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# Colliers International National Seniors Housing Group

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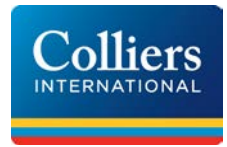
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### DISCLAIMER AND NOTICE TO BUYER

The information herein is provided "ONLY AS AN INTRODUCTION TO THE PROPERTY". All parties interested in purchasing should base their final decision on the results of their own independent inspection of the property. All parties should satisfy themselves as to the condition of the property with respect to the legal, environmental or physical conditions of the property and title thereto. All financial data provided is given for information purposes and is not guaranteed. All parties should perform their own market feasibility study to determine the soundness of the financial data provided and the physical condition of the property. The Owner, Agent and all parties acting on behalf of the Owner or Agent hereby make no representations as to the accuracy or completeness of the information included in this property profile. Unless provided to the buyer under separate cover, no environmental study has been done for this property. This information is believed to be accurate. We are not responsible for misstatements of facts, errors or omissions, prior sale, changes of price or withdrawal from the market without notice.

### CONFIDENTIALITY STATEMENT

The following information is furnished solely for the purpose of a review by a prospective purchaser of the property and is not to be used for any other purpose or made available to any other person without the prior written consent of Colliers International Tampa Bay Florida. This property profile and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this profile may be copied or otherwise reproduced or disclosed without the prior written authorization of Colliers.

**PLEASE PRINT THIS PAGE, SIGN THAT YOU AGREE AND UNDERSTAND**

**FAX BACK TO +1 813 200-3402.**

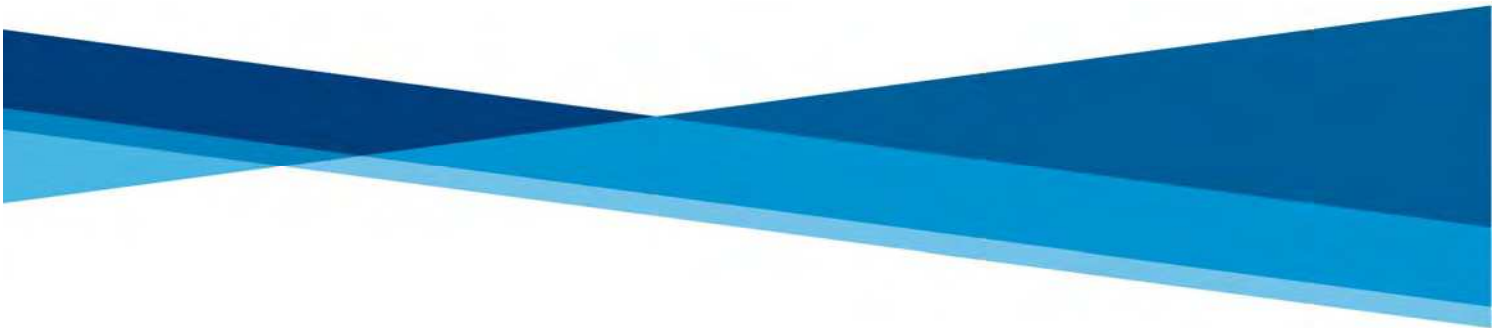
**THANK YOU.**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Print name**

\_\_\_\_\_  
**Date**

# EXECUTIVE SUMMARY



# Executive Summary

## INVESTMENT HIGHLIGHTS

- Turn Key Operation
- Built in 1920 /1981
- 11.03% Cap on Actual Numbers
- Well Established Name in the Area
- 92% Occupied
- Close to Downtown and Medical Buildings
- Low Competition in Area
- 58 Units / 120 Beds
- Limited Mental Health Facility
- Revenue guaranteed by the government

Colliers International presents the offering of Loving Care of St. Petersburg, this limited mental health facility consists of 58 units/120 beds. The building is approximately 28,119 square feet and is situated on 1.42 +/- acres. This facility was originally built in 1920 and has undergone several improvements over the years. Loving Care is licensed for 120 beds, 115 beds are Optional State Supplement and the other 15 beds are Private Pay. Currently the building is 92% occupied.

A typical resident of this facility is middle-aged and has been primarily diagnosed with mental health impairment. The facility is not required to be a secured unit, such as a psychiatric ward or hospital, however 24-hour staffing is provided.

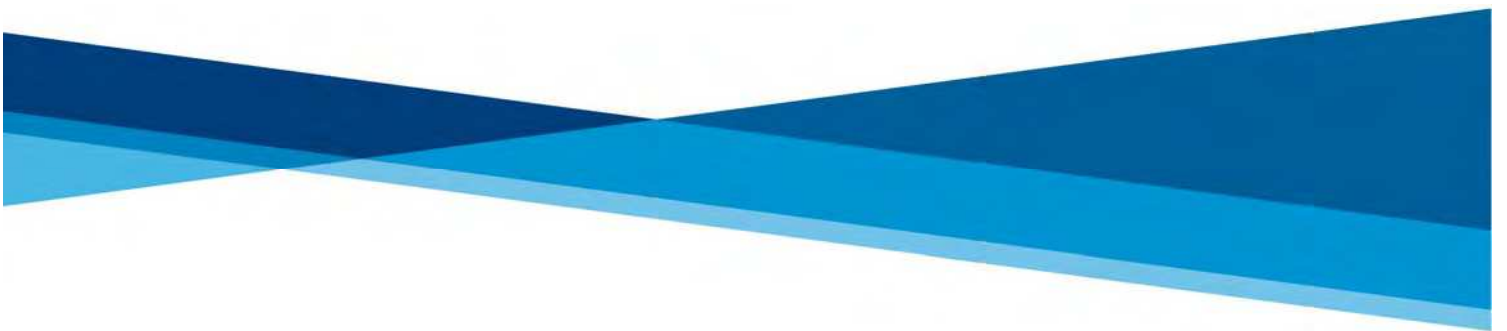
Medicare does not cover assisted living expense specifically, but will continue to pay the direct medical coverage of residents, such as doctor visits, qualifying hospital stays and therapies. In certain situations, Medicaid does offer assistance of additional funding for the purpose of room and board. As a registered provider, they are able to review and determine if residents meet the requirements for this additional assistance.

Residents or families generally pay the cost of assisted living from their own financial resources. Some types of health insurance or long-term care insurance may reimburse for all or a portion of the assisted living cost. Many residents have a case management team, that offers additional funding for room and board. They also work with the Veterans Administration in order to secure all available benefits for veteran residents.

This asset is situated in a region with dense seniors population. Additionally, 8.5% of the population of St. Petersburg was over the age of 65 years in 2010.

Loving Care is located on 9<sup>th</sup> Street, in between 9<sup>th</sup> Avenue North and 22<sup>nd</sup> Avenue North. According to the Pinellas County traffic department 9<sup>th</sup> Street traffic exceeds 22,000 vehicles per day.

# FINANCIAL OVERVIEW



# Financial Overview

## SUMMARY OVERVIEW

Price	\$3,300,000
Down Payment (25%)	\$825,000
Price Per Bed	\$27,500
Price Per Unit	\$56,897
Price per Square Foot	\$117.36
Type of Care	Limited Mental
Total Units	58
Total Beds	120
Total Square Feet	28,119
Occupancy- Current	92%
Occupancy- Pro Forma	95%
Number of Buildings	1
Number of Floors	2
Year Built	1920 / 1982
Lot Size	1.42 Acres
<b>CAP Rate- Current</b>	
CAP Rate- Current	11.03%
EGIM- Current	2.47
Net Operating Income- Current	\$363,857
Net Cash Flow After Debt Service- Current	\$185,885
Total Return- Current	22.53%
<b>CAP Rate- Pro Forma</b>	
CAP Rate- Pro Forma	11.06%
EGIM- Pro Forma	2.22
Net Operating Income- Pro Forma	\$365,080
Net Cash Flow After Debt Service- Pro Forma	\$187,108
Total Return- Pro Forma	22.68%

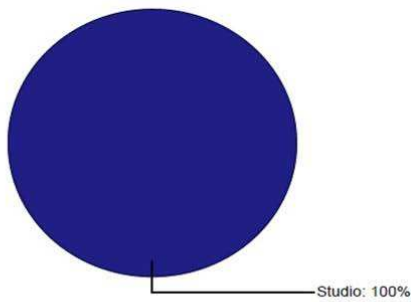


### UNIT MIX

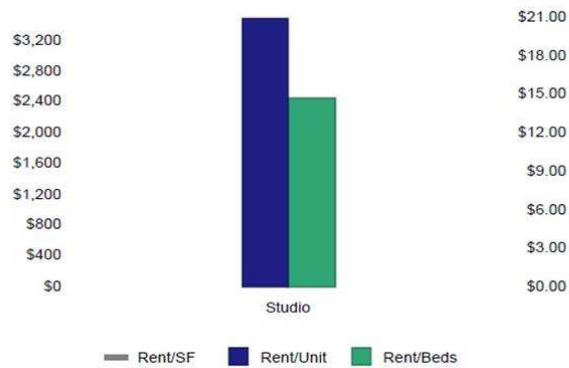
Care Type	# of Units	# of Beds	Unit Type	Approx. SF	Current Rents	Avg. Rent	Current Monthly Income	Pro Forma Rents	Avg. Rent	Pro Forma Monthly Income
ALF / LMH	58	120	Studio	250-300	\$1,000-\$1,500	\$1,007	\$120,840	\$1,000-\$1,525	\$1,031	\$123,720
<b>Total</b>	<b>58</b>	<b>120</b>		<b>28,119</b>			<b>\$ 20,840</b>			<b>\$ 123,720</b>

Note: ALF - Assisted Living Facility  
 LMH - Limited Mental Health Facility

### UNIT MIX



### RENT/SF, RENT/UNIT & RENT/BEDS



## INCOME & EXPENSES

		2011 Actual Numbers	Per Unit	Per Bed	Pro Forma	Per Unit	Per Bed
<b>Resident Services Fees</b>							
Care & Service Rent		\$1,450,080	\$25,001	\$12,084	\$1,484,640	\$25,597	\$12,372
<b>Gross Potential Rent</b>							
		<b>\$1,450,080</b>	<b>\$25,001</b>	<b>\$12,084</b>	<b>\$1,484,640</b>	<b>\$25,597</b>	<b>\$12,372</b>
Vacancy ( % of GPI)	8%	\$116,006	\$2,000	\$967			
Pro Forma Vacancy ( % of GPI)	5%				\$74,232	\$1,280	\$619
<b>Gross Potential Income</b>							
		<b>\$1,334,074</b>	<b>\$23,001</b>	<b>\$11,117</b>	<b>\$1,410,408</b>	<b>\$24,317</b>	<b>\$11,753</b>
<b>Total Expenses</b>							
		\$970,217	\$16,728	\$8,085	\$1,045,328	\$18,023	\$8,711
PRD		\$24.16			\$25.12		
<b>Net Operating Income</b>							
		<b>\$363,857</b>	<b>\$6,273</b>	<b>\$3,032</b>	<b>\$365,080</b>	<b>\$6,294</b>	<b>\$3,042</b>
<b>Net Cash Flow Before Debt Services</b>							
		<b>\$363,857</b>	<b>\$6,273</b>	<b>\$3,032</b>	<b>\$365,080</b>	<b>\$6,294</b>	<b>\$3,042</b>

## EXPENSES

Resident Days: 41,150

Resident Days: 41,610

	2011 Numbers	PRD	Per Unit	Per Bed	Pro Forma	PRD	Per Unit	Per Bed
Management fee 5%	\$64,861	\$1.62	\$1,118	\$541	\$70,520	\$1.69	\$1,216	\$588
Dietary	\$144,367	\$3.60	\$2,489	\$1,203	\$148,363	\$3.57	\$2,558	\$1,236
Property Tax	\$22,686	\$0.57	\$391	\$189	\$52,800	\$1.27	\$910	\$440
Insurance	\$36,166	\$0.90	\$624	\$301	\$37,974	\$0.91	\$655	\$316
Utilities	\$102,890	\$2.56	\$1,774	\$857	\$108,034	\$2.60	\$1,863	\$900
Professional Fees	\$4,690	\$0.12	\$81	\$39	\$4,924	\$0.12	\$85	\$41
Salaries	\$535,304	\$13.33	\$9,229	\$4,461	\$562,069	\$13.51	\$9,691	\$4,684
Repairs & Maintenance	\$12,294	\$0.31	\$212	\$102	\$12,908	\$0.31	\$223	\$108
Office Supplies	\$1,679	\$0.04	\$29	\$14	\$1,762	\$0.04	\$30	\$15
Auto Expense	\$3,095	\$0.08	\$53	\$26	\$3,249	\$0.08	\$56	\$27
Alarm Monitoring	\$949	\$0.02	\$16	\$8	\$996	\$0.02	\$17	\$8
Telephone	\$6,117	\$0.15	\$105	\$51	\$6,422	\$0.02	\$111	\$54
Supplies	\$2,719	\$0.07	\$47	\$23	\$2,854	\$0.15	\$49	\$24
Misc.	\$1,069	\$0.03	\$18	\$9	\$1,122	\$0.07	\$19	\$9
Trust Account Expense	\$31,331	\$0.78	\$540	\$261	\$31,331	\$0.03	\$540	\$261
<b>Total Expenses</b>	<b>\$970,217</b>	<b>\$23.38</b>	<b>\$16,188</b>	<b>\$7,824</b>	<b>\$1,045,328</b>	<b>\$24.37</b>	<b>\$17,483</b>	<b>\$8,450</b>
<b>% of GPI</b>	<b>72.73%</b>				<b>70.41%</b>			
<b>Net Operating Income</b>	<b>\$363,857</b>				<b>\$365,080</b>			
<b>% of GPI</b>	<b>27.27%</b>				<b>25.88%</b>			

## OPERATING DATA

<b>Price</b>	<b>\$3,300,000</b>
Down Payment (25%)	\$825,000
Price Per Bed	\$27,500
Price Per Unit	\$56,897
Price per Square Foot	\$117.36
Type of Care	Limited Mental Health
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Total Square Feet	28,119
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Occupancy- Pro Forma	95%
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Number of Floors	2
Year Built	1920
Lot Size	1.42 Acres

CAP Rate- Current	11.03%
EGIM- Current	2.47
Net Operating Income - Current	\$363,857
Net Cash Flow After Debt Service- Current	\$185,885
Total Return- Current	22.53%
CAP Rate- Pro Forma	11.06%
EGIM- Pro Forma	2.22
Net Operating Income - Pro Forma	\$365,080
Net Cash Flow After Debt Service- Pro Forma	\$187,108
Total Return - Proforma	22.68%

### Financing

#### First Trust Deed

Loan Amount	\$2,475,000
Loan Type	Proposed New
Interest Rate	5.25%
Amortization	25 Years
Program	SBA
Loan to Value	75%
Annual Debt Service	\$177,972.00

### Location

**1001 9th Street North  
St. Petersburg , FL 33701**

### Operating Data

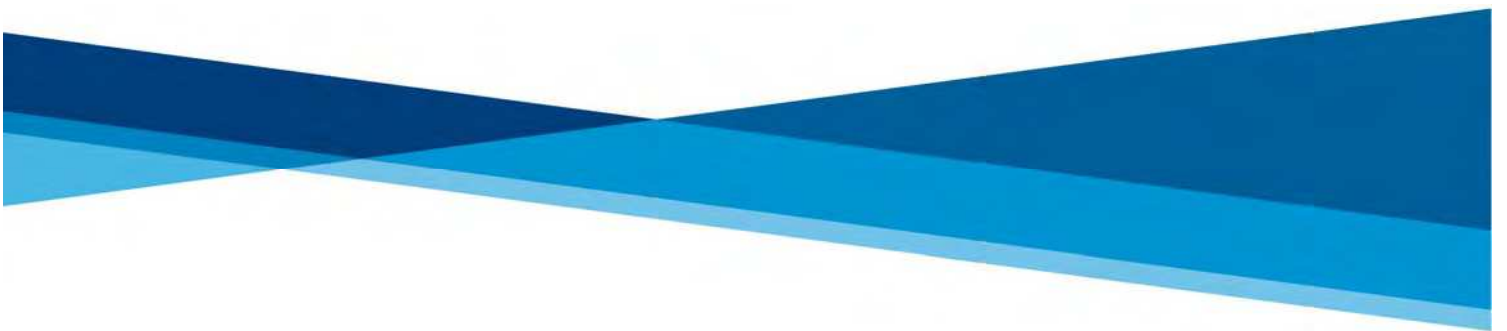
Income	Current	Pro Forma
Gross Potential Rent	\$ 1,450,080	\$ 1,484,640
Less: Vacancy	8% \$ 116,006	5% \$ 74,232
Gross Potential Income	\$ 1,334,074	\$ 1,410,408
Less: Expenses	\$ 970,217	\$ 1,045,328
Net Operating Income	\$ 363,857	\$ 365,080
Debt Service	\$ 177,972	\$ 177,972

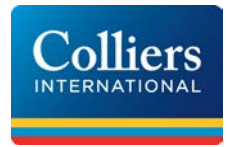
#### Net Cash Flow After

Debt Service	12.82% \$ 185,885	12.60% \$ 187,108
<b>TOTAL RETURN</b>	<b>22.53% \$ 185,885</b>	<b>22.68% \$ 187,108</b>

Expenses	Current	Pro Forma
Management fee 5%	\$64,861	\$70,520
Dietary	\$144,367	\$148,363
Property Tax	\$22,686	\$52,800
Insurance	\$36,166	\$37,974
Utilities	\$102,890	\$108,034
Professional Fees	\$4,690	\$4,924
Salaries	\$535,304	\$562,069
Repairs & Maintenance	\$12,294	\$12,908
Office Supplies	\$1,679	\$1,762
Auto Expense	\$3,095	\$3,249
Alarm Monitoring	\$949	\$996
Telephone	\$6,117	\$6,422
Supplies	\$2,719	\$2,854
Misc.	\$1,069	\$1,122
<b>TOTAL</b>	<b>\$938,886</b>	<b>\$1,013,997</b>

# PROPERTY PROFILE





# Property Profile

## LOVING CARE OF ST. PETERSBURG

Address: 1001 9<sup>th</sup> Street N  
St. Petersburg, Florida 33701  
APN# 18-31-17-03096-000-0010

### Site Description

Building Type: ALF / LMH  
Number of Bldgs.: 2  
Number of Stories: 3  
Year Built: 1920 / 1981  
Number of Beds: 120  
Number of Units: 58  
Unit Breakdown: Private / Semi Private  
Total Square Feet: 28,119  
Lot Size: 1.42 +/- acres  
Type of Ownership: Fee simple  
Parking: Yes  
Parking Ratio: Ample  
Handicapped Parking: Yes  
Property Improvement: 2 building totaling 28,119 SF

## CONSTRUCTION/MECHANICAL

Foundation: Concrete slab  
Framing: Block  
Exterior: Stucco  
Exterior Condition: Good  
Parking Surface: Asphalt  
Roof: Shingle  
Plumbing: Copper  
Elevator: Yes  
HVAC: Central  
Utilities: City  
Door Width: ADA  
Corridor Width: ADA

## SYSTEMS

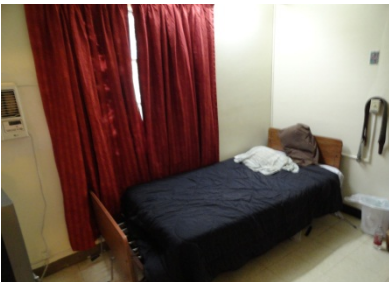
Fire Protection: Sprinklers  
Emergency Lighting: Yes  
Emergency Generator: Yes  
Call Devices: In each room

## COMMON AREA AMENITIES AND SERVICES



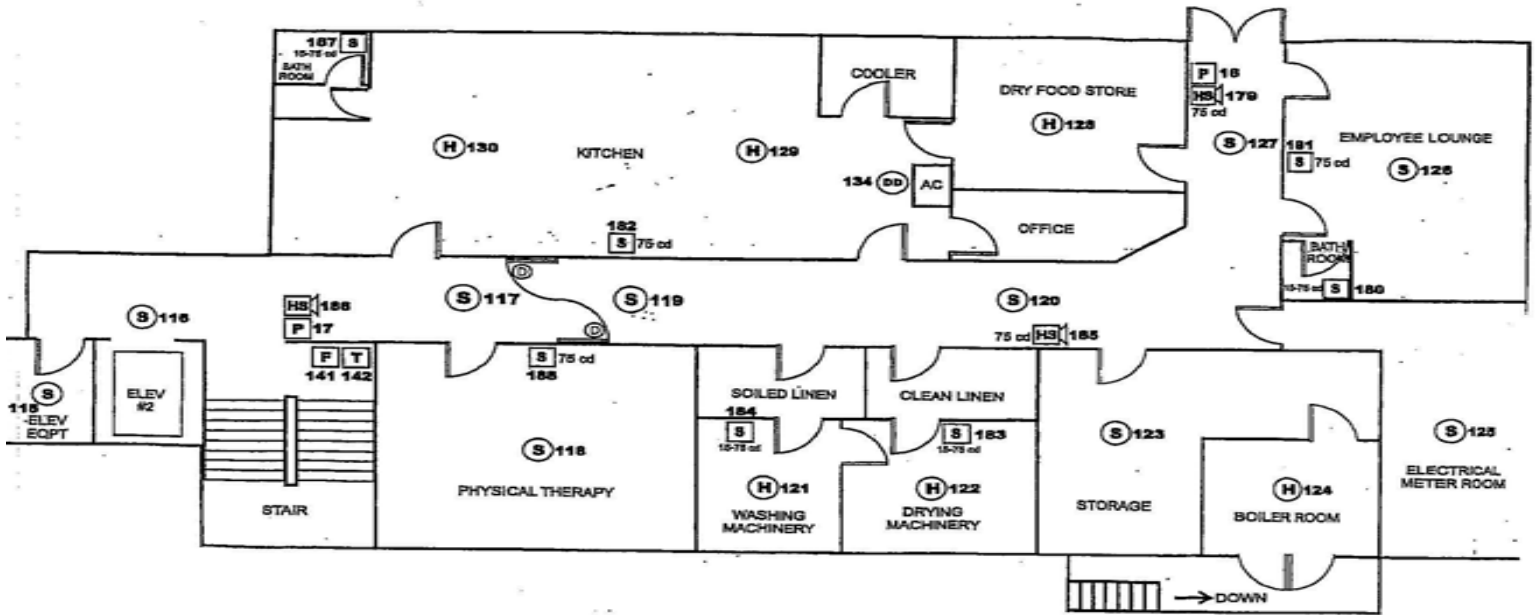
- Full service dining room
- 24-Hour staffing
- Beauty and barber services available
- Arranged transportation and trash removal services
- Supervised medication management
- Scheduled transportation
- Daily activities

## UNIT AMENITIES

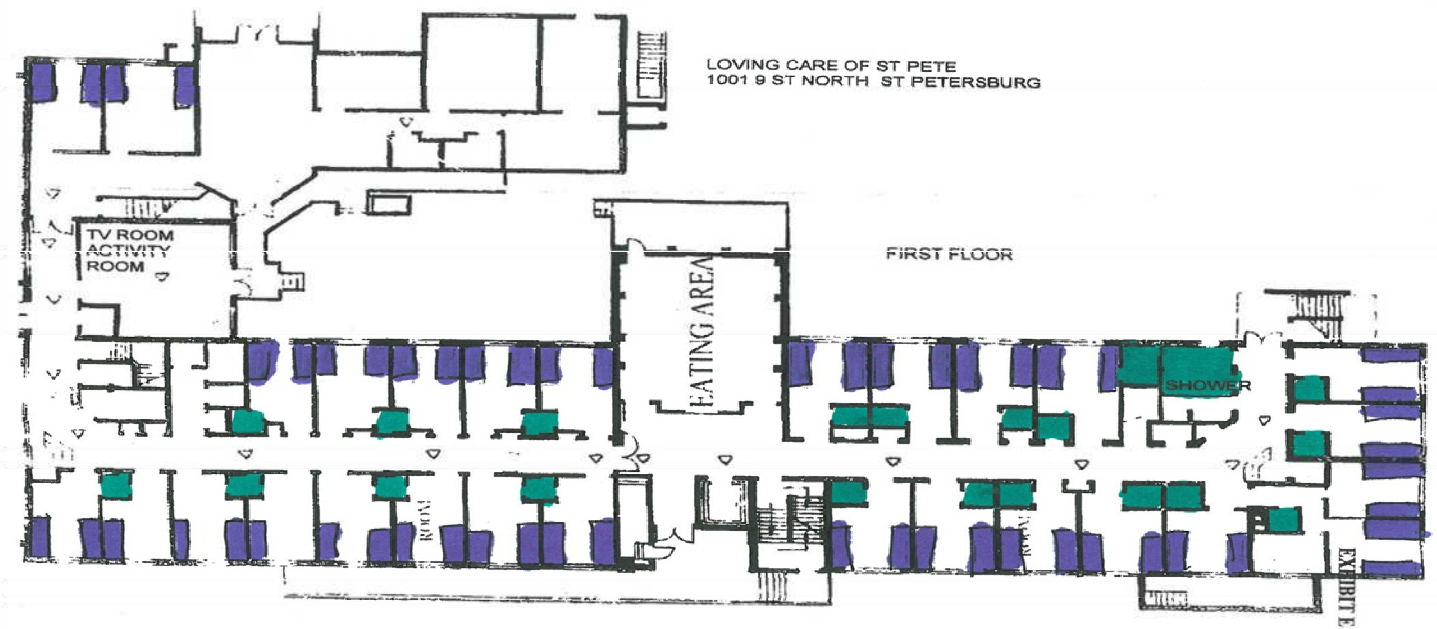


- Cable TV and Phone
- Spacious room sizes
- Emergency call devices in each room
- Housekeeping and laundry services
- Smoke detectors and sprinkler system
- Private – Semi Private rooms available
- Each room has individual A/C units

SITE PLAN – BASEMENT

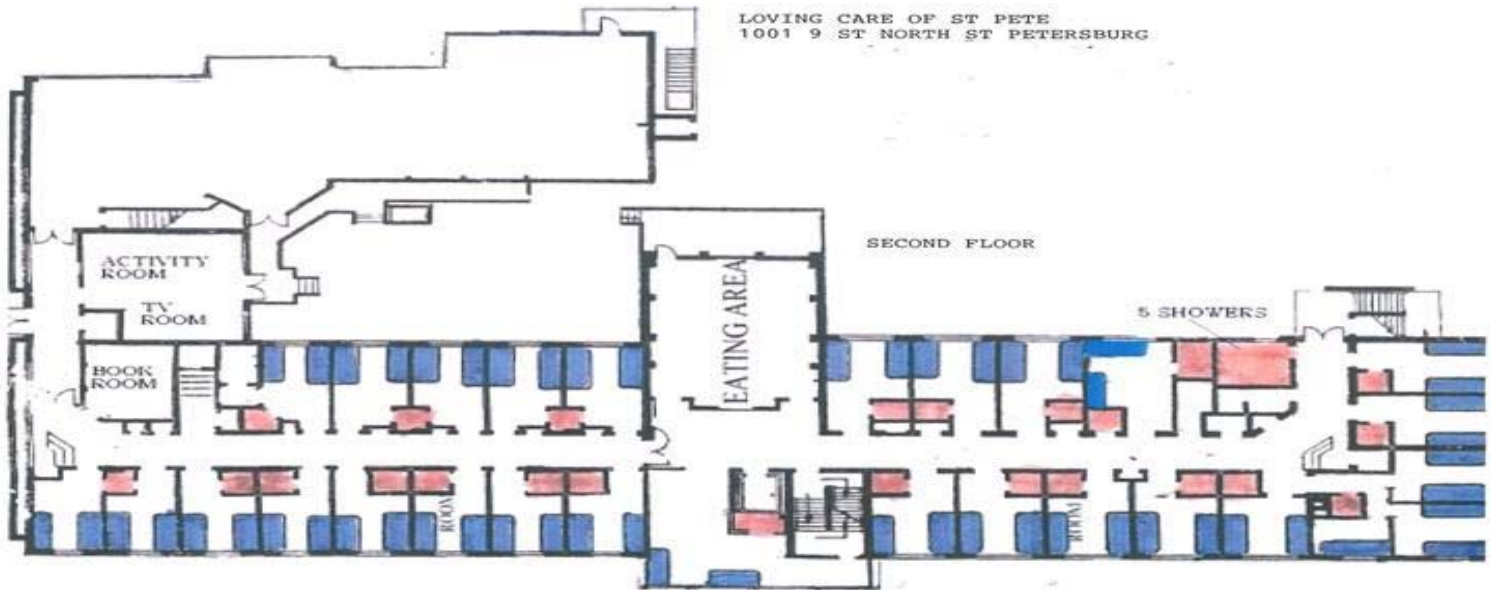


SITE PLAN – FIRST FLOOR

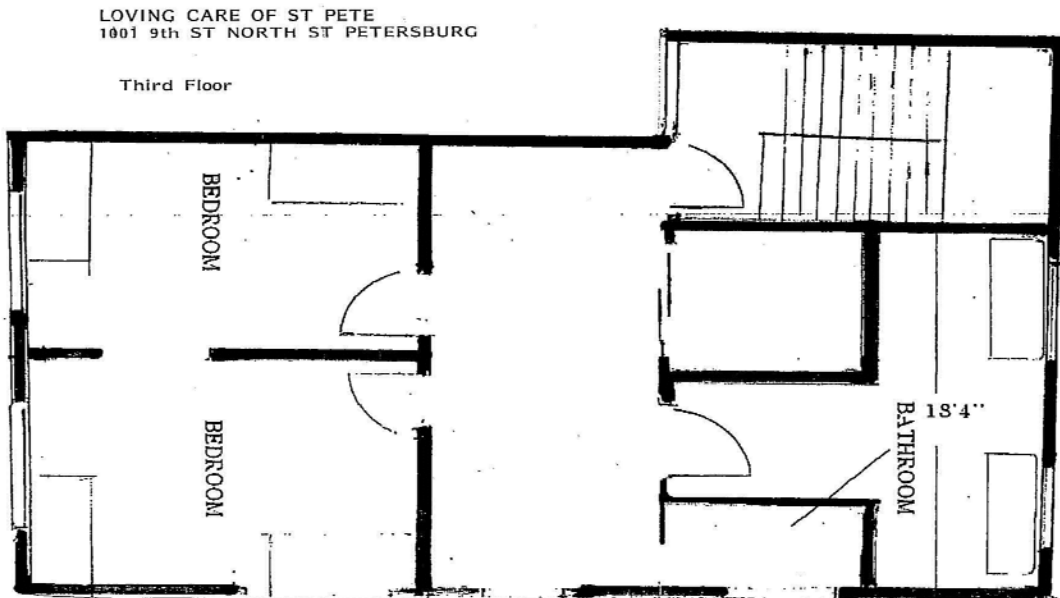




SITE PLAN – SECOND FLOOR



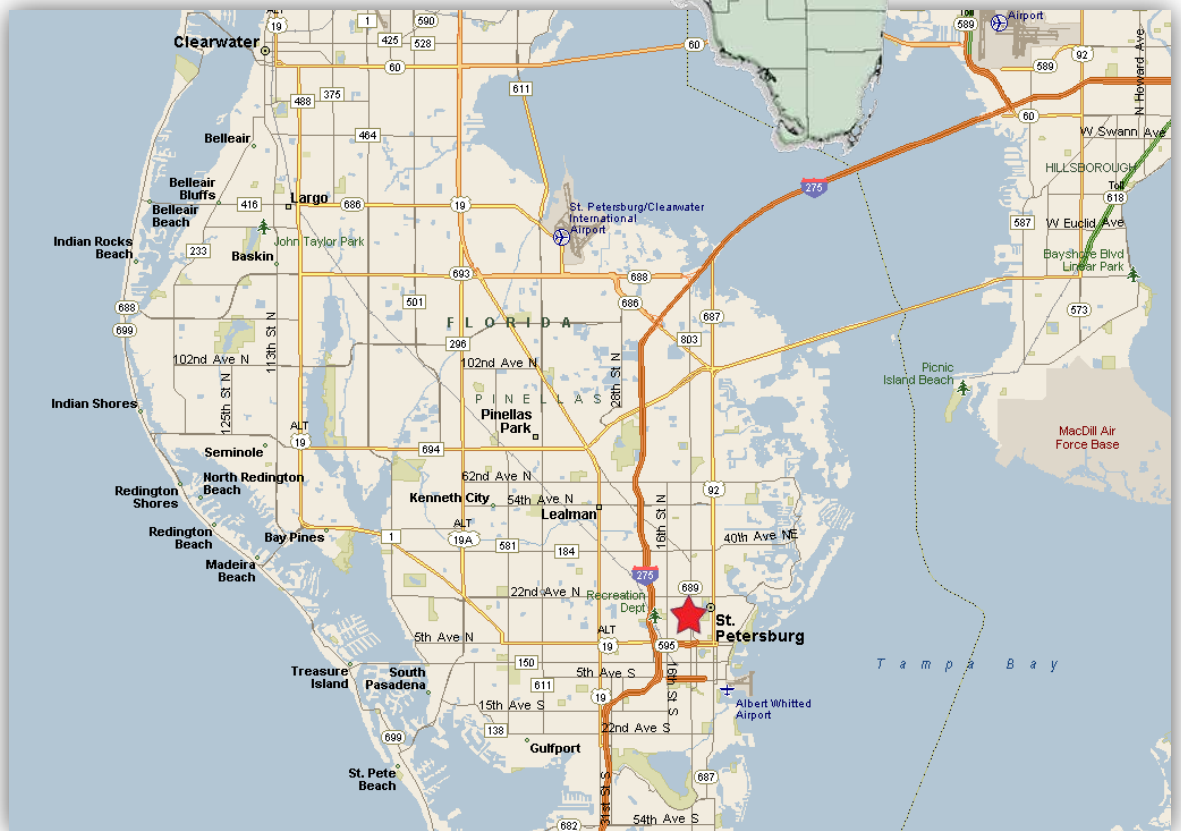
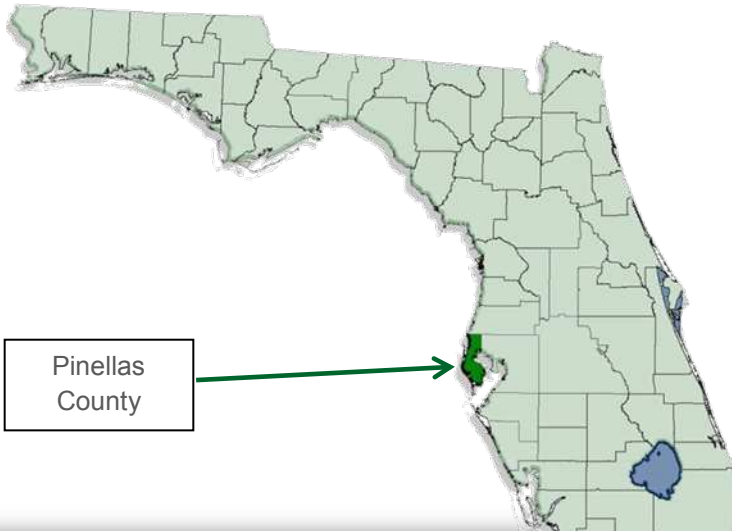
SITE PLAN – THIRD FLOOR



AERIAL MAP



LOCATION MAP





PROPERTY PHOTOS



PROPERTY PHOTOS





PROPERTY PHOTOS



PROPERTY PHOTOS



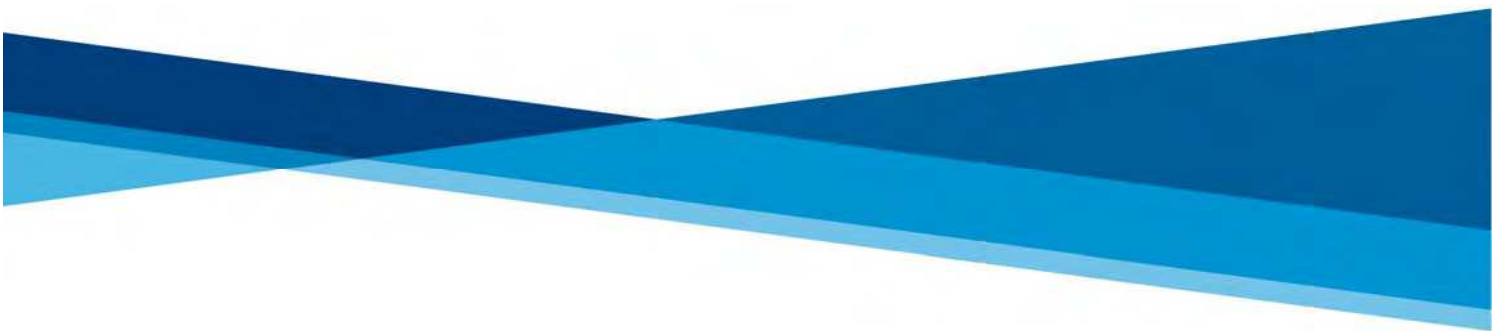


PROPERTY PHOTOS





# SALE COMPARABLES



# Comparable Sales

MAP – COMPARABLE SALES



## COMPARABLE SALES


Loving Care of St. Petersburg		
<b>Subject Property</b>		
Building Address:	1001 9 <sup>th</sup> Avenue North	
City / FL:	St. Petersburg FL	
Number of Beds:	120	
<b>Sales Price:</b>	<b>\$3,200,000</b>	
Sales Date:	On Market	
Year Built:	1920 / 1981	
Building Size:	28,119	
Price Per Bed:	\$26,666	
Carden House		
<b>Property #1</b>		
Building Address:	2349 Central Avenue	
City / FL:	St. Petersburg, FL	
Number of Beds:	60	
<b>Sales Price:</b>	<b>\$1,500,000</b>	
Sales Date:	12/14/2010	
Year Built:	1924 / 1982	
Building Size:	28,608	
Price Per Bed:	\$25,500	
Country Inn		
<b>Property #2</b>		
Building Address:	7600 78 <sup>th</sup> Avenue, North	
City / FL:	Largo, FL	
Number of Beds:	42	
<b>Sales Price:</b>	<b>\$1,000,000</b>	
Sales Date:	10/07/2011	
Year Built:	1988	
Building Size:	16,837	
Price Per Bed:	\$23,809	

COMPARABLE SALES CONTINUED


The Palms of Punta Gorda	
<b>Property #3</b>	
Building Address:	2295 Shreve Street
City / FL:	Punta Gorda, FL
Number of Beds:	56
<b>Sales Price:</b>	<b>\$4,000,000</b>
Sales Date:	07/22/2011
Year Built:	1995
Building Size:	22,991
Price Per Bed:	\$71,428



Balmoral	
<b>Property #4</b>	
Building Address:	93 Balmoral Drive
City / FL:	Lake Placid, FL
Number of Beds:	126
<b>Sales Price:</b>	<b>\$4,400,000</b>
Sales Date:	05/31/2011
Year Built:	2007
Building Size:	63,539
Price Per Bed:	\$34,920

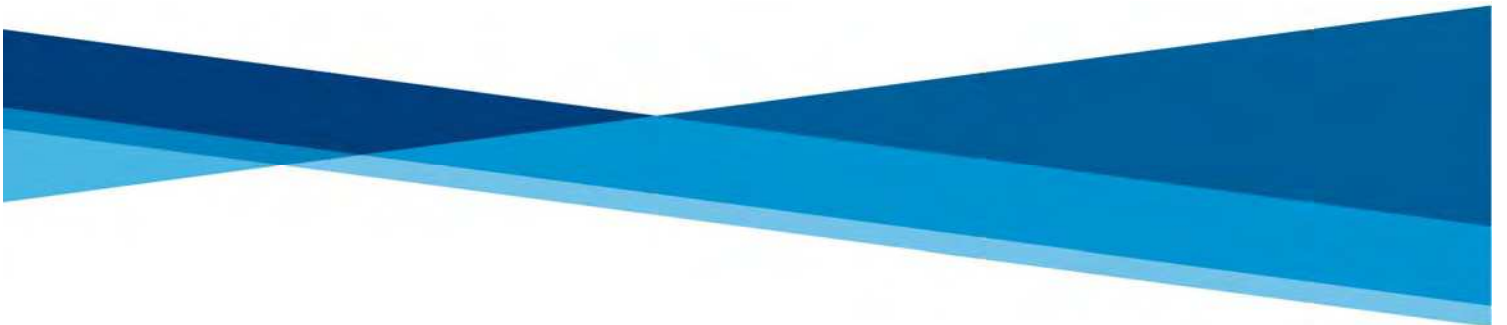


Windsor Place	
<b>Property #5</b>	
Building Address:	2626 Goodlette Road North
City / FL:	Naples, FL
Number of Beds:	54
<b>Sales Price:</b>	<b>\$3,179,108</b>
Sales Date:	11/17/2011
Year Built:	1997
Building Size:	36,502
Price Per Bed:	\$58,872



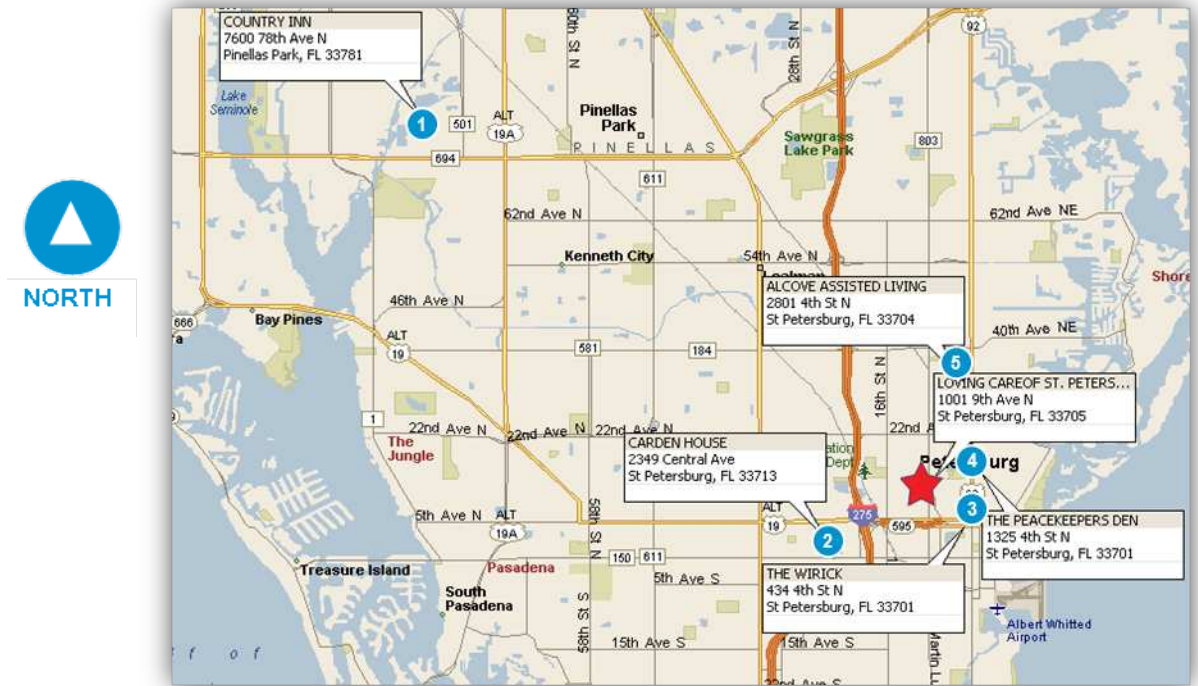
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# RENT COMPARABLES



# Rent Comparable

## RENT COMPARABLES MAP





## RENT COMPARABLES

Loving Care of St. Petersburg		
Limited Mental Health		
Building Address:	1001 9 <sup>th</sup> Street N	
City / State:	St. Petersburg	
Number of Beds:	1920 / 1981	
Current Occupancy:	92%	
Date Surveyed:	03/15/2012	
Current Rents:		
Unit Breakdown:	Private – Semi Private	
:Number of Beds:	120	
Country Inn		
Limited Mental Health		
Building Address:	7600 78th Avenue	
City / State:	Pinellas Park, FL	
Year Built:	1959 / 1980	
Current Occupancy:	88%	
Date Surveyed:	03/15/ 2012	
Current Rents	\$1,300 - \$2,100	
Unit Breakdown:	Private – Semi Private	
Number of Beds	42	
Carden House		
Limited Mental Health		
Building Address:	2349 Central Avenue	
City / State:	St. Petersburg, FL	
Year Built:	1924 / 1982	
Current Occupancy :	100%	
Date Surveyed:	03/15/2012	
Current Rent:	\$1,000-\$1,845	
Unit Breakdown:::	Private – Semi Private	
Number of Beds:	60	

RENT COMPARABLES CONTINUED

The Wirick	
Limited Mental Health	
Building Address:	434 4th Street N
City / State:	St. Petersburg, FL
Year Built	1920 / 1940
Current Occupancy:	90%
Date Surveyed:	03/15/2012
Current Rents	\$993-\$1,400
United Breakdown	Private – Semi Private
Number of beds	41
Not Actual Photo	



The Peacekeepers Den	
Limited Mental Health	
Building Address:	1325 4 <sup>th</sup> Street N
City / State:	St. Petersburg, FL
Year Built::	1953
Current Occupancy:	89%
Date Surveyed:	03/15/ 2012
Current Rents:	\$1,025- \$1,425
Unit Breakdown	Private – Semi Private
Number of Beds:	51



Alcove Assisted Living	
Limited Mental Health	
Building Address:	2801 4 <sup>th</sup> Street N
City / State:	St. Petersburg, FL
Number of Beds:	1948 / 1956
Current Occupancy :	95%
Date Surveyed:	03/15/ 2012
Current Rents	\$1,150-\$1,875
United Breakdown	Private – Semi Private
Number of Beds	66





# DEMOGRAPHICS



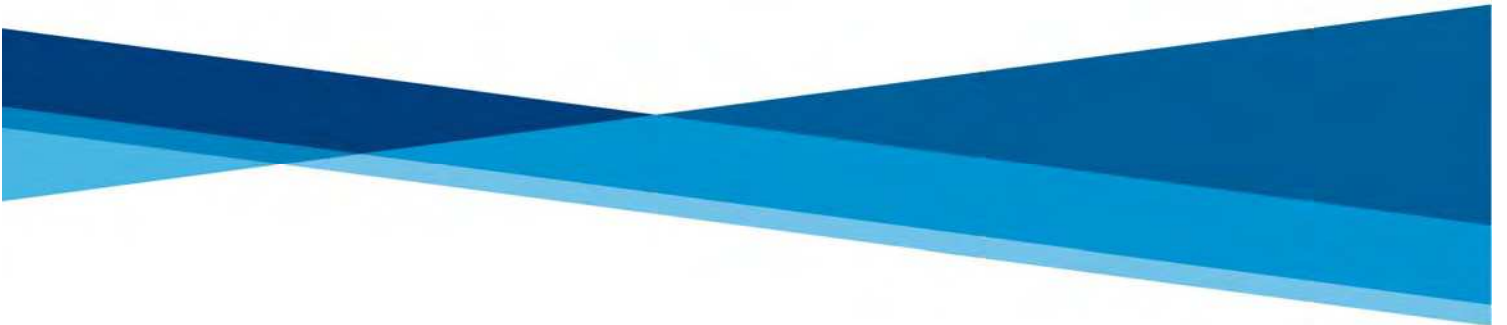
# Demographics

## POPULATION SUMMARY

	1 Mile	3 Miles	5 Miles
<b>Total Population</b>	18,224	105,186	236,728
Age 55 - 59	7.3%	7.4%	7.2%
Age 60 - 64	6.5%	6.6%	6.6%
Age 65 - 69	5.4%	5.3%	5.3%
Age 70 - 74	4.0%	4.3%	4.2%
Age 75 - 79	4.1%	4.1%	4.1%
Age 80 - 84	3.6%	3.6%	3.7%
Age 85 Plus	3.9%	3.9%	4.0%
Age 55 Plus	34.7%	35.1%	35.0%
Age 65 Plus	21.0%	21.2%	21.2%
Total Population Median Age	45.9	45.3	45.2
Total Population 55+ Median Age	68.2	68.3	68.4
<b>Age: Male</b>			
Male Total Pop	9,581	51,898	114,550
Age 55 - 59	7.4%	7.3%	7.1%
Age 60 - 64	6.4%	6.4%	6.4%
Age 65 - 69	5.3%	5.3%	5.2%
Age 70 - 74	4.0%	4.1%	3.9%
Age 75 - 79	3.9%	3.7%	3.7%
Age 80 - 84	3.3%	3.1%	3.1%
Age 85 Plus	2.9%	2.8%	2.8%
Males Age 55 Plus	33.2%	32.6%	32.2%
Males Age 65 Plus	19.3%	18.9%	18.7%
Median Age Males	43.7	43.3	43.3
Median Age 55+ Males	67.4	67.3	67.4
<b>Age: Female</b>			
Female Population	8,643	53,289	122,178
Age 55 - 59	7.2%	7.4%	7.3%
Age 60 - 64	6.5%	6.7%	6.7%
Age 65 - 69	5.5%	5.3%	5.4%
Age 70 - 74	4.0%	4.5%	4.5%
Age 75 - 79	4.3%	4.4%	4.5%
Age 80 - 84	4.0%	4.1%	4.2%
Age 85 Plus	5.1%	5.0%	5.1%
Females Age 55 Plus	36.4%	37.5%	37.6%
Females Age 65 Plus	22.8%	23.4%	23.6%
Median Age Females	47.7	47.2	47.0
Median Age 55+ Females	68.1	68.3	68.4
<b>Age of Head of Household 55 - 64</b>			
\$ 0 - \$9,999	15.6%	10.1%	8.4%
\$ 10,000 - \$14,999	10.3%	6.6%	6.1%
\$ 15,000 - \$19,999	9.9%	7.1%	5.9%

	1 Mile	3 Miles	5 Miles
\$ 20,000 - \$24,999	6.4%	6.3%	6.0%
\$ 25,000 - \$29,999	4.7%	6.8%	6.7%
\$ 30,000 - \$34,999	4.8%	5.0%	5.5%
\$ 35,000 - \$39,999	3.9%	5.7%	5.6%
\$ 40,000 - \$49,999	8.9%	10.6%	11.5%
\$ 50,000 - \$59,999	5.5%	7.7%	8.6%
\$ 60,000 - \$74,999	7.2%	9.4%	9.2%
\$ 75,000 - \$99,999	7.3%	9.3%	10.7%
\$100,000 - \$124,999	6.2%	5.7%	6.3%
\$125,000 - \$149,999	3.3%	3.5%	3.4%
\$150,000 - \$199,999	3.7%	3.5%	3.5%
\$200,000 Plus	2.3%	3.0%	2.4%
<b>Median 55 - 64</b>	<b>\$33,227</b>	<b>\$42,312</b>	<b>\$44,825</b>
<b>Age of Head of Household 65 - 74</b>			
\$ 0 - \$9,999	15.8%	10.6%	9.0%
\$ 10,000 - \$14,999	14.1%	9.8%	9.3%
\$ 15,000 - \$19,999	14.2%	10.4%	8.8%
\$ 20,000 - \$24,999	7.2%	7.7%	7.6%
\$ 25,000 - \$29,999	5.4%	8.0%	8.0%
\$ 30,000 - \$34,999	5.4%	5.5%	6.2%
\$ 35,000 - \$39,999	4.4%	6.4%	6.5%
\$ 40,000 - \$49,999	8.3%	9.5%	10.7%
\$ 50,000 - \$59,999	4.2%	6.8%	7.6%
\$ 60,000 - \$74,999	5.5%	7.7%	7.6%
\$ 75,000 - \$99,999	5.3%	7.0%	8.2%
\$100,000 - \$124,999	3.8%	3.6%	4.1%
\$125,000 - \$149,999	2.2%	2.3%	2.2%
\$150,000 - \$199,999	2.5%	2.4%	2.3%
\$200,000 Plus	1.7%	2.6%	2.1%
<b>Median 65 - 74</b>	<b>\$23,863</b>	<b>\$33,296</b>	<b>\$35,911</b>
<b>Age of Head of Household 75 Plus</b>			
\$ 0 - \$9,999	18.4%	13.2%	11.2%
\$ 10,000 - \$14,999	18.4%	13.0%	12.7%
\$ 15,000 - \$19,999	17.2%	12.8%	10.9%
\$ 20,000 - \$24,999	7.5%	8.2%	8.2%
\$ 25,000 - \$29,999	4.8%	7.6%	7.7%
\$ 30,000 - \$34,999	4.4%	5.0%	5.8%
\$ 35,000 - \$39,999	3.4%	5.7%	5.8%
\$ 40,000 - \$49,999	6.7%	8.1%	9.4%
\$ 50,000 - \$59,999	3.1%	5.4%	6.0%
\$ 60,000 - \$74,999	3.8%	6.0%	6.0%
\$ 75,000 - \$99,999	4.0%	5.6%	6.8%
\$100,000 - \$124,999	2.7%	3.0%	3.4%
\$125,000 - \$149,999	2.1%	2.2%	2.2%
\$150,000 - \$199,999	2.0%	1.9%	1.9%
\$200,000 Plus	1.5%	2.4%	2.0%
<b>Median 75 Plus</b>	<b>\$18,653</b>	<b>\$26,726</b>	<b>\$29,556</b>

# MATURE MARKET SUMMARY





## Mature Market Summary

People in the 65 and over age group are usually referred to as senior citizens. There are many stereotypes about elderly people, such as having to use a cane to walk, frequent visits to doctors, and sleeping a lot. These are untrue and very judgmental. Most senior citizens are quite capable of easy mobility and caring for themselves, unless they have one of the illnesses that can be seen to come with aging.

Worldwide, the number of people 65 and older is increasing faster than ever before. In the United States, the percentage of people 65 or older increased from 4% in 1900 to close to 13% by the end of the century. In 1900, only about 3 million citizens had reached age 65. By the end of the century, the number of senior citizens had increased to about 34 million. Population experts estimate that there will be more than 50 million Americans 65 or older by 2020, approximately 17% of the population.

Statistics indicate that there will be more Americans aged 55 and over by 2011 than there will be young people under 18. Current statistics show seniors make up 12% of the American population. The main reason for this increase in seniors is the ever improving life expectancy of the average American. Not surprisingly, the world's aging population in general is also increasing as life expectancy increases as well. The increase in the number of seniors can largely be attributed to improved health care which helps to prolong life. With this increase, many new needs are arising among seniors and society as a whole.

The older population--persons 65 years or older--numbered 39.6 million in 2009 (the most recent year for which data are available). They represented 12.9% of the U.S. population, over one in every eight Americans. The number of older Americans increased by 4.3 million or 12.5% since 1999, compared to an increase of 12.3% for the under-65 year old population. However, the number of Americans aged 45-64 – who will reach 65 over the next two decades – increased by 26% during this period.

In 2007, persons reaching age 65 had an average life expectancy of an additional 18.6 years (19.9 years for females and 17.2 years for males). A child born in 2007 could expect to live 77.9 years, about 30 years longer than a child born in 1900. Much of this increase occurred because of reduced death rates for children and young adults. However, the period of 1990-2007 also has seen reduced death rates for the population aged 65-84, especially for men – by 41.6% for men aged 65-74 and by 29.5% for men aged 75-84. Life expectancy at age 65 increased by only 2.5 years between 1900 and 1960, but has increased by 4.2 years from 1960 to 2007.

**About 2.6 million persons celebrated their 65th birthday in 2009.** In the same year, about 1.8 million persons 65 or older died. Census estimates showed an annual net increase of 770,699 in the number of persons 65 and over. There were 64,024 persons aged 100 or more in 2009 (0.2% of the total 65+ population). This is a 72% increase from the 1990 figure of 37,306.

Geographically, Florida (17.6 percent), **Pennsylvania (15.6 percent)** and West Virginia (15.3 percent) are the “oldest” states, with the highest percentages of people aged 65 and older. Charlotte County, Fla. (34.7 percent) gets top honors among counties, and McIntosh County, N.D. (34.2 percent) ranks second. Higher levels of education, which are linked to better health, higher income, more wealth and a higher standard of living in retirement, will continue to increase among people 65 and older. The proportion of Americans with at least a bachelor’s degree grew five-fold from 1950 to 2003, from 3.4 percent to 17.4 percent, and by 2030, more than one-fourth of the older population is expected to have an undergraduate degree. The percentage completing high school quadrupled between 1950 and 2003, from 17.0 percent to 71.5 percent.

**The United States population aged 65 and over is expected to double in size within the next 25 years. By 2030, almost 1 out of every 5 Americans -- some 72 million people, will be 65 years or older. The age group 85 and older is now the fastest growing segment of the U.S. population.**

**The health of older Americans is improving.** Still, many are disabled and suffer from chronic conditions. The proportion with a disability fell significantly from 26.2 percent in 1982 to 19.7 percent in 1999. But 14 million people age 65 and older reported some level of disability in Census 2000, mostly linked to a high prevalence of chronic conditions such as heart disease or arthritis.

The financial circumstances of older people have improved dramatically, although there are wide variations in income and wealth. The proportion of people aged 65 and older in poverty decreased from 35 percent in 1959 to 10 percent in 2003, mostly attributed to the support of Social Security. In 2000, the poorest fifth of senior households had a net worth of \$3,500 (\$44,346 including home equity) and the wealthiest had \$328,432 (\$449,800 including home equity).

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