

RCFEresource

April 2021

Most Accurate RCFE Home & Business Valuations

WHAT'S THE VALUE OF YOUR RCFE?

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SO CAL RCFE REPORT: MORE RCFE HOMES COMING



In a couple of weeks spring will arrive and that is when more RCFE homeowners place their homes on the market than any other time of the year.

The birds are singing their sweet songs as they busily build their nests. Deciduous trees are covered with new buds that are bursting with leaves. The days are starting to get longer and warmer, inviting everyone to sit on their porches and lounge in a little extra evening sunshine. Spring is here, the beginning of housing's Spring Market.

Spring is not only a season of flower blossoms, butterflies, and new life, it is a time when more real estate activity occurs than any other time of the year. It is when the inventory rises and demand surges and peaks. Many mistaken the summer as the best time of the year for real estate, but it is second to spring. During the spring and summer, more RCFEs are listed, there are more new escrows, and there are more closed sales than any other season.

The big question right now is "when are there going to be more RCFEs coming on the market, and how many?" In analyzing the data, it starts in March, the beginning of spring. An elevated number of RCFEs are expected to hit the market from March through July, peaking in May. Today's ultra-low active listing inventory is due to surging demand that started last year as mortgage rates continued to descend to uncharted levels.

The Bottom Line: Finally, more RCFEs will come on the market starting this month, and the spigot will remain fully opened through July. Everyone is acutely aware that the housing market is the hottest sector of the economy. The senior care market is the highest-performing sector of the real estate industry. Many RCFE homeowners will be lured to taking advantage of this incredible market. They will not want to miss out on one of the strongest markets in years.

Nearly a third of all homes entering the fray during the year come on the market over the course of the next three months.

Like a charity auction, there's a lot of buyer interest in today's RCFE housing market. Demand for senior care homes is relatively recession-resilient, and stays one of the strongest sectors in real estate. Paddles are eagerly raised one after the other in the form of offers to purchase. There is so much interest that the pseudo-auction atmosphere transforms into a bidding war. Wise RCFE sellers will take advantage of this market.

AN INVESTMENT IN EDUCATION ALWAYS PAYS THE HIGHEST RETURNS

Community Training Connection has the distinction of being one of the oldest training companies serving the residential care industry in California. We happened to be in the right place at the right time – as the Department of Social Services was implementing the administrator certification requirements for RCFE and Adult Residential Facilities. At our 25th anniversary party two years ago, we celebrated with our long term clients, training partners and friends. (It seems like ages ago when we could have large gatherings). We acknowledged the nine families for whom we have trained three generations of administrators. We have an incredible team providing customer support, developing curricula, training, and consulting. Our goal is to improve the quality of life for elders through staff development and training.

Thiagi (aka Sivasailam Thiagarajan, Ph.D.) of the Thiagi Group has played a key role in the company's development. Thiagi teaches trainers how to improve human performance effectively, efficiently, enjoyably, and ethically. His philosophy, "to take serious things lightly and to take light things seriously" is the foundation of the training programs at Community Training Connection. Even when the topics are grim, CTC focuses on keeping the process of learning fun.

CTC is meeting the needs of administrators with training that is relevant and resonates with an emotional note. Training is presented using active training methodologies – these are not dry, boring lectures – our programs promise to always be informative, lively and fun. They provide great learning experiences, both online and in classrooms. See us for Initial Certification and Continuing Education. We're also a trusted source of staff training, with very favorable group pricing.

Through our Caregiving College™, we can provide new staff orientation as well as required in-service hours. We'll open several live locations for training, once it is safe to gather. For staff, we're including training on lifting, transferring, and use of a Hoyer lift. We believe it's important to teach sensitivity – we have people wear adult briefs in our live classes. That's always an interesting conversation.

CTC has a robust online training catalog and classroom (now Zoom) programs for all levels of staff in a variety of organizations, and includes nurses, social workers and marriage and family therapists in its audience. The company has experts in a variety of areas who serve as both trainers and subject matter experts.

See us for Continuing Education provided live (currently via Zoom) or self-study online. We offer our Formula 40 program – the prescription for your training needs. During the pandemic, administrators can take all 40 hours online – at their convenience. Once the emergency orders are lifted, at least 20 hours will be classroom based. We have locations all over California. Look for our Employee Essentials workshop – Are you Running Your Business or is Your Business Running You? – in May 2021. We'll feature an attorney on wage issues, an insurance expert, a human resources expert, and a laughter yoga facilitator.

Check out our most popular classes: Laughter and Workplace Productivity, A Short Course in Ethics, Motivated and Engaged Employees, and Dealing with Difficult Situations. And we have the required regulations and dementia classes – up to date and engaging!

Our post-pandemic plans include training while traveling – including workshops in Nevada and on cruise ships. Let us know if there's a destination you prefer.

We provide the highest returns on your investment in education!



Rhonda Krantz Mayer
President



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RCFE Association Helps Members Keep Their Facilities Full!

Members Can Post Their Availability Immediately Notifying Local Referral Agents



William Young
President / Founder

The RCFE Association is committed to providing our members with effective tools and resources to operate a successful residential care home. A big part of that success is keeping your facility 100% occupied. Even prior to COVID, and more so now, it has been challenging for many residential care homes to get referrals and tours.

Meanwhile, larger facilities continue to get 5-10 move-ins a month. These facilities have full-time marketing directors who have time to proactively solicit referrals. RCFEs often have just an administrator and caregivers, affording little time for marketing.

"Big box facilities send out weekly emails notifying referral agents of their room availability and specials. The RCFE Association created an effective and user-friendly platform for our members to do the same. It's exciting to know multiple members have filled their open rooms by taking a few minutes to post their openings on our Real-Time Availability platform," President William Young said.

Sales and marketing have consistently been popular topics in our weekly online member meetings. We will continue to empower our members with ready-to-use information, ideas, and tools for success.

To join the RCFE Association, visit www.RCFEAssociation.org.



Current Listings



To view our current listings
visit our website at
www.rcferesource.com

LISTINGS

ORANGE - VACANT RCFE FOR SALE

- Fully Licensed and ready for occupancy
- Elegant and inviting atmosphere
- The nicest RCFE in all of O.C.!
- 5 BDR/5 BA, 3,200 s.f.
- \$1.5M home

TEMECULA - RCFE FOR SALE

- Highly updated! Fully turnkey
- 6 BDR/3 BA, 2,750 s.f.
- \$660K home + \$175K business

NAPA - HEART OF WINE COUNTRY RCFE FOR SALE

- Great location
- 4 BDR/2 BA, 1,733 s.f.
- \$760K home + \$210K business

RIVERSIDE - RCFE FOR LEASE

- Wonderful neighborhood
- Huge lot w/Tons of Storage!
- Tennis Court
- 6 BDR/3 BA, 3,400 s.f.
- \$4,500/mo lease + \$165K business

RIVERSIDE - RCFE FOR SALE

- Terrific area
- 6 BDR/2 BA, 1,855 s.f.
- \$600K home + \$100K business

ORANGE - RCFE FOR SALE

- Charming 2 story, w/ upstairs owner's suite
- 9 BDR/4 BA with 6 private resident rooms
- \$1.15M home + \$150K business

DIAMOND BAR - VACANT RCFE FOR SALE

- 5 BDR/3 BA, 2,500 s.f.
- \$799K home

ANAHEIM - RCFE FOR SALE

- Cozy and inviting atmosphere
- 6 BDR/3 BA, 2,800 s.f.
- \$930K home + \$115K business

RIVERSIDE - ARF FOR SALE

- 1.09 acre lot
- Room to build 2nd ARF!
- Separate studio apartment
- 5 BDR/3 BA, 2,564 s.f.
- \$656K home + \$338,500 business

ANAHEIM - RCFE FOR SALE

- Spacious floorplan
- 7 bdr/6 ba, 2,650 s.f.
- \$949K home + \$140K business

ADDING THE WOW FACTOR WHEN PREPARING YOUR RCFE FOR SALE

How To Prepare Your RCFE For Sale

Don't list your RCFE for sale without any advance preparation. No matter how immaculate your home is, a bit of spring cleaning, regardless of the season, a modest investment, and a few "touch ups" will add pazazz to the home, create a more favorable impression on buyers and increase the price you can command on the sale of your home and business.

Homework assignment:

Put on your buyer's hat. Go outside to the front of the RCFE and examine the exterior of the home with a critical eye. Does the home have "curb appeal?" How can you improve a buyer's first impression?

Sometimes, trimming the trees/bushes, clearing undergrowth, planting colorful flowers, adding fresh mulch, and sowing fresh grass seed give a burst of natural appeal. Power-washing driveways and walkways and repairing any broken walkway stones are another essential touch. Consider painting the front door a welcoming, cheerful color.

Inside the home, perform a thorough decluttering. Clean, clean, and clean until absolutely spotless. Wash all windows, inside and out, including the tracks and windowsills. Wipe down blinds, and where feasible, launder, dry clean or replace window treatments.

Get rid of cobwebs, especially on the ceiling. Fix or replace anything broken. Touch up scuff marks on doors, walls or baseboards. Shampoo carpeting or deep clean floors. Scour the bathrooms until they gleam. Do your shower curtains, if any, need updated?

If the rooms do not receive an abundance of natural light, is the lighting adequate? Replace any burned out bulbs.

Examine the bedding, blankets, tablecloths and other such accoutrements. Are they dated or faded? Past their prime? Making every possible improvement in such items is well worth the investment. A "pop" of color, if



performed tastefully, adds harmony and cheerfulness to the home's ambience.

With respect to your business, put your financial house in order. If you plan to sell this year, prepare accurate 2018-2020 and current year-to-date income and loss statements. Your agent will need this information in order to establish a listing price, because the value of your business is largely determined by your P&Ls. We will provide you with a list of essential information needed to facilitate your transaction.

**Create a more favorable
impression on buyers
and increase the price you
can command on the
sale of your home
and business.**

We can help prepare your RCFE to sell for TOP DOLLAR, whether you are selling the home and business or just the business. We would be delighted to visit your home and provide recommendations. Call to schedule your free, no obligation consultation.

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