



Analyzing Seniors' Housing Markets

Susan Brecht

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Written by a leading authority, this book examines the complexities of seniors' housing markets and explains what developers, investors, and other professionals need to know to understand and operate in these specialized niches. Beginning with a historical overview of seniors' housing, to familiarize the reader with the various product types and how they relate to the needs of seniors, the book goes on to explain the details of market analysis, consumer research, market segmentation, financial analysis, market maturation versus market saturation, and gauging performance of seniors' housing. Three case studies of regional markets are also included comparing the development trends of both independent and assisted living within each market.

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