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News

Middle Market Presents an Opportunity in Senior Living

Gray Area of the Law Blog
Lowndes
10.19.2021

Attorney **John Ruffier** discusses a recent *Senior Housing News* article suggesting that the middle market may now offer the best opportunities for growth in the industry.

For years, the senior living industry seems to have paid a lot of attention to ever-more-opulent facilities offering amenities akin to a five-star hotel. With those luxurious surroundings come high price tags which are out of reach for many potential residents. Tim Regan of Senior Housing News recently authored an article suggesting that the middle market may now offer the best opportunities for growth in the industry and present an attractive product to potential lenders.

The article notes that, to attract the middle market, "operators must charge a low enough rate that middle-income residents can afford, but one that is high enough to carry the right margins to make it a profitable endeavor for operators and owners alike." The article goes on to suggest that the path to this middle ground success can be gained by acquiring existing, older communities in need of a refresh.

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