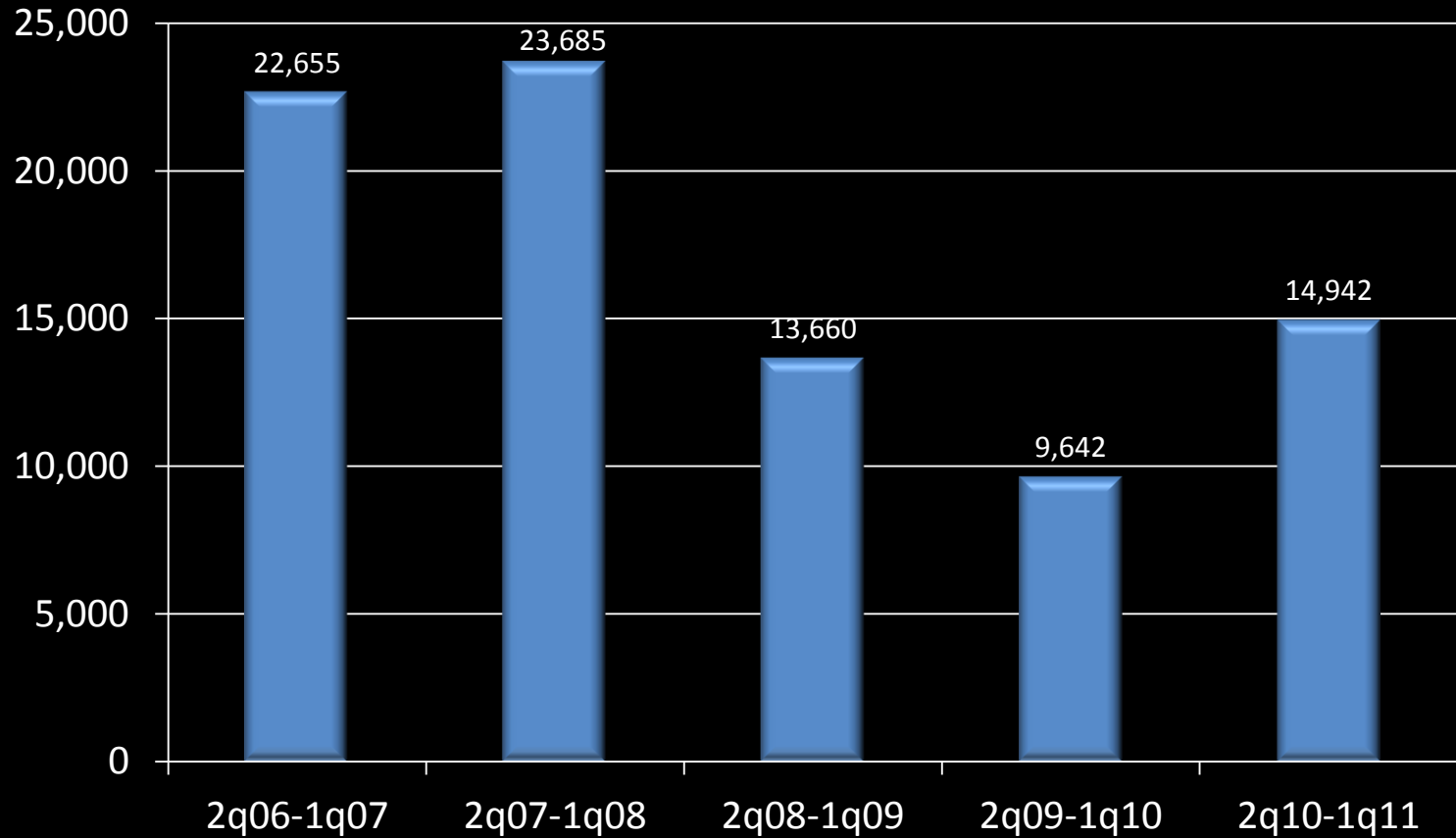
Average Sale Price of Existing Homes Sold



Source: National Association of Realtors

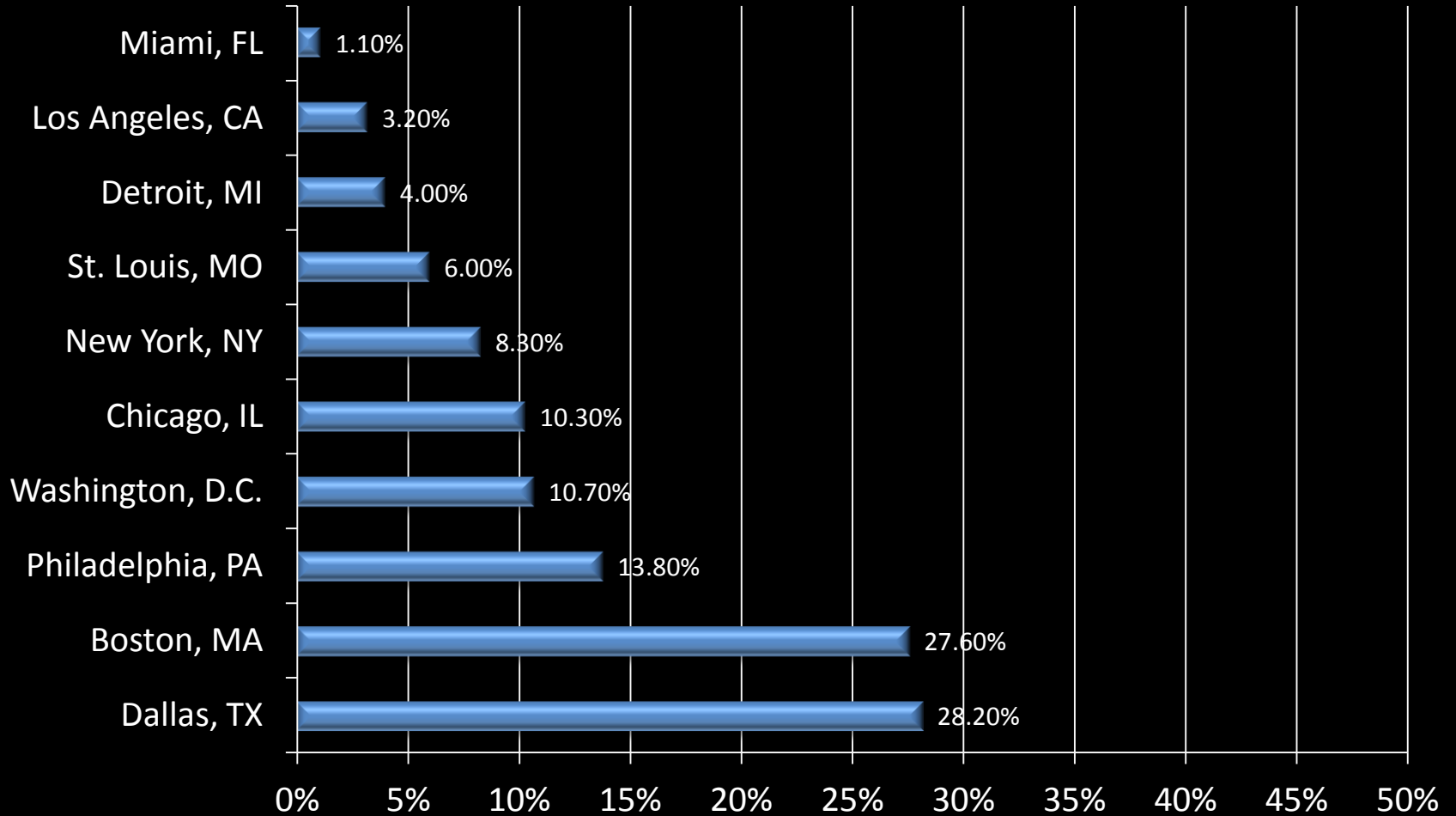
Construction

Senior Housing Units Started



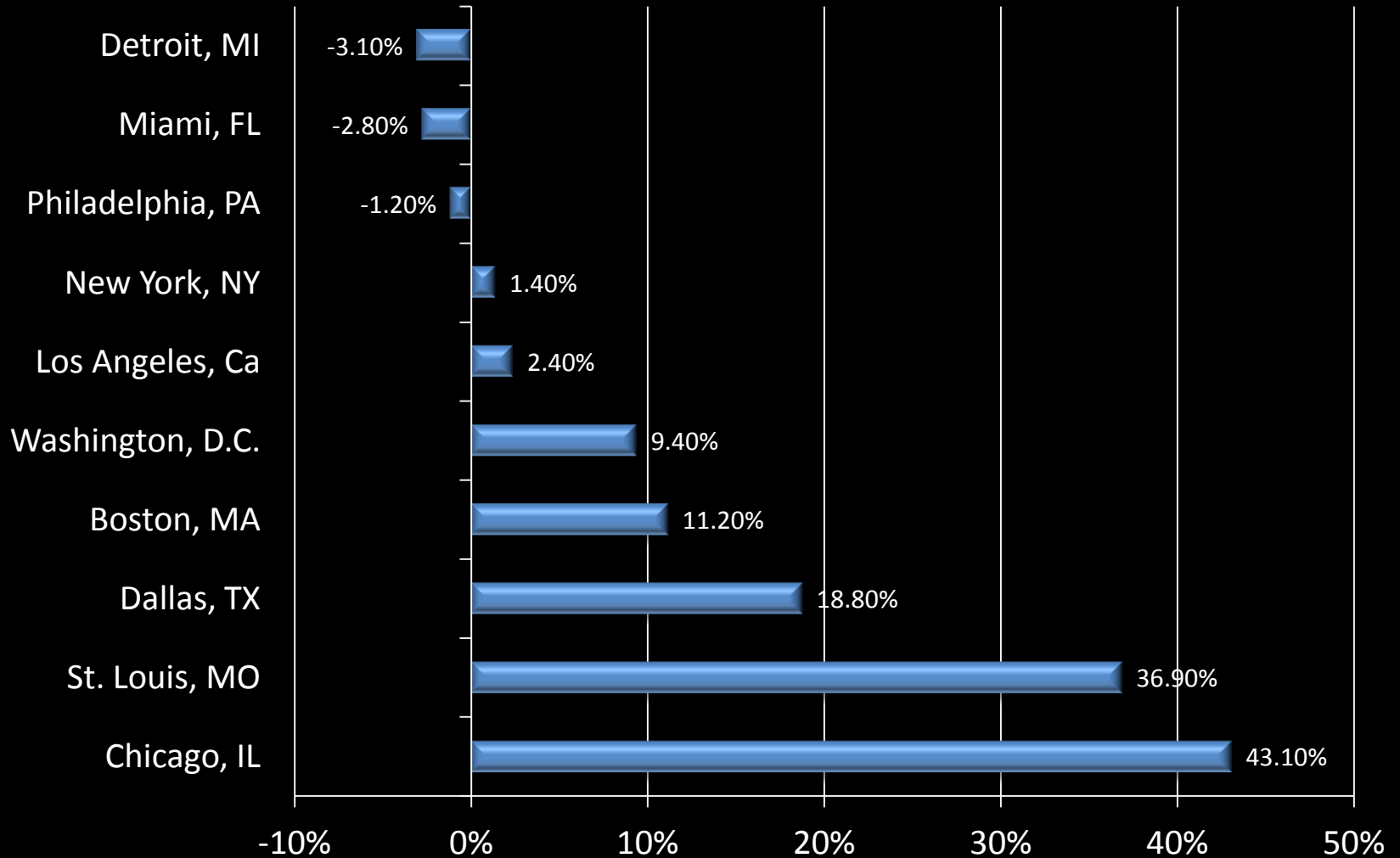
Source: Senior Housing Construction Trends Report 2011

Majority IL Inventory Growth (4/1/2006 through 3/31/2011)



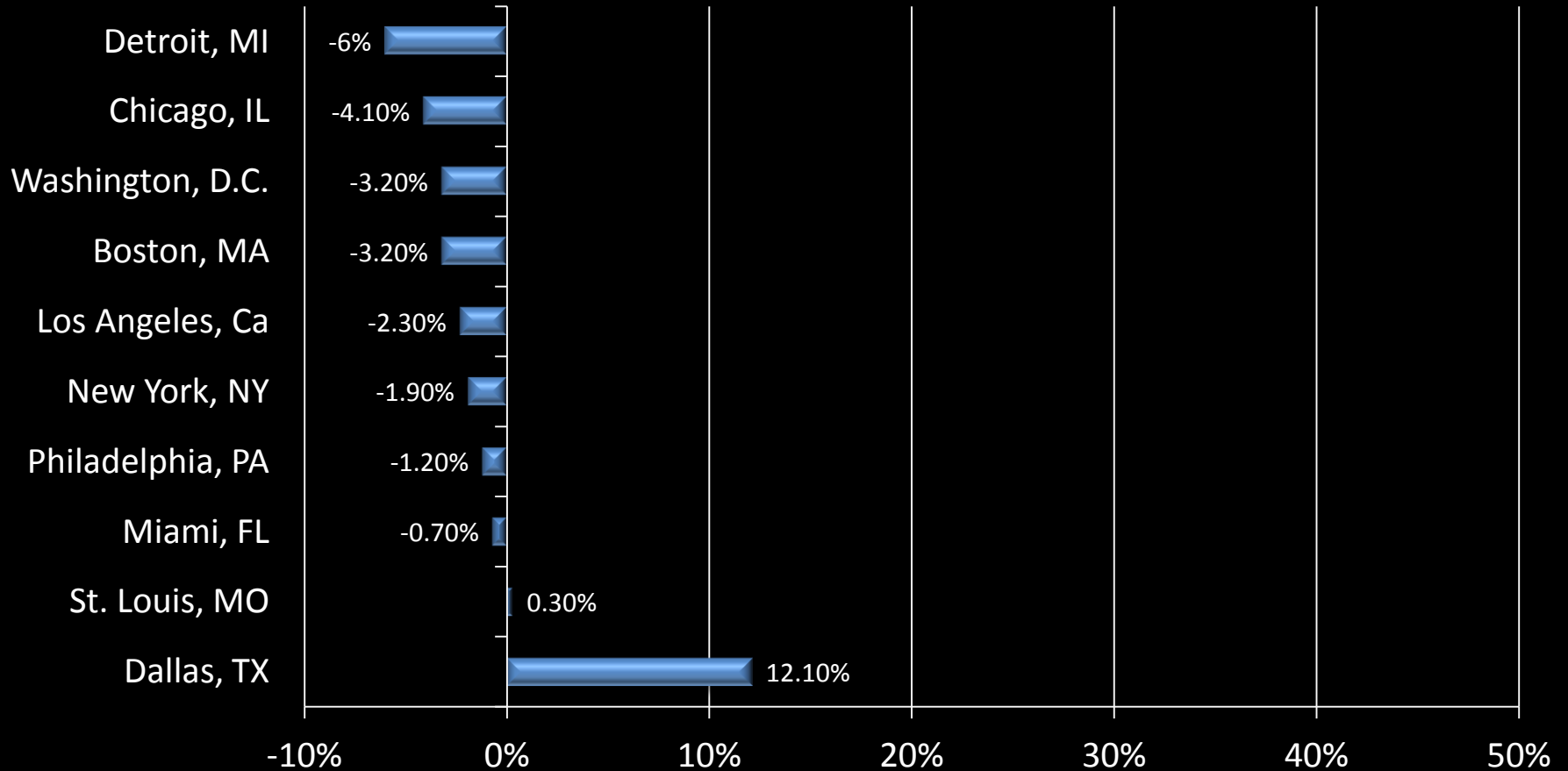
Source: Seniors Housing Construction Trends Report 2011

Majority AL Inventory Growth (4/1/2006 through 3/31/2011)



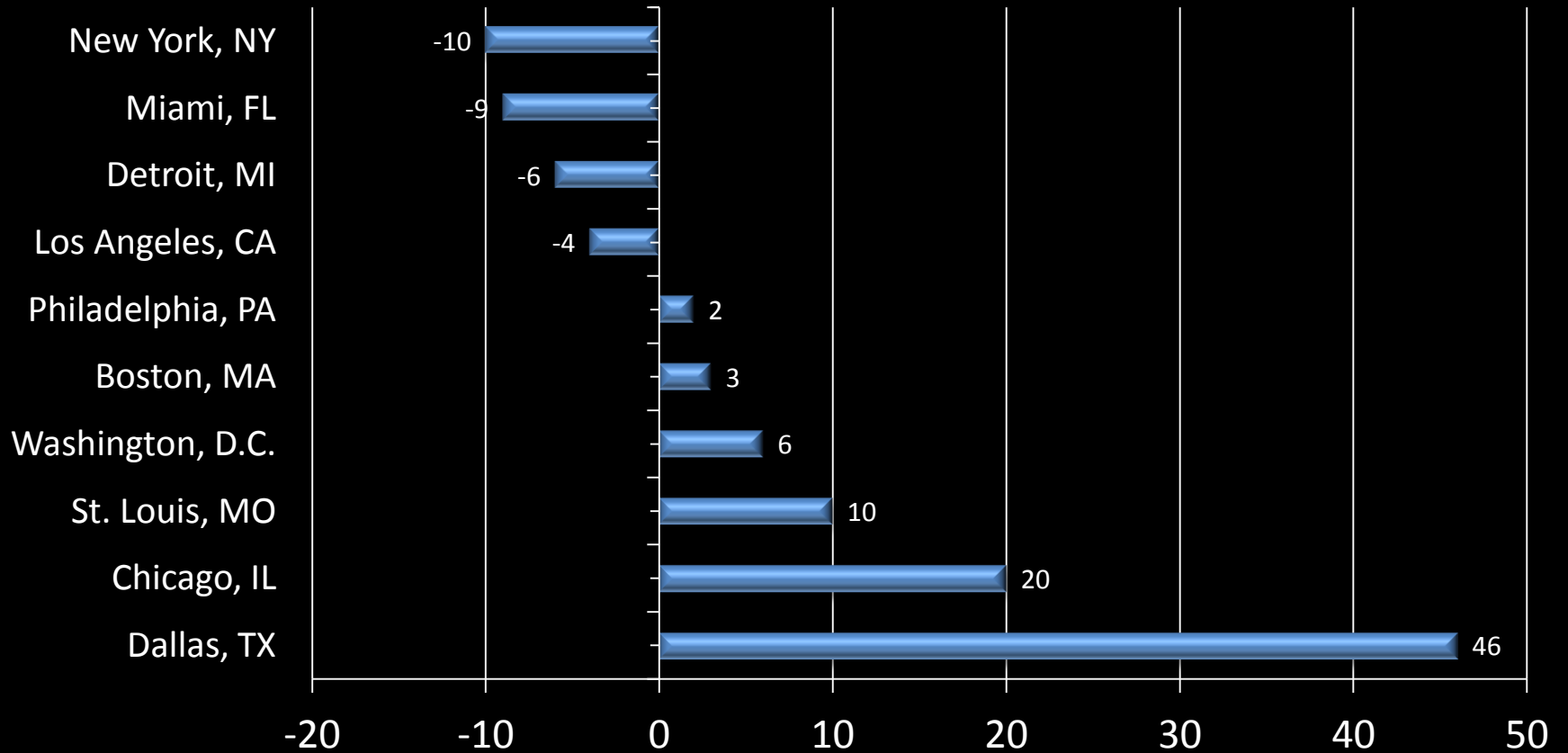
Source: Seniors Housing Construction Trends Report 2011

Majority NC Inventory Growth (4/1/2006 through 3/31/2011)



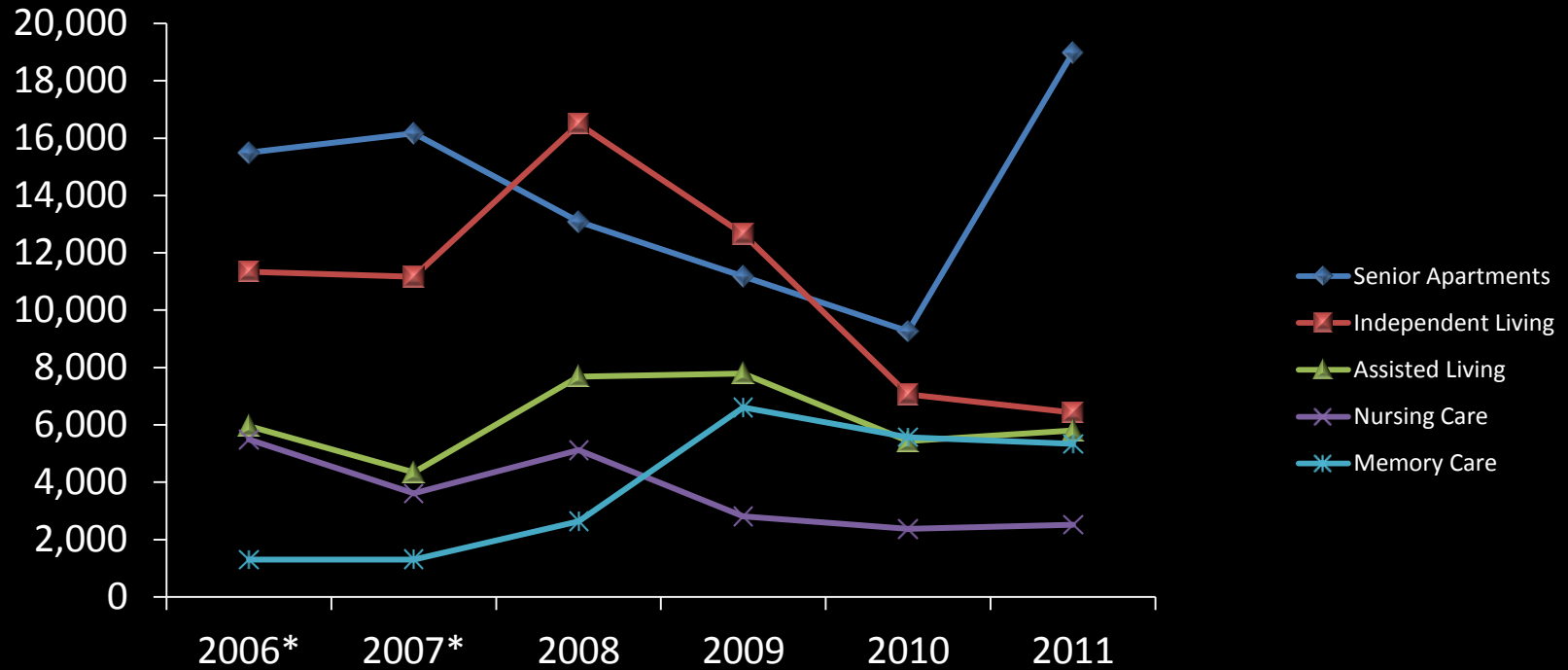
Source: Seniors Housing Construction Trends Report 2011

Change in Property Count (4/1/2006 through 3/31/2011)



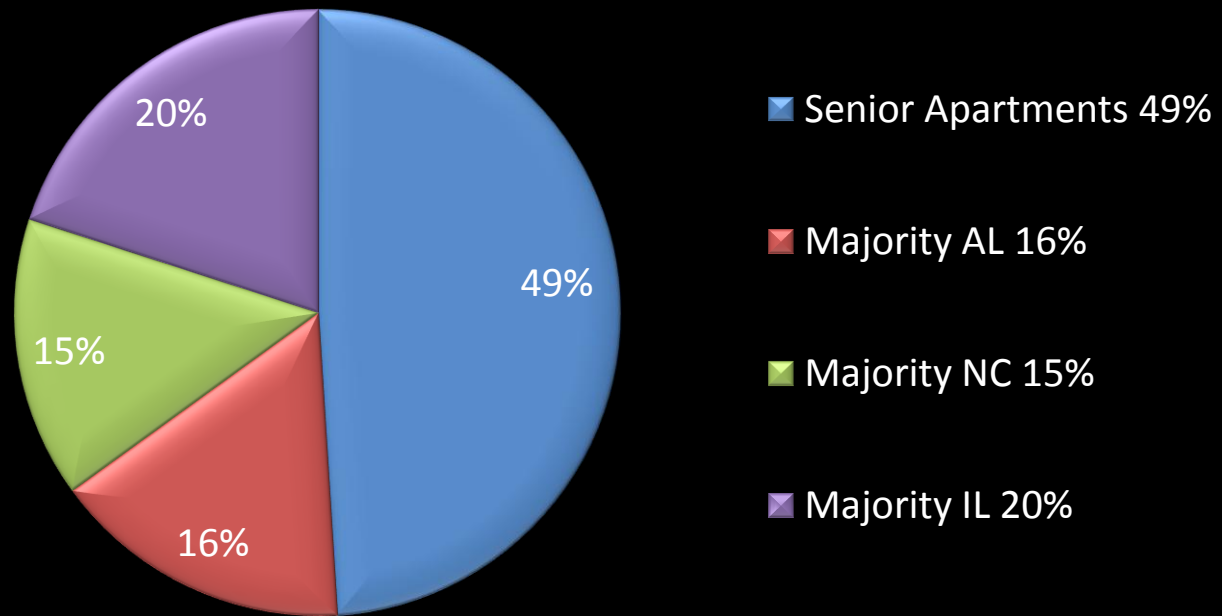
Source: Seniors Housing Construction Trends Report 2011

Senior Housing Units Under Construction for Top 100 Metro Areas



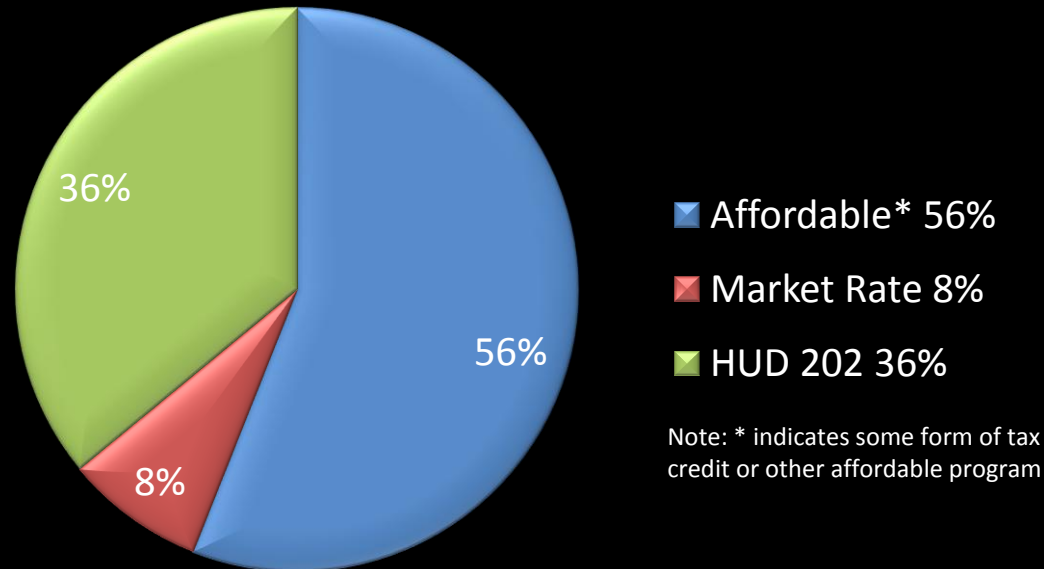
Note: * indicates Top 75 Metropolitan Areas

Distribution of Units Under Construction 2011



Source: Seniors Housing Construction Trends Report 2011

Distribution of Senior Apartments Under Construction 2011



Source: Seniors Housing Construction Trends Report 2011

Property	Assisted Living														
	Studio					1 Bedroom					2 Bedroom				
	Total Price	Number of Units	Occupancy	Performance Value	Rank	Total Price	Number of Units	Occupancy	Performance Value	Rank	Total Price	Number of Units	Occupancy	Performance Value	Rank
	\$6,570	28	96%	6,307	3	\$8,250	22	77%	6,353	3					
	\$7,455	22	96%	7,157	1	\$8,280	46	98%	8,114	1	\$8,790	10	100%	8,790	1
						\$5,697	56	100%	5,697	4					
	\$6,375	60	100%	6,375	2										
	\$5,790	29	97%	5,616	4	\$7,050	29	100%	7,050	2					


Note: Total Price includes the price of unit type plus all healthcare costs.

Attributes that Predict High Performance Values

	Pearson Correlation	Sig. (2-tailed)
Number of Households within A 5-Mile Radius With Minimum Income Level		
45-64 annual household income \$100,000+	0.909	0.012
75+ annual household income \$100,000+	0.908	0.012
85+ annual household income \$75,000+	0.907	0.013
65+ annual household income \$200,000+	0.869	0.025
Total Population or Households		
Households age 85+ for 5-mile-radius	0.929	0.007
Total Population 5-mile-radius	0.898	0.015
Performance of Sales Counselor		
Discussed value of move to the prospect	0.780	0.05
Discuss financial issues with the prospect	0.834	0.034
Discuss daily life with the prospect	0.739	0.05
Community Attributes		
Percent of staff members who spoke to you.	0.616	0.003
Quality of landscaping	0.504	0.014
Quality of design and seating available in reception area	0.454	0.029

Sales Counselors Impact Success

Attributes with Strongest Correlations with the Performance Values
Performance Value = Rate x Occupancy

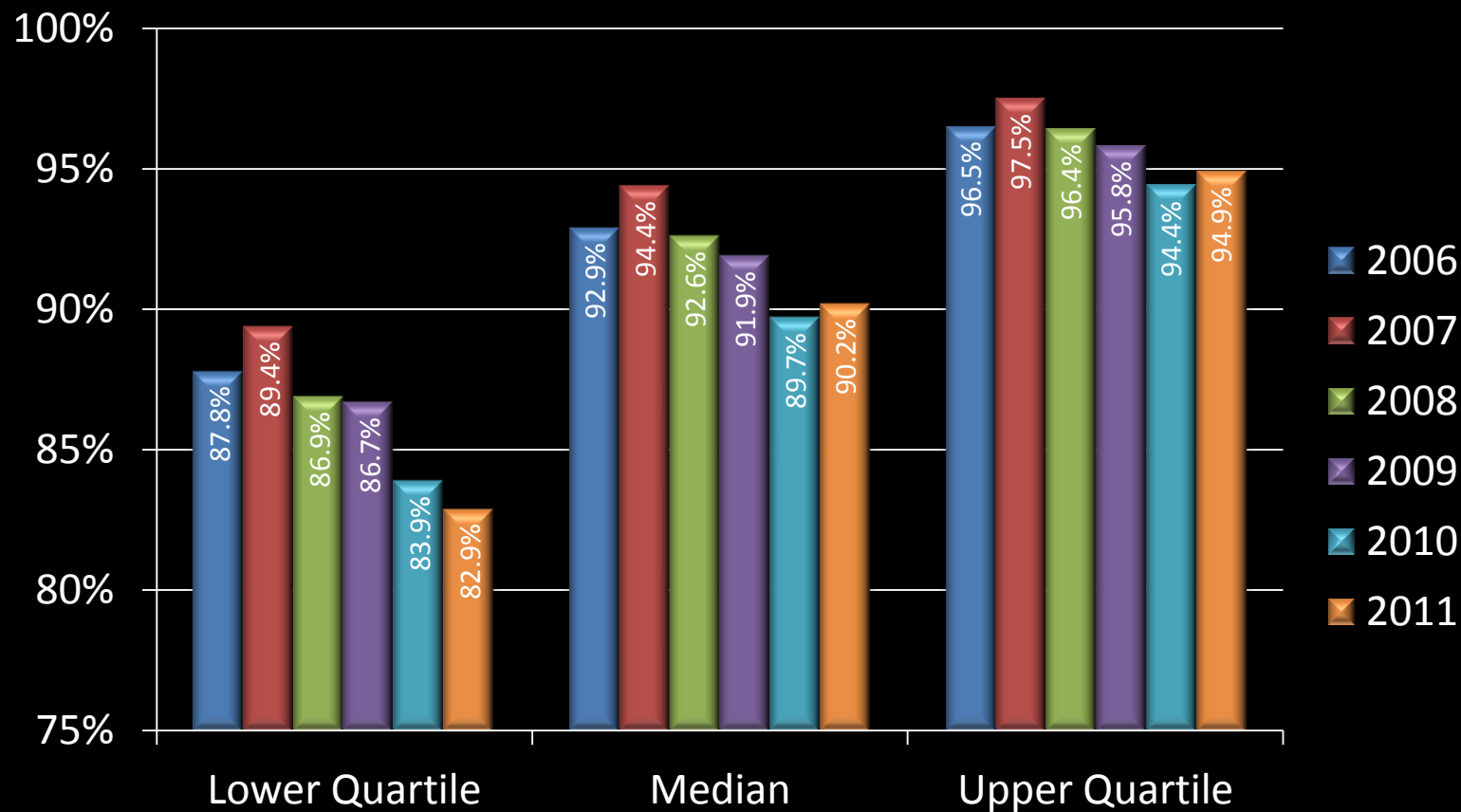


Variable	Pearson	Significance Level ¹
Sales Counselor Focused on Solving Issues	0.626	0.0042
Median home value	0.533	0.0001
Increase in median income of 65+ households	0.479	0.0004
Increase in median income of 45-64 households	0.451	0.0010
Gestalt Score of community	0.449	0.0012
Increase in median income of 75+ households	0.436	0.0015
Architectural Style of Building	0.426	0.0020

Notes: Demographic/Economic data within in 5-mile Radius

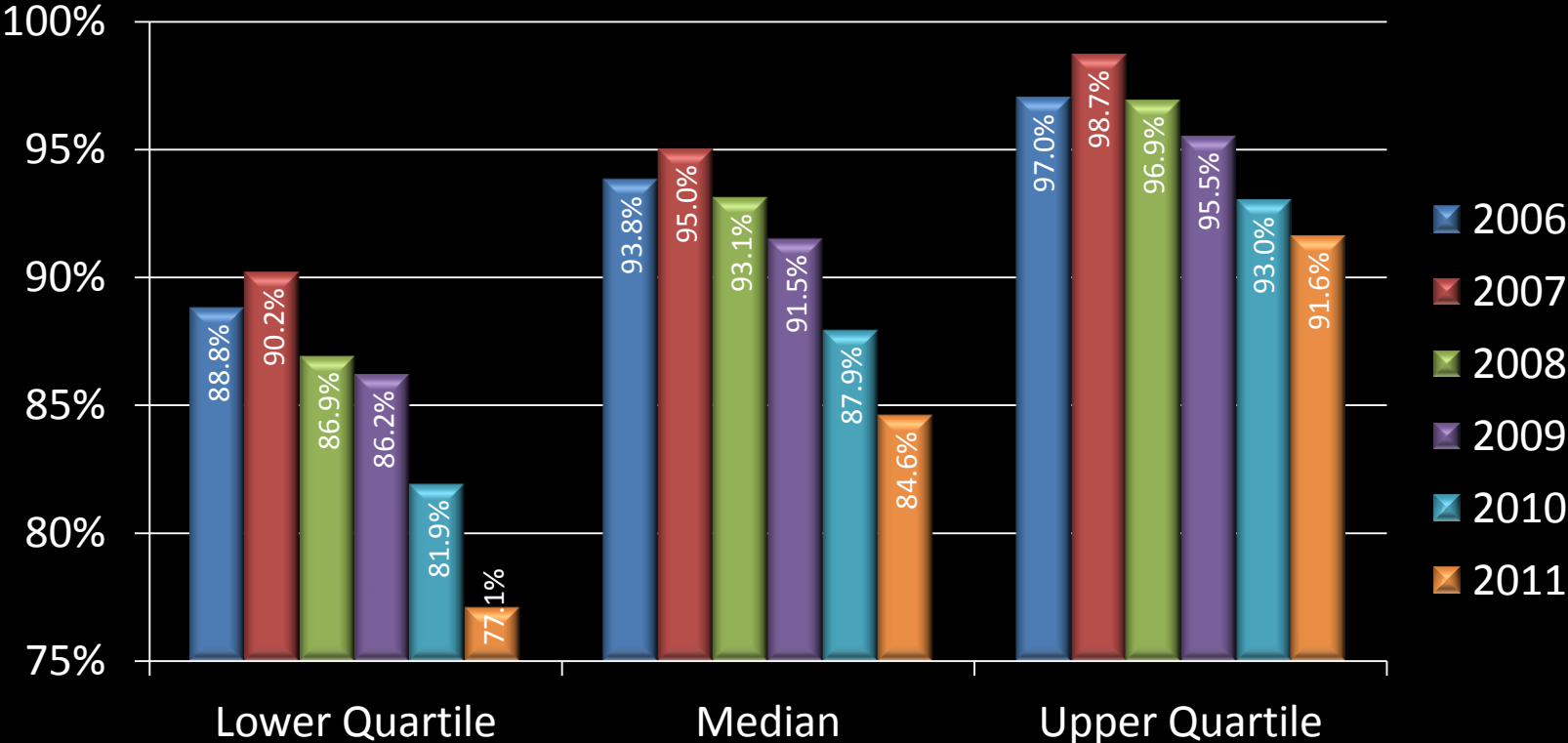
Occupancy

All Communities Occupancy



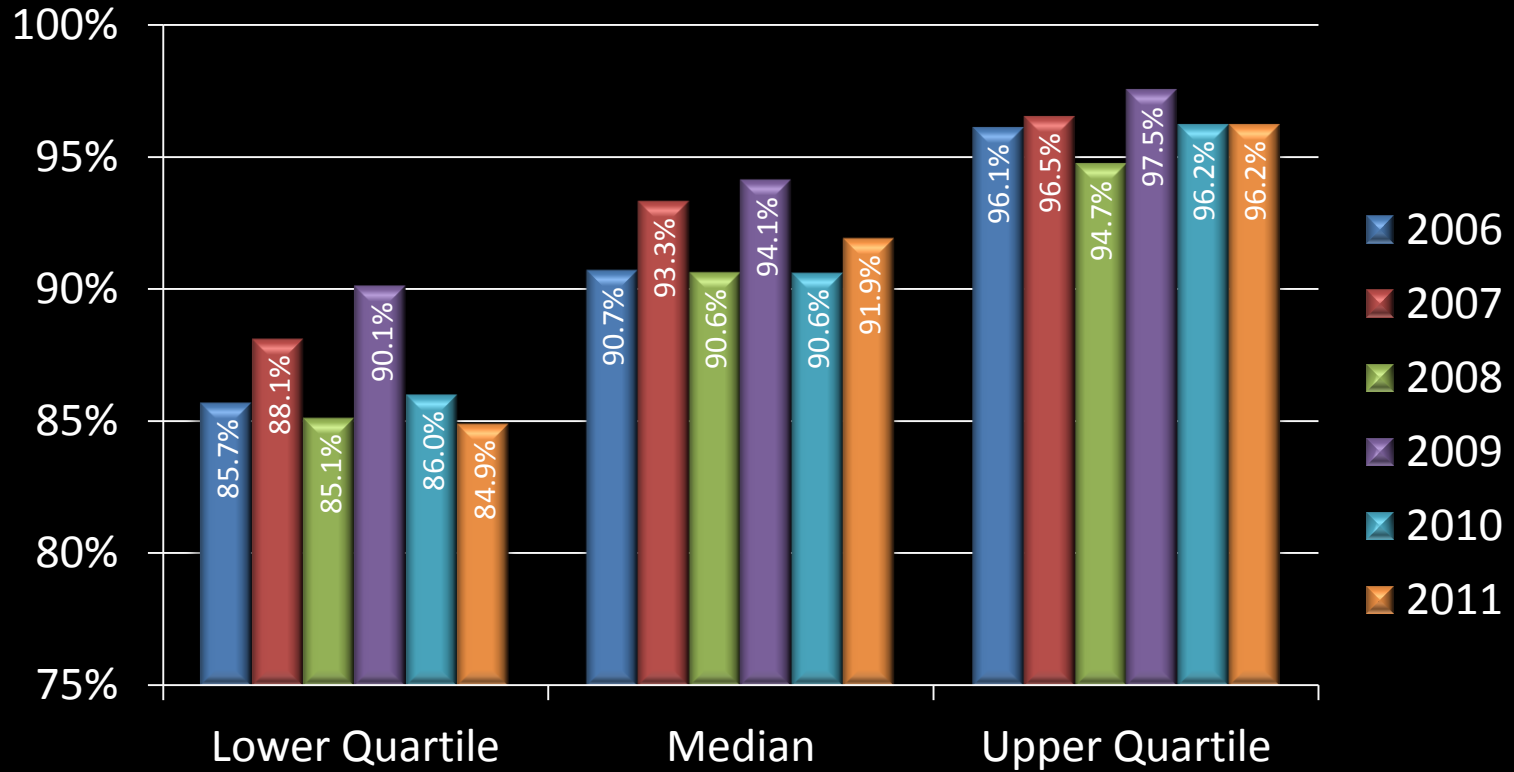
Source: The State of Senior Housing

Independent Living Occupancy



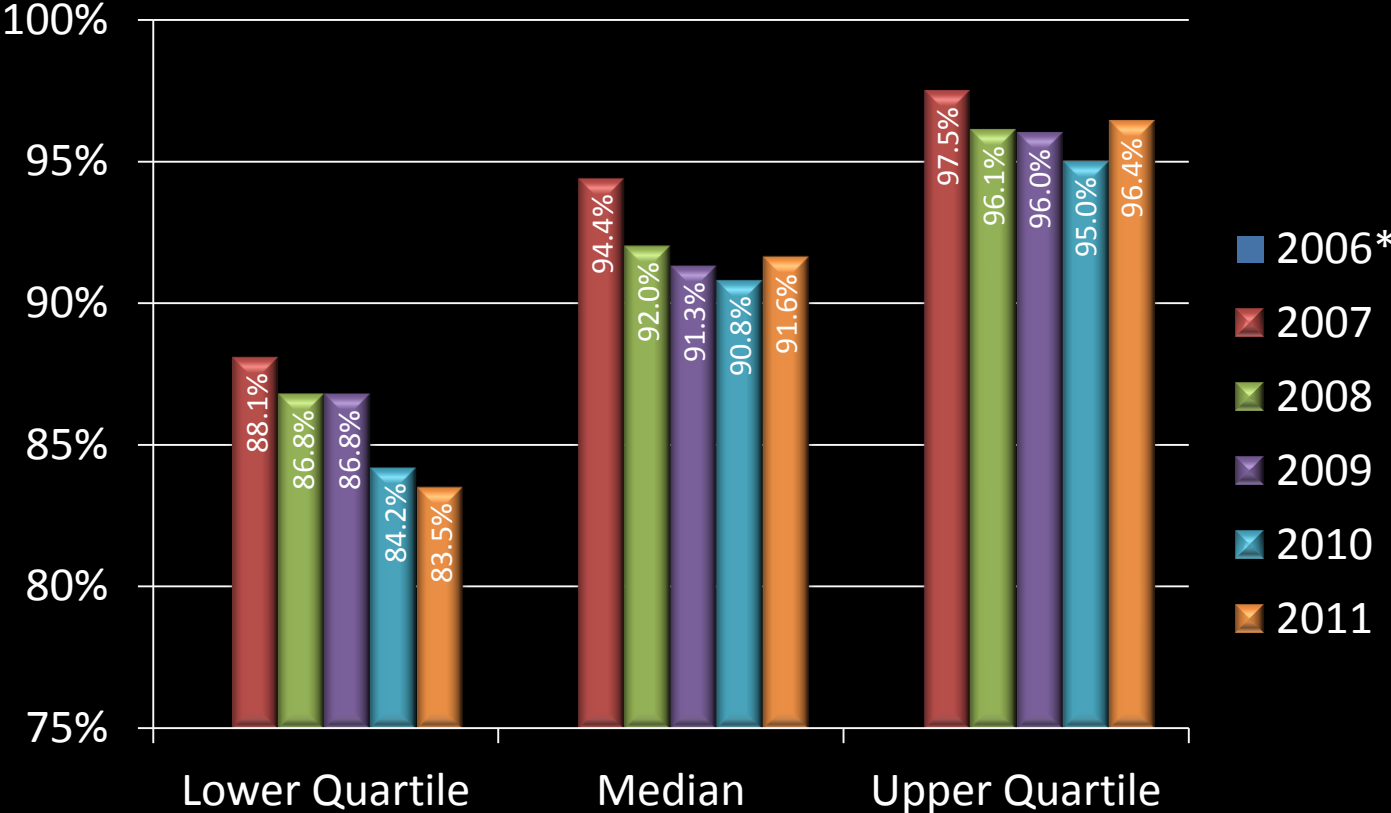
Source: The State of Senior Housing

Assisted Living Occupancy



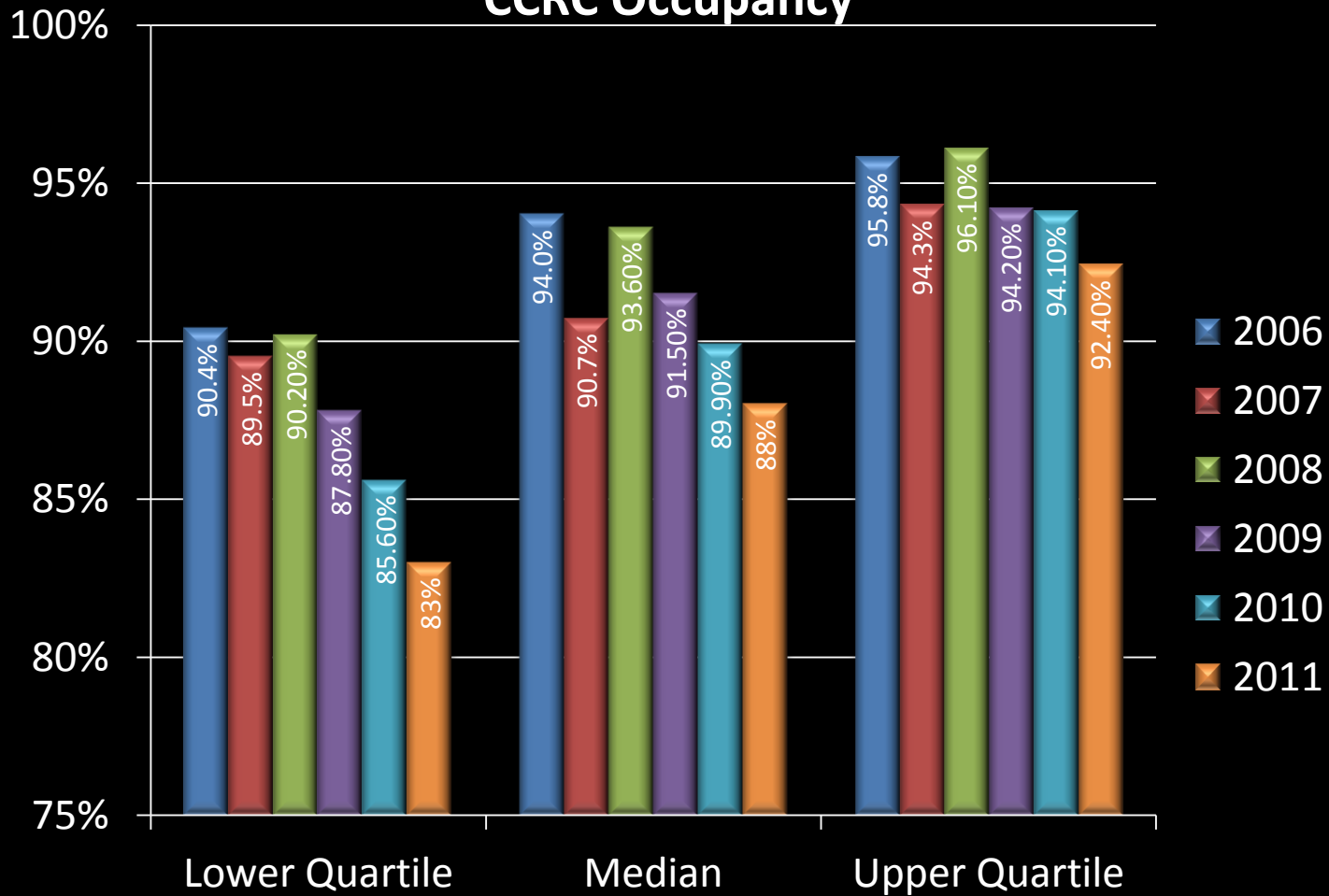
Source: The State of Senior Housing

Memory Care Occupancy

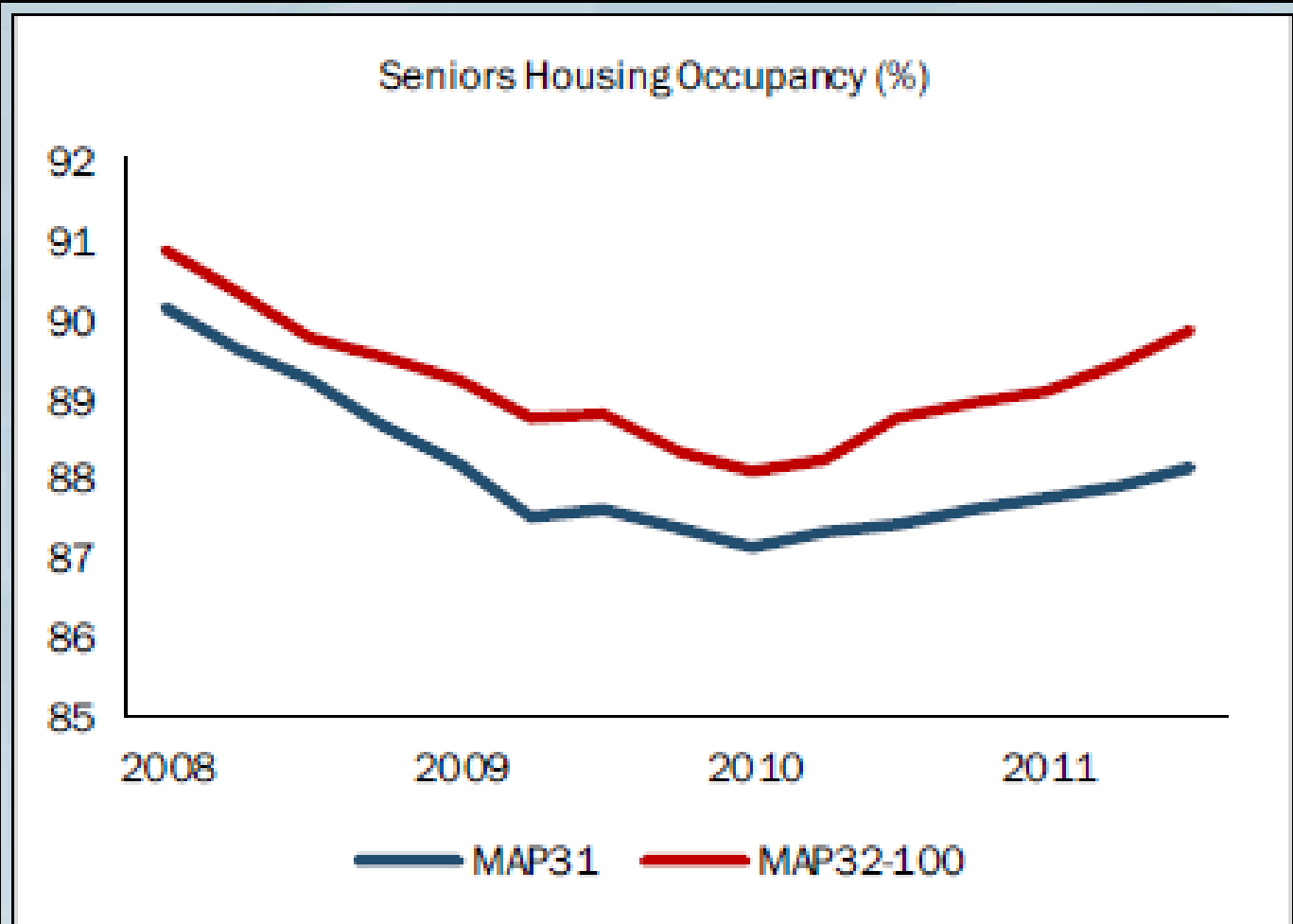


Source: The State of Senior Housing

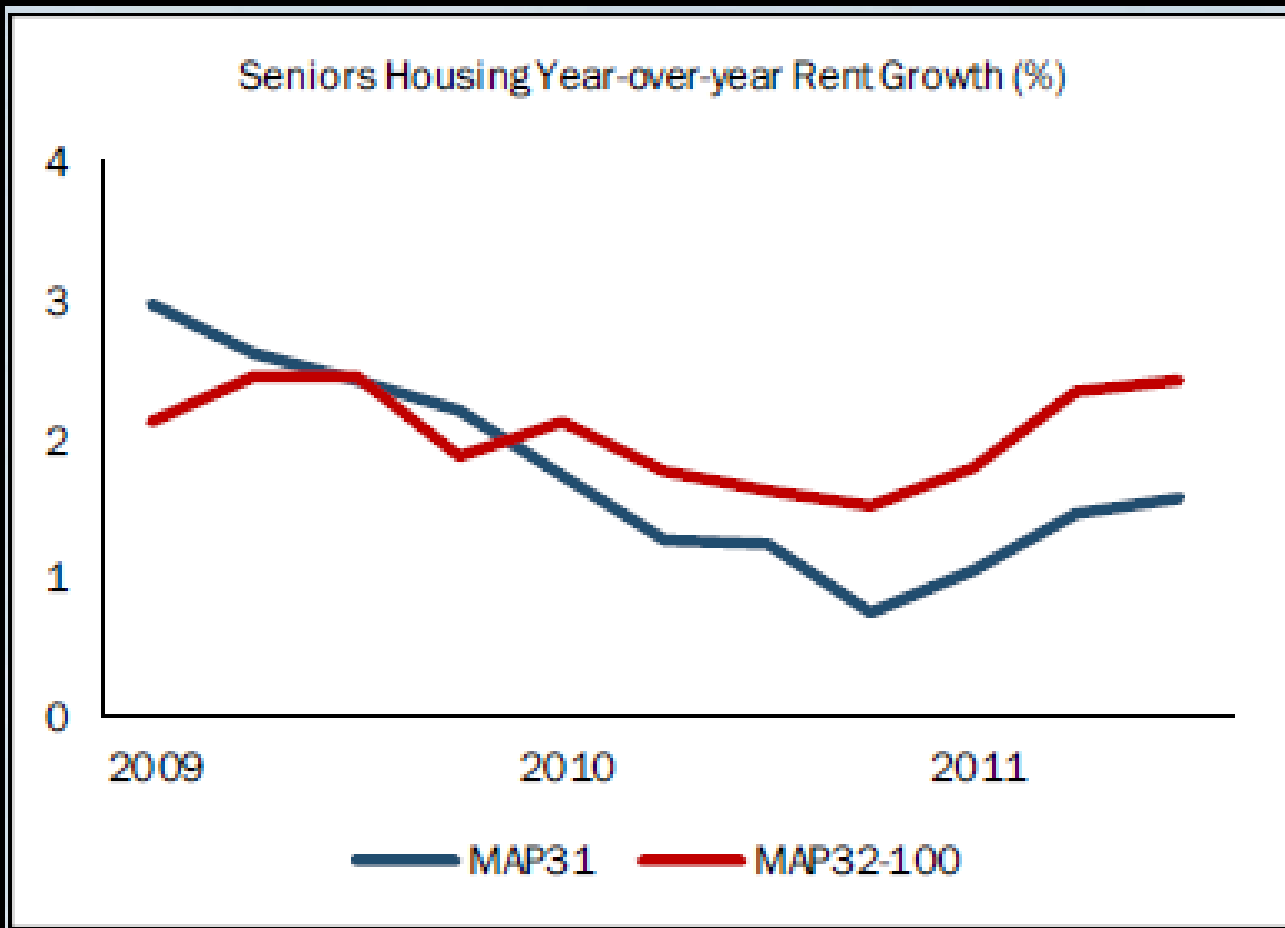
CCRC Occupancy



Source: The State of Senior Housing

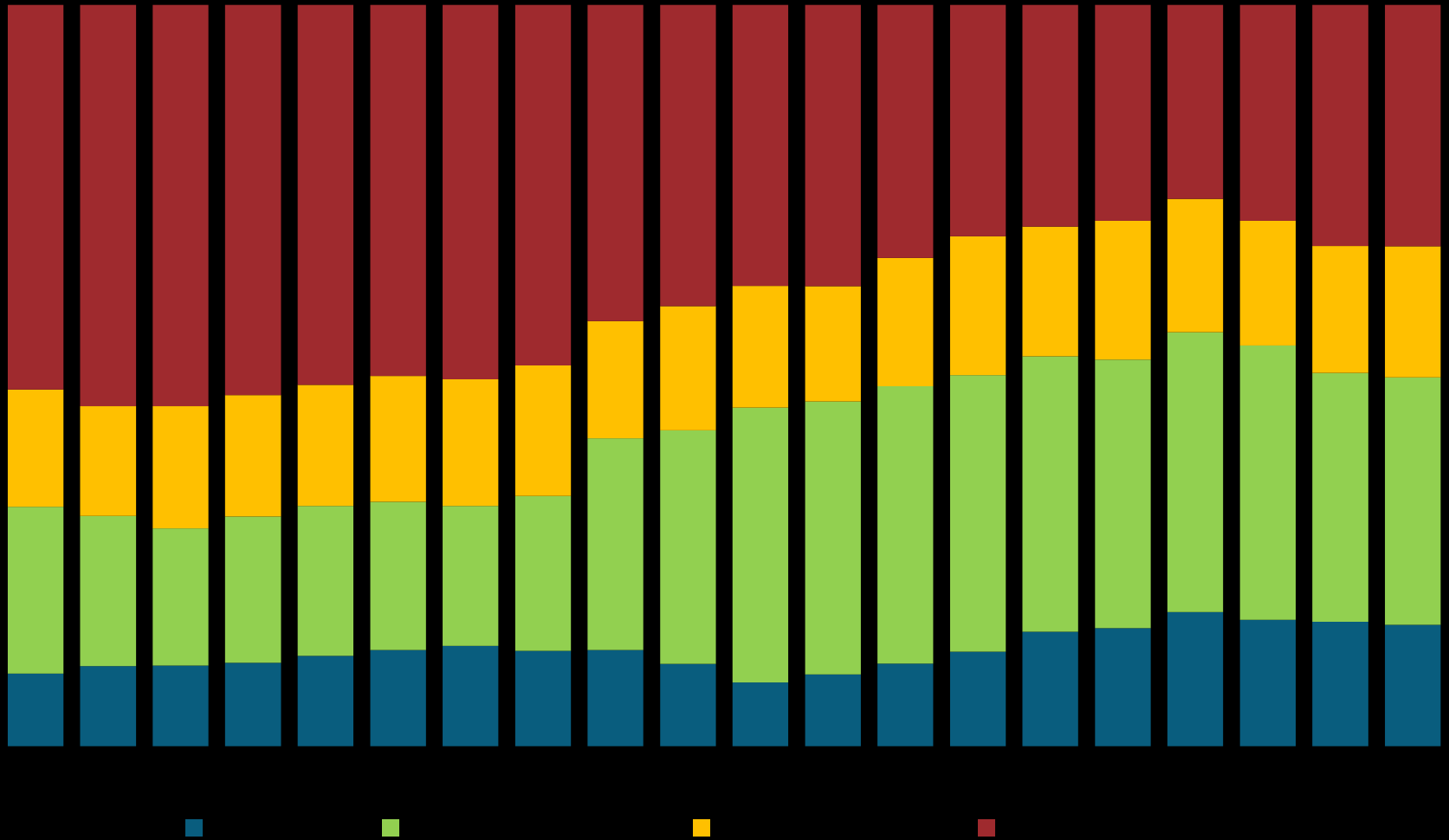


Source: NIC MAP 3Q2011



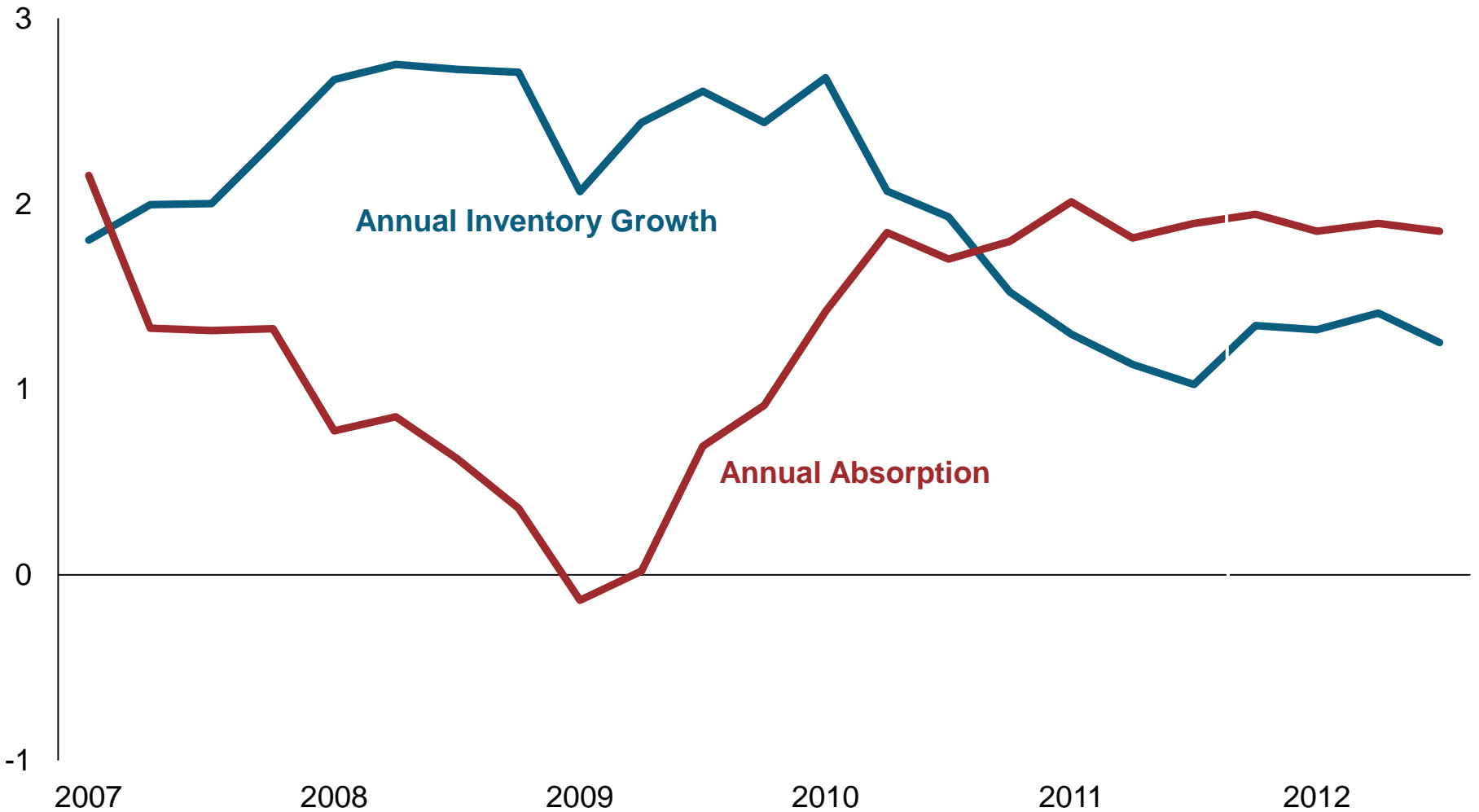
Source: NIC MAP 3Q2011

Properties Beginning to Rise Rents Again

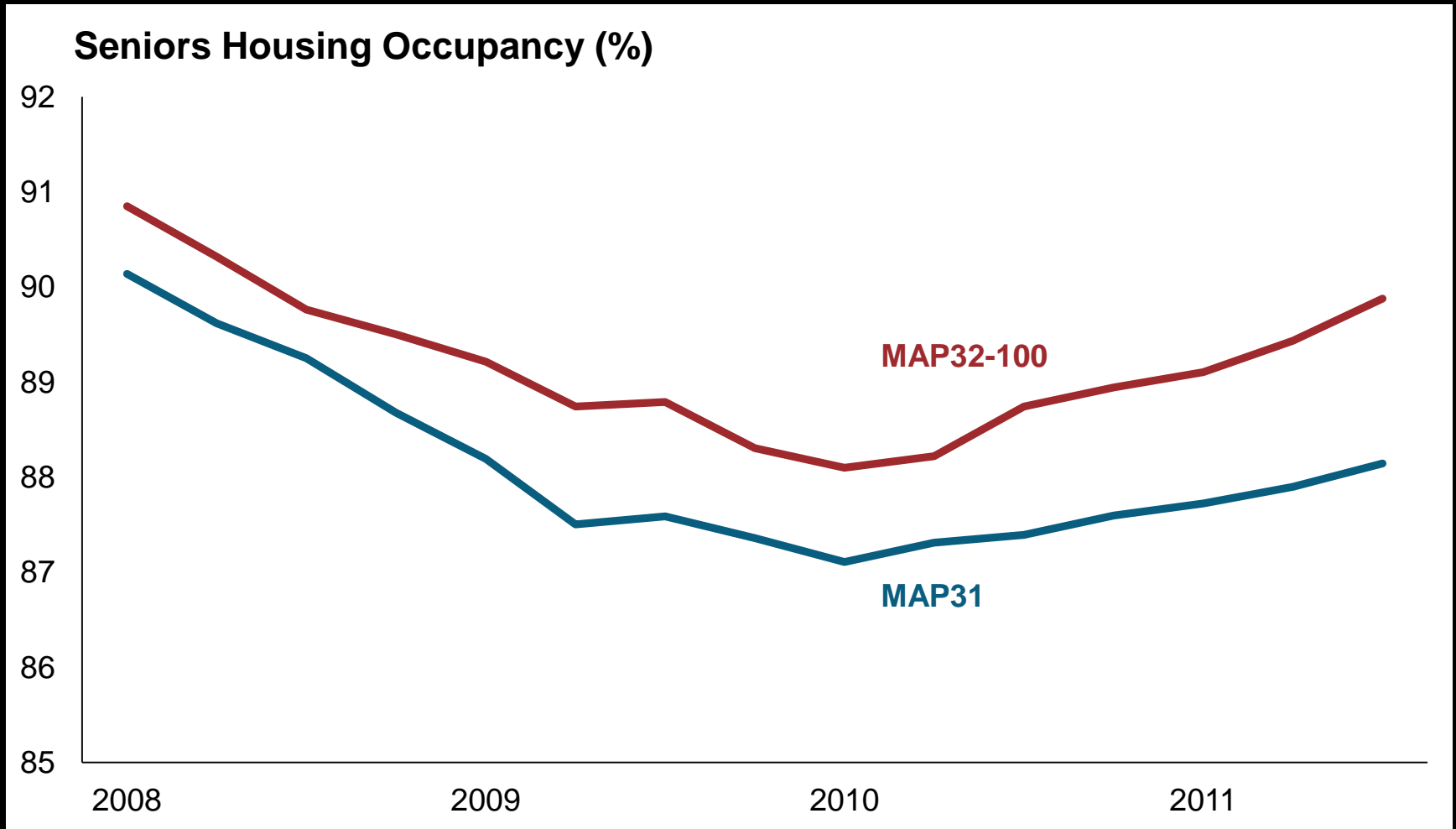


Demand Likely to Continue Outpacing Supply

Seniors Housing Annual Supply-Demand(%); MAP31

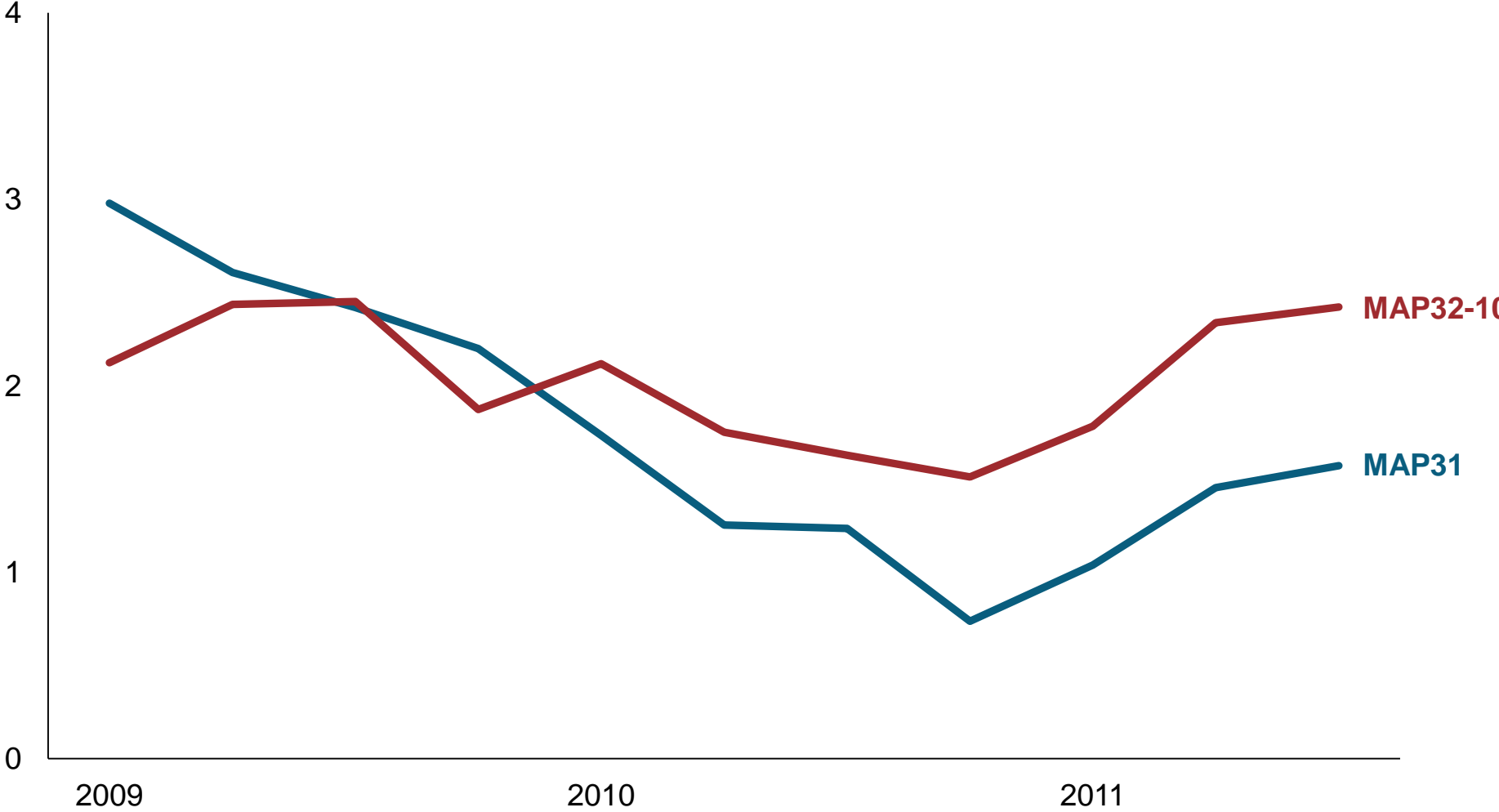


MAP32-100 Continues to Lead Recovery



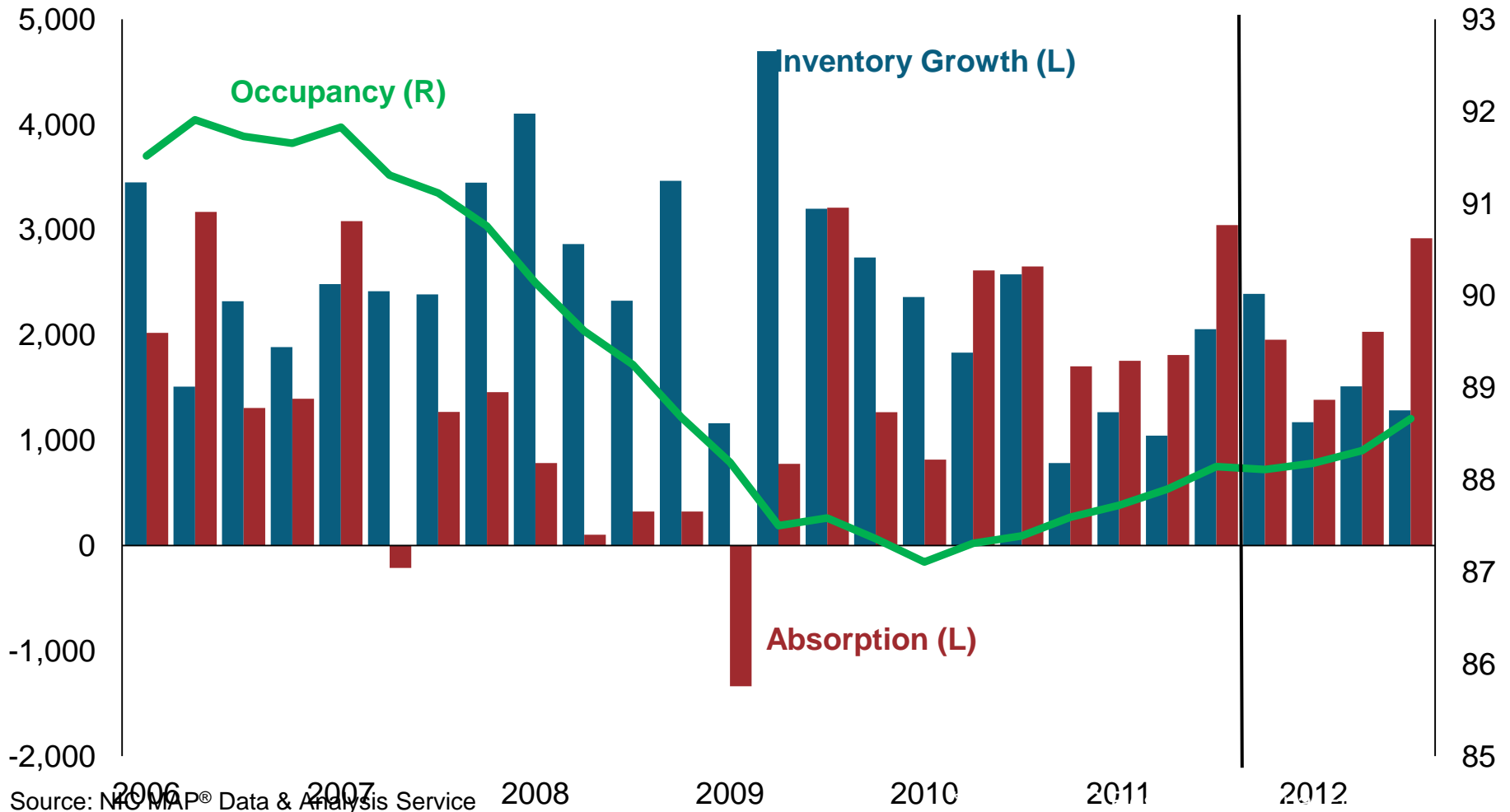
MAP32-100 Maintaining Higher Rent Growth

Seniors Housing Year-over-year Rent Growth (%)



Acceleration in the Recovery in Sight?

Seniors Housing Supply-Demand Forecast*; MAP31



Source: NICMAP® Data & Analysis Service

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