



Bild & Co
Market Survey Q2-23
Concessions
White Paper
July 20, 2023
Seniors Housing Weekly Data Drips



Market Survey Analysis Q2-23 Concessions

Bild & Co surveyed the senior living market of 125+ locations in Q2-2023 regarding concessions, community fees, and rate increases. 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 (67%), West Central (15%), Pacific (9%), South Atlantic (6%), Mountain (3%)

Target States: AZ, CF, FL, IN, MI, MO, OH, SC, TN, TX

Community Details: 100+ different owners and operators (8 REITS)

Time Periods Data Analyzed: 4/1/2023 – 6/30/2023

Data Reviewed: Concessions, Community Fees, and Rate Increases

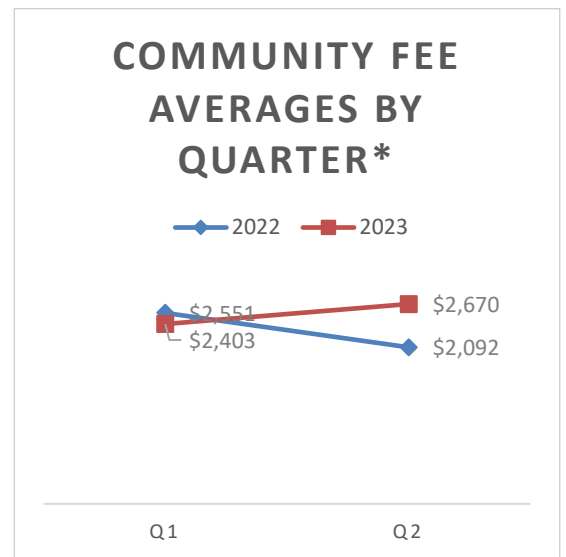
Below is a summary of key findings:

The most common discount communities were offering:

- o No specials offered **Q1(63.6%), Q2(54%)**
- o Reduce/discount rent **Q1(17.9%), Q2(13%)**
- o Waive/reduce community fee **Q1(10%), Q2(9%)**
- o Others: veterans, signature clubs **Q1(8.5%), Q2(8%)**

The average community fee in Q1-2023 amongst all

shopped communities was \$2,403 while **Q2-2023 had an increased average of \$2,670**. Q2-2023 average fee is higher than the 2022 average of \$2,551.



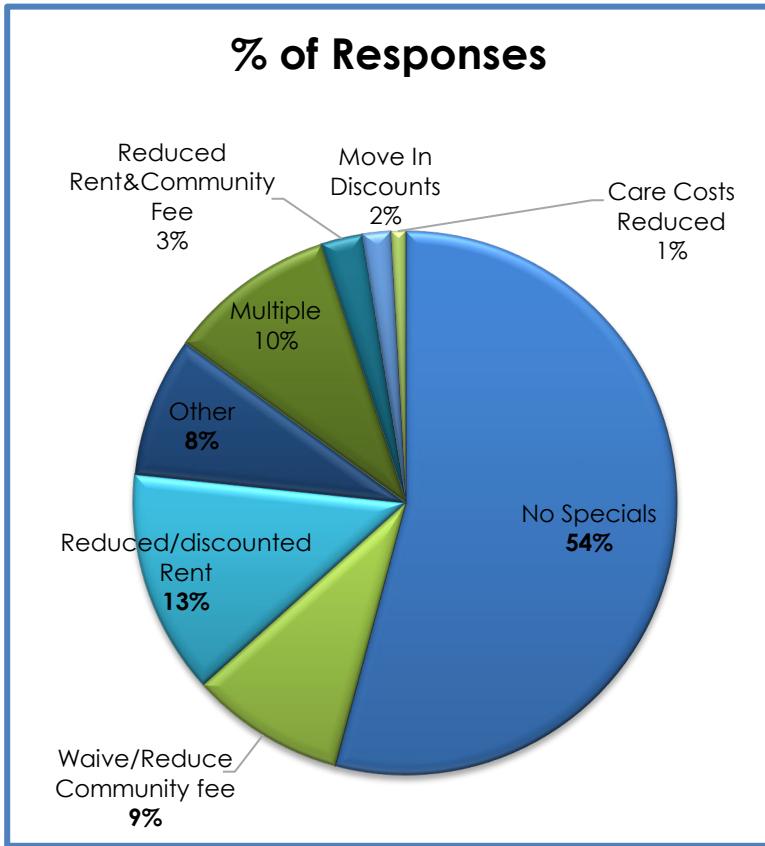
Rates increases averaged at 4.23% in Q1-2023 and **3.98% in Q2-2023**. In 2022 the average rate increase was 3.93% and in Q1- 2022 the average rate increase was 3.94% and Q2-2022 saw a slight increase to 3.98%.

*Data excludes any CCRC entrance fees



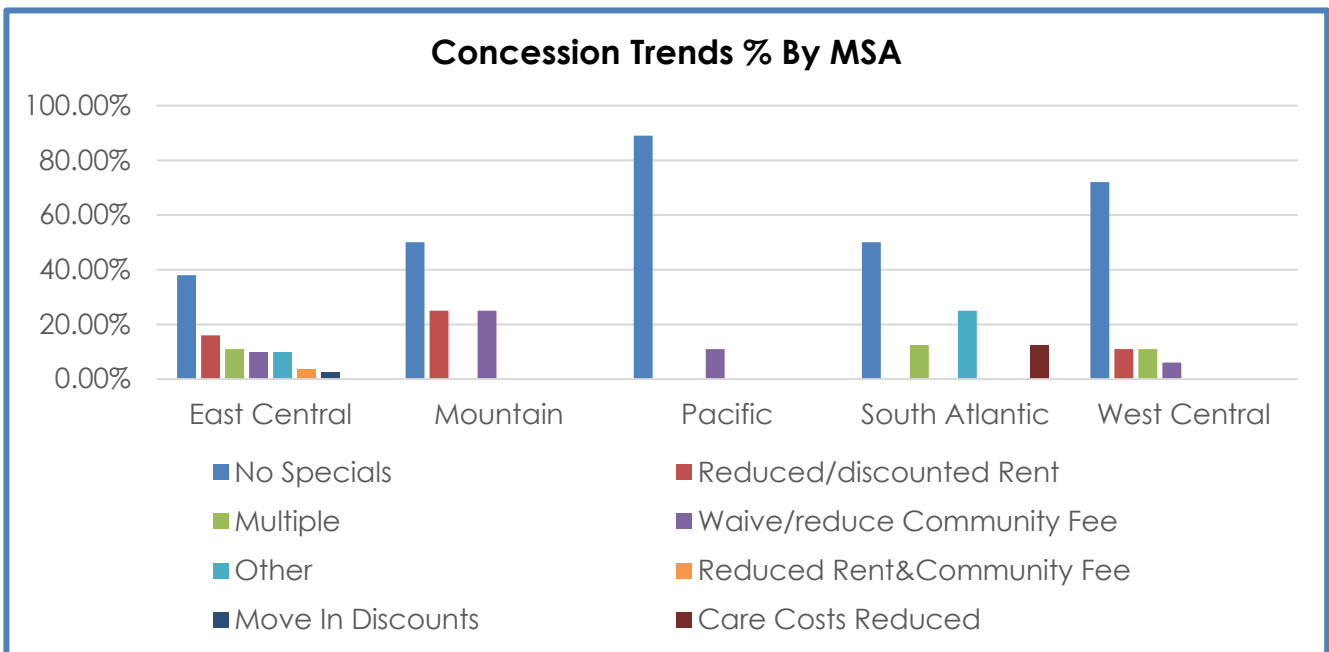
Market Survey Analysis Q2-23 Concessions

Overall Concession Trends



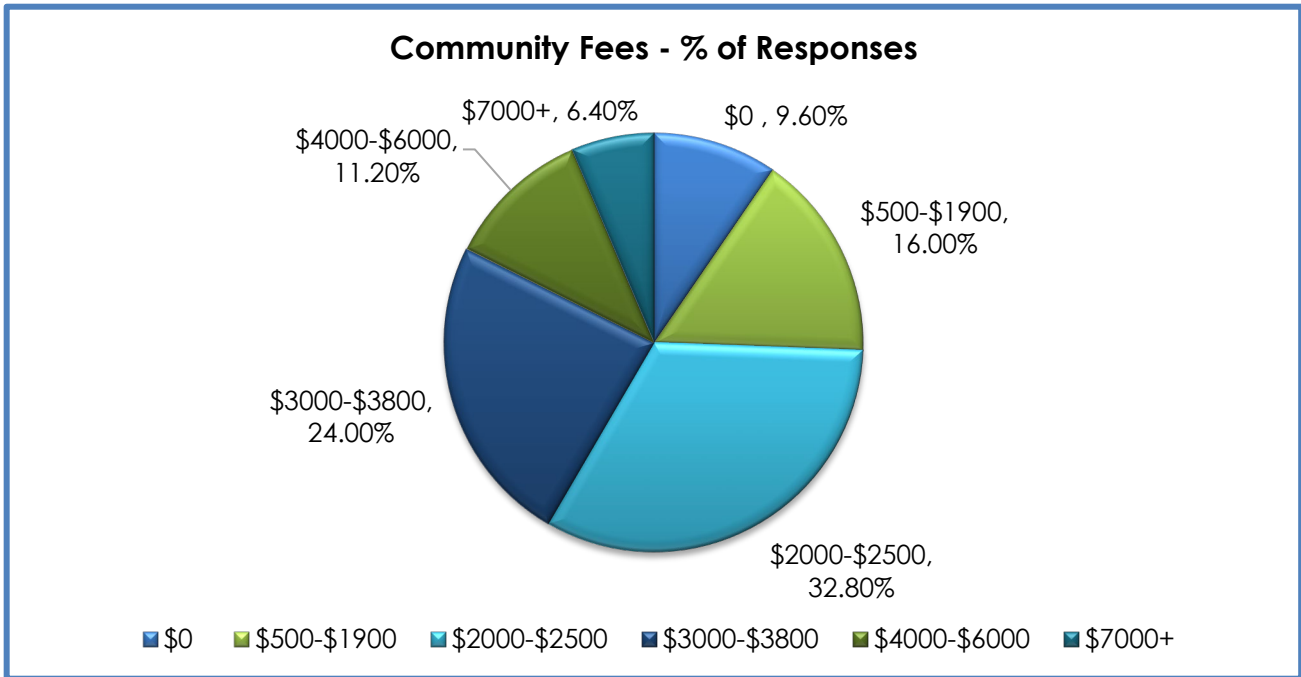
- Out of the communities that waived or reduced the community fee, 30% of communities offered 50% off the community fee. While other locations offered a reduction ranging from \$600 - \$4,000.
- Reducing the months' rent encompassed 1 month reduced and up to 12 months reduced, but most commonly 1-3 months would be reduced. Rent reductions went as high as \$6,000 and averaged \$3,000.

- Other concessions included: veterans discounts, special programs, employee discount options.

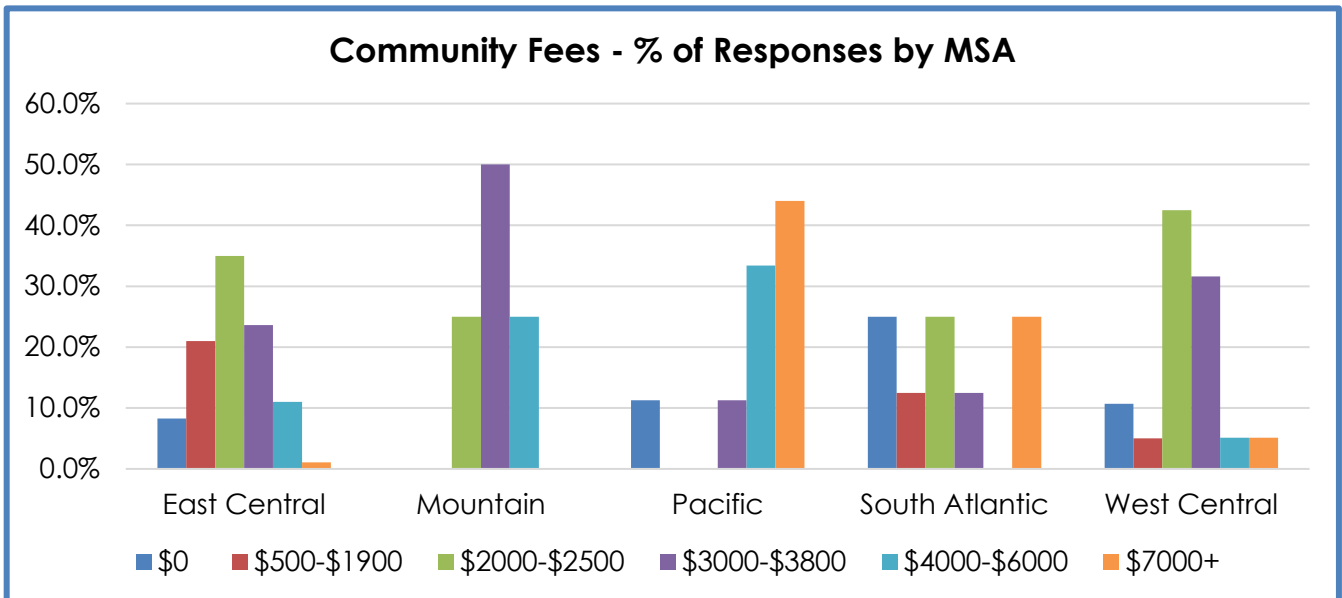


Market Survey Analysis Q2-23 Community Fees

Overall Community Fee Trends

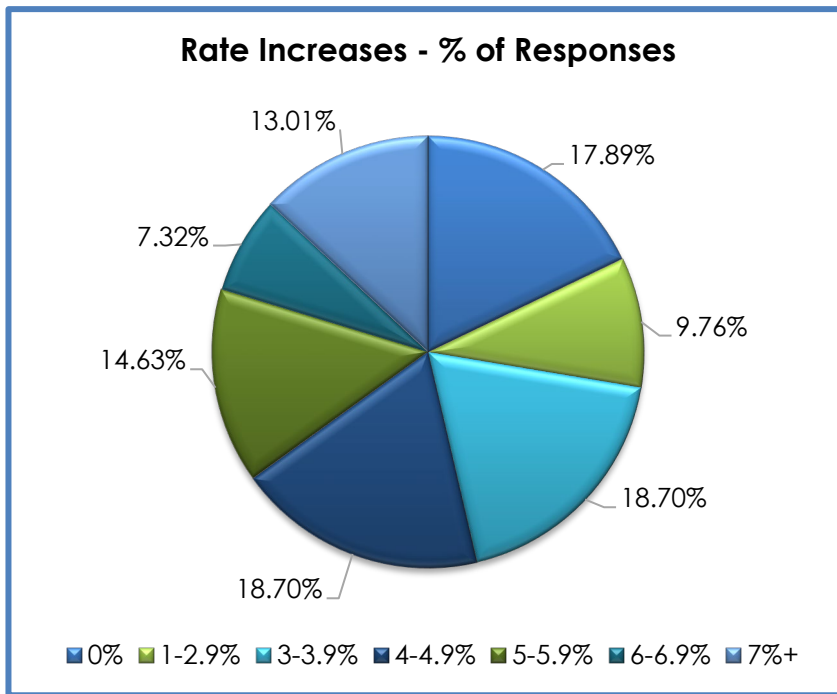


- The most common community fee ranges between \$2,000 and \$3,000.
- The highest community fee analyzed was \$10,000 (not CCRC) while the lowest community fee (excluding \$0) was \$500.
- The overall median community fee price was \$3,000.

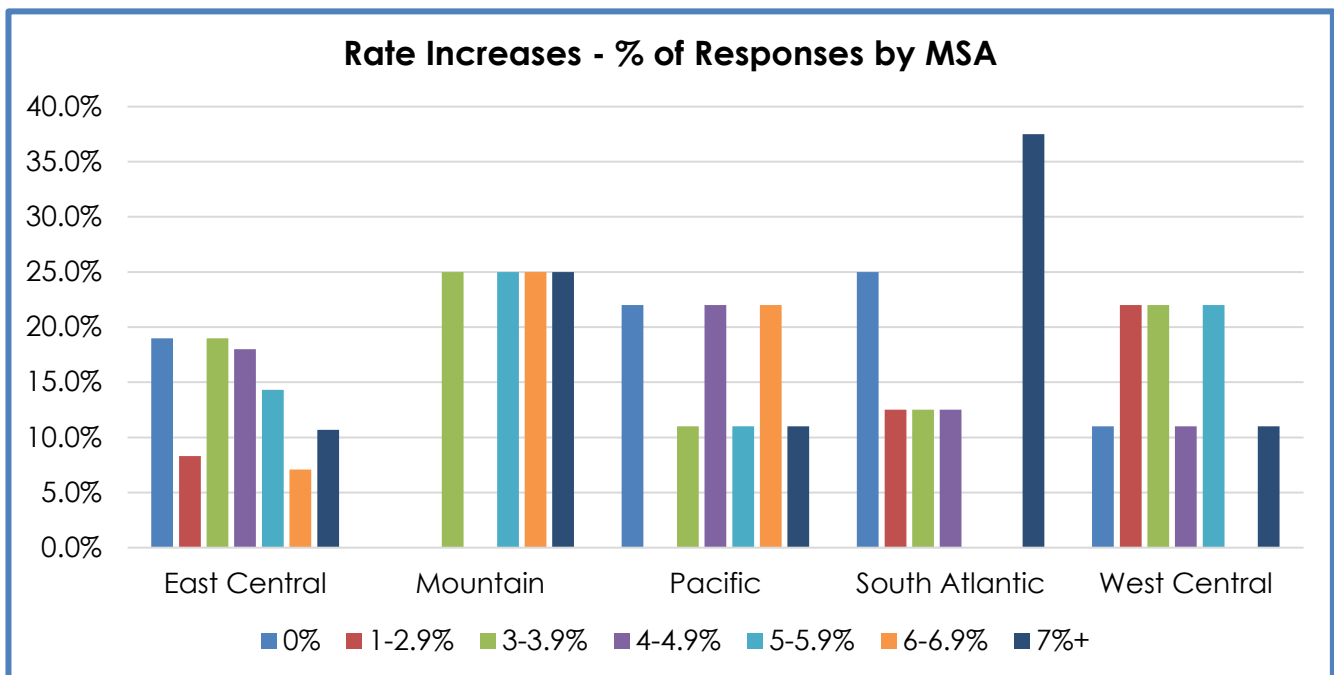


Market Survey Analysis Q2-23 Rate Increases

Overall Rate Increases Trends



- The most common rate increase ranges between 4-4.9%.
- The highest rate increase seen was 10%. Other than a 0% rate increase, the next lowest increase was 1%
- The overall median rate increase was 4% and the average was 3.98%.



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