



Bild & Co
Market Survey Q3-23
Services and Amenities
White Paper

October 26, 2023
Seniors Housing Weekly Data Drips



Market Survey Analysis Q3-23 Services and Amenities

Bild & Co surveyed the senior living market of 250+ locations in Q3-2023 regarding care services, amenities, and service pricing. This study targets multiple states in the U.S. Below is the executive summary and key findings.

Target Regions: U.S Market Areas – East Central (53%), West Central (6%), Pacific (22%), South Atlantic (8%), Middle Atlantic (2%), Mountain (9%)

Target States: CA, FL, GA, IL, KY, MI, MO, OH, TN, TX, WA

Community Details: 100+ different owners and operators (11 REITS)

Time Periods Data Analyzed: 7/1/2023 – 9/30/2023

Data Reviewed: Care services, amenities, and service pricing for IL, AL, MC

Below is a summary of the key findings:

- **23%** of locations offered care through a point system.
- Assisted Living offered care services at the average cost of **\$1,367** per month.
Memory care costs averaged **\$1,976** per month.
- **51%** of Memory Care locations were all inclusive. **25%** of all locations included some care in base rent but had additional charges after a certain amount of care was exceeded. **24%** of locations did not include care costs.
- Assisted Living averaged **\$45** per day for care costs, while Memory Care averaged **\$65** per day for care costs.

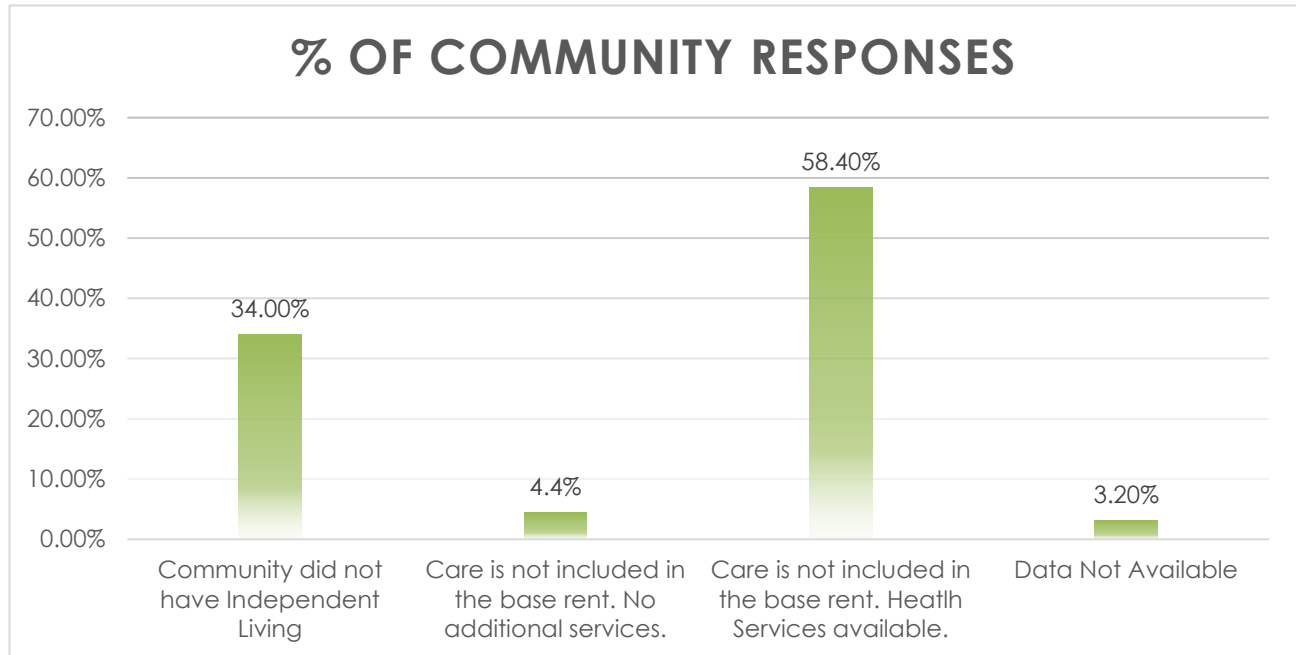
**Excludes other costs/rent



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Independent Living

Is any care included with Independent Living?



- **34%** of communities surveyed did not have independent living. **62.8%** of communities did not include care in the base rent.
- **58.4%** of locations did not include any care services in independent living but offered health services for an additional cost or a 3rd party company.



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Assisted Living and Memory Care

What are the average prices of care services (broken out by levels) in Assisted Living and Memory Care?



- 51%** of Memory Care locations were all inclusive. **25%** of all locations included some care in base rent but had additional charges after a certain amount of care was exceeded. **24%** of locations did not include care costs.
 - Memory Care rent, on average, costs **\$236** per day with some locations going as high as **\$281** per day. The average base rent was around \$7,171.67 per month.
 - When not included in care, incontinence, medication management, and other ancillary charges, when combined, averaged \$60 per day.
 - Incontinence average **\$6-\$12** per day.
 - Medication Management, on average, costs **\$20-\$40** per day.

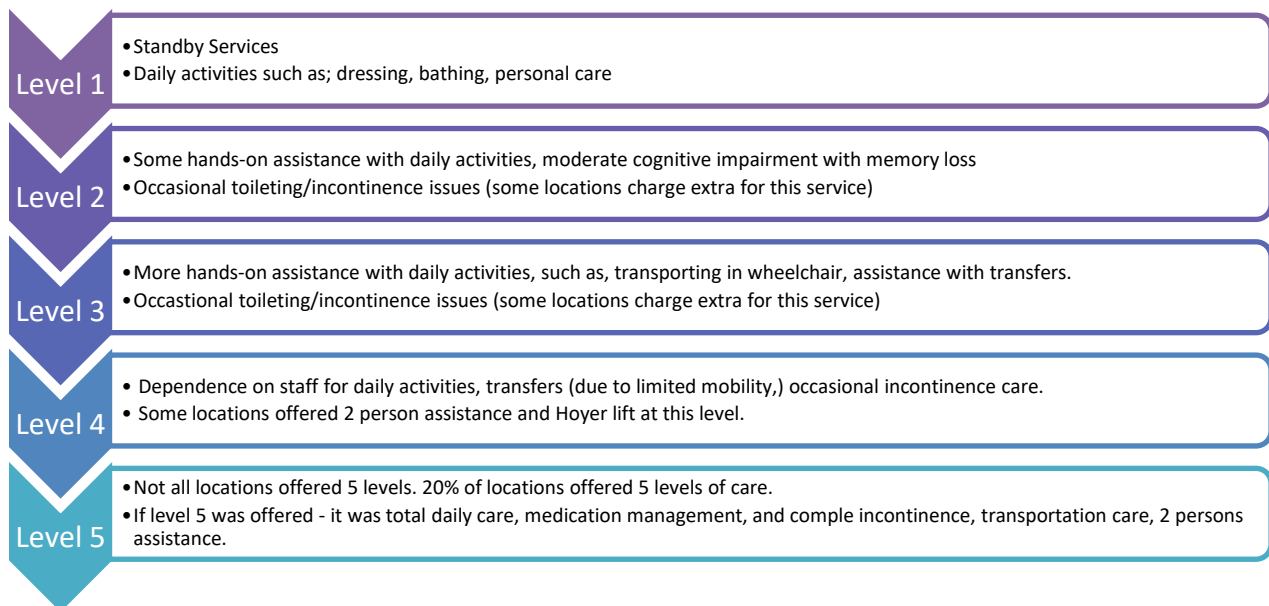
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Assisted Living and Memory Care

- Point systems are commonly used for assessments. Below is a range of the average point systems that some locations offered.
 - Level 1: 1-10 points - \$800 - \$1,100
 - Level 2: 11-18 points - \$1,200 - \$1,600
 - Level 3: 19-24 points - \$1,700 - \$2,400
 - Level 4: 25-32 points - \$2,500 - \$3,800
 - Level 5: 33+ points - \$3,900 - \$4,700+

On average we saw \$95 per point for a service needed.

- What's most commonly included in each level for Assisted Living?



- Most communities had additional charges including ambulation assistance, Two-person assistance, memory support programs, cognitive support, incontinence, etc.

* Amenities/services listed in IL are also included in AL/MC.



Are you getting the care fees you should? Contact Bild & Co for a competitive assessment in your specific market area!
Email us today: revenue@bildandco.com

