

New Online Tool Gives Access To Senior Living Supply Data For All Properties & Units in the Top 30 Markets

Annapolis, Md. - For the first time, senior living executives can access online supply data for all properties and units within the nation's 30 largest metropolitan statistical areas (MSAs). An online supply directory, offered by the National Investment Center for the Seniors Housing & Care Industries (NIC), is the newest feature of the organization's subscription-based, data and analysis service called the NIC Market Area Profiles™ (NIC MAP™).

By using the online directory, subscribers can access supply information in the top 30 MSAs on every seniors housing property that is age-restricted, market-rate and has 25 or more beds or units. The information is available for independent living, assisted living, CCRC, dementia and nursing care properties.

Supply data can be searched by ZIP code, county, MSA or via any requested radius around a given address. Results give the property name, address, property type, longitude/latitude, profit status, unit and bed counts, and unit types (where available) for all seniors housing and care properties within the requested area. In August, new construction starts will be added.

"NIC has spent more than three years developing and perfecting this online supply directory, which has gone through extensive testing and accuracy checks," said Michael Hargrave, NIC MAP director of sales and marketing. "An outside auditing process has confirmed that the database contains over 99 percent of all market-rate seniors housing properties located inside the top 30 MSAs."

"Unlike other real estate asset classes, such as multifamily or hotels, readily accessible supply data has never been available to our industry," added Robert G. Kramer, NIC president. "We're excited to be able to offer this feature to seniors housing and care professionals for the first time, particularly those interested in development or providing financing for the industry."

For more information, visit www.nicmap.org . Or contact Michael Hargrave at (410) 267-0504 or mhargrave@nic.org.

ABOUT NIC MAP™

NIC MAP™ is a quarterly data and analysis service that tracks revenue, occupancy, property and demographic information on more than 7,000 seniors housing properties representing almost 1 million units/beds located within America's 30 largest metropolitan statistical areas (MSAs). The subscription-based service covers market-rate (25+ units/beds) independent living, assisted living, CCRC, dementia and nursing care properties. For more information, visit www.nicmap.org .

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***Attention seniors housing and care, business and financial editors: To register for

conference media credentials, visit <http://www.nic.org/press/05pressreg.asp> or contact Renee Tilton at rtilton@crobymarketing.com

NIC Press Contact:

Renee Tilton

(410) 626-0805 Phone

(410) 268-4620 Fax

rtilton@crobymarketing.com

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