



Senior Living Quick Demand™ Reports

A data-driven approach to development and operations

Market data should be easily accessible and immediately available to guide decision-making for both existing senior living communities and developers or sponsors of new communities.

Our proprietary Quick Demand™ reports provide early, fast, and affordable access to current market data that can assist in early visioning for repositioning or development and offer ongoing market intelligence for marketing, sales, operations, and leadership functions.



WHAT'S INSIDE:

The Quick Demand report gives a high-level overview of the market area, reporting on the following supply and demand data for independent living, assisted living, and memory care surrounding an existing or proposed site:

- ✓ Unit demand and penetration rates
- ✓ Average occupancy and rental rates
- ✓ Existing supply
- ✓ Units under construction
- ✓ Age- and income-qualified households

We can easily adjust the various inputs that impact the ultimate demand calculations, such as market area definition (radius in miles or drive time), income thresholds, and age thresholds. This allows you to analyze and understand various sensitivities of market demand.

About Plante Moran Living Forward

Plante Moran Living Forward provides unbiased, value-driven development advisory services that address the evolving real estate, development, and construction needs of senior living communities. We bring predevelopment planning, market feasibility, site selection, construction monitoring, and project closeout services under a single point of contact to help senior living providers stay competitive, grow, and provide quality housing opportunities.

Contact us to learn more:



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