

RCFE Resource

BUY, SELL & LEASE WITH CONFIDENCE

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Call us **TODAY** for a **FREE** valuation of your care home and business.
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RCFE RESOURCE MARKET REPORT

The Wait

It is the slowest California housing market in years, and more and more sellers are sitting for a very long time without success.

A SLUGGISH MARKET

With a longer Expected Market Time for residential care facilities, sellers need to pack their patience.

Anyone who has fished for years can attest that there are seasons when the fishing is great and the bucket is filled with fish. Yet, there are also seasons when nothing is biting, and very few fish, if any, are reeled in and thrown in the bucket. Second-guessing the strategy is a big part of fishing. Is there a better bait? Maybe a different spot would be more advantageous? Perhaps it is the wrong time of the season to have a pole in the water. In fishing, success boils down to the right bait, the right spot, the right timing, and plenty of patience.

Today's sellers are finding out the hard way that the "fishing is not great." They are quickly realizing that selling a care home in today's market is not a quick and instantaneous process. Instead, it requires plenty of patience and persistence. There is a more limited number of qualified buyers in the marketplace due to affordability constraints. Yet, seller competition is at its highest level in years: there are plenty of other poles in the water.

With the increased competition, sellers have had to exercise considerable patience. Sellers who overprice their care homes sit on the market without success. It is not a market to pad the asking price to leave room for negotiations. Price, net operating income, condition, location, upgrades, and amenities all factor into the difference between success and languishing on the market.

The storyline for 2025 is that there are more



sellers this year compared to the last several years, yet year-over-year demand has been almost unchanged. Thus, inventory of care homes has grown, but is still at insufficient levels to meet existing buyer demand.

Affordability has remained relatively unchanged, and so have demand levels. With more sellers competing against each other, care homes have been sitting on the market for longer this year. The Spring Market and half of the Summer Market are in the rearview mirror. As the upcoming school year draws closer, the window of opportunity to take advantage of the summer season is closing. As a result, an increased number of sellers are throwing in the proverbial towel, pulling their care homes off the market, and changing their real estate plans. Some may come on the market later this year. Others will wait until the spring. Many will ultimately wait until housing shifts back in favor of sellers down the road. Some will decide to lease out their care homes.

Cyclically, the number of homes that come off the market rises from month to month through the end of the year. Expect more care homes to be pulled from the active inventory going forward as housing transitions to its slower seasons.

As the best time of the year to sell, the Spring and Summer Markets, come to a close, careful, deliberate pricing is absolutely essential in securing success. There will be more care home sellers this year who will be unable to isolate a qualified buyer willing to bring in an offer to purchase. Contracts will expire. Thus, the number of care homes pulled off the market will increase as the year progresses.

Continued on Page 4...



Ask The Broker

BOOST YOUR CARE HOME'S VALUE – WITHOUT MAJOR RENOVATIONS

Q: My RCFE could use “refreshing,” but I have a shoestring budget. Do you have suggestions as to some easy improvements that won’t break the bank?

A: You don’t need a contractor or a big budget to increase your care home’s value. According to real estate experts, small upgrades and even neighborhood changes can make a big impact.

Here are some unexpected value boosters:

- **Paint Smart:** A cheerful and soft white living room can add over \$2,500 to your sale price, while bright yellow or red may lower it.
- **Natural Materials:** Features like soapstone align with the “organic modernism” trend and can raise value by up to \$12,500.
- **Starbucks Effect:** A new Starbucks nearby can bump your care home’s value by 0.5% per store.
- **Neighbor’s Lawn:** A messy yard next door can hurt your curb appeal—consider lending a hand.
- **Lighting & Fixtures:** New ceiling lights and matching switch covers brighten your space and signal care.
- **Bathroom Caulk:** Fresh caulk around tubs and showers improves appearance and prevents damage.
- **Door Hardware:** Tightening knobs and hinges shows attention to detail and upkeep.
- **Trees:** Well-placed trees can increase value by up to 15%, offering shade and aesthetic appeal.

These simple updates can make your care home more attractive to buyers—and more enjoyable for you and your residents in the meantime.

Feel free to reach out with further questions! RCFE Resource is here to guide you every step of the way. We can help you find suitable properties and can refer you to the necessary consultants and agencies who will facilitate your dream of owning an RCFE, ARF or ASSISTED LIVING FACILITY.

Current Listings



To view our current listings visit our website at

www.rcferesource.com

CURRENT LISTINGS

MISSION VIEJO: RCFE FOR SALE

- 6 BDR/4 BA, 2,590 SF
- GROSSES \$42K/MO.
- STUNNING, WELL-APPOINTED HOME
- HIGHLY DESIRABLE NEIGHBORHOOD
- \$1.799M REAL ESTATE; \$225K BUSINESS

MORENO VALLEY: RCFE FOR LEASE

- 5 BDR/3 BA, 2,430 SF
- WELL-MAINTAINED PROPERTY
- \$5,600 LEASE; BUSINESS \$205K

CORONA: ARF FOR SALE LEVEL 3

- 5 BDR/3 BA, 2,350 SF
- 2-STORY HOME
- \$965K HOME; \$185K BUSINESS

COMING SOON

(please call for details)

CATHEDRAL CITY : 12-BED RCFE FOR SALE RANCHO MIRAGE: 6 BED RCFE FOR LEASE

- NEW AND IMPROVED!
- UPDATED AND PRISTINE!

MURRIETA: RCFE FOR LEASE

DIAMOND BAR: 2 RCFES FOR LEASE

PLUS: MORE listings on the way!
ALF | RCFE | ARF

CREAMY PEACH NO-BAKE CHEESECAKE CUPS (WITH CREAM CHEESE)

This dessert is silky, peachy, and totally spoon-worthy. Your residents will love it!



Crust:

- ½ cup crushed graham crackers
- 2 tbsp melted unsalted butter
- 1 tsp honey or maple syrup (optional)

Cheesecake Filling:

- 8 oz cream cheese (softened)
- ¼ cup powdered sugar
- 1 tsp vanilla extract
- ½ cup whipped cream (or whip ½ cup heavy cream until soft peaks)

Peach Layer:

- 2 ripe peaches, peeled and diced
- 1 tbsp honey or maple syrup
- ½ tsp lemon juice
- Pinch of cinnamon (optional)

Toppings (optional):

- Extra peach slices
- Crushed nuts (almonds or pistachios)
- Mint leaves

Instructions

- 1. Make the Peach Layer**
 - In a bowl, mix diced peaches with honey, lemon juice, and cinnamon. Let sit for 10 minutes to macerate.
- 2. Prepare the Crust**
 - Combine graham cracker crumbs, melted butter, and honey. Press into the bottom of small jars or cups.
- 3. Mix the Cheesecake Filling**
 - Beat softened cream cheese with powdered sugar and vanilla until smooth. Fold in whipped cream gently.
- 4. Assemble the Cups**
 - Layer crust, cheesecake filling, and peach mixture. Repeat layers if your jars allow.
- 5. Chill & Serve**
 - Refrigerate for 1-2 hours for best texture. Top with extra peaches, nuts, or mint before serving. Serves 4.

Tips

- Want it extra indulgent? Use mascarpone instead of whipped cream.
- For a tangy twist, add a spoonful of lemon zest to the filling.
- These keep well in the fridge for 2-3 days.

DISCLAIMER: Menu planning in assisted living facilities should be cost-effective, nutritious, and appealing. It's crucial to consult with residents' medical staff for food sensitivities or allergies. Strategies like shopping sales, using a set menu, and incorporating seasonal menus can help manage costs and provide variety.

RCFE RESOURCE MARKET REPORT

The Wait

Continued from Page 1...



ATTENTION SELLERS: It is time to choose between pricing a care home according to its Fair Market Value* or throwing in the towel and pulling it off the market altogether. It may sound simple, but far too many sellers do not spend enough time arriving at an accurate asking price, carefully considering all recent comparable closed and pending sales. Sellers cannot get out of their own way, unwilling to listen to real estate experts and take the necessary steps to achieve their goals in selling.

ATTENTION BUYERS: Looking for a “deal” in today’s market is a waste of time. Very few sellers really have to sell and are willing to sacrifice substantially in price for a swift sale. There is a real stickiness to pricing. Today’s market is leaning in the buyer’s favor in terms of negotiations, yet prices are not plunging. Sellers are not desperate. Instead, similar to sellers, buyers will be able to successfully isolate and purchase a care home by carefully arriving at a home’s Fair Market Value.

**Fair market value (FMV) in real estate is the price a property would sell for on the open market between a willing buyer and a willing seller—neither under pressure to buy or sell—with both having reasonable knowledge of the property’s condition and the current market.*



TELEHEALTH: A GAME-CHANGER FOR OLDER ADULTS

WebMD by Sonya Collins | Adapted From Article “Can Technology Help Older Adults Get the Health Care They Need?”

As health care demands grow, telehealth is proving to be a vital tool for older adults. From reducing travel and wait times to enabling family members to join appointments remotely, virtual care is making health management more accessible and less disruptive.

Suleima Salgado, program director at the Southeastern Telehealth Resource Center, highlights how older adults are already embracing technology—often unknowingly—through smartphones, apps, and wearable devices. Research confirms that many seniors are satisfied with telehealth and want it to remain an option post-pandemic.

Beyond medical visits, video conferencing helps combat isolation by connecting older adults to virtual classes and social groups. Health tech like smartwatches and glucose monitors also empower users to track their wellness in real time.

Telehealth doesn’t replace in-person care—it enhances it. As Dr. Kevin Biese notes, it’s not about cutting-edge tech, but about using familiar tools to improve outcomes and quality of life.

THE BEST FRUITS TO EAT FOR OPTIMAL HEALTH



Fruit has natural sugars that add to your daily carb count. It also has vitamins and minerals your body needs. This makes it one of the healthiest sources of carbs you can eat. Every 15 grams of carbs counts as one serving. Don't skip the fruit: Use this guide to make every carb count. You want to furnish your residents with the healthiest food possible, and fruits are a strategic way to give them healthy carbs that count.

Watermelon

Here's a juicy tip: Cup for cup, fruits that are high in water or fiber have fewer carbs than other fruits. Watermelon, the sweet summertime treat, is 92% water and the lowest-carb fruit by far, with 7.5 carbs for every 100 grams. It also has lots of vitamins A and C. Enjoy one cup, or 10 watermelon balls if you're feeling fancy.

Cantaloupe

Every 100 grams of cantaloupe you eat will cost you only about 8 grams of carbs. That's a little less than one cup, or a large wedge. Cantaloupe is also cholesterol-free, low in sodium, high in vitamins A and C, and a good source of folate. Toss it into a blender with yogurt for a smoothie snack.

Honeydew

The average person eats 3 pounds of this low-carb fruit every year. The sweetest of all melons, honeydew has about 9 grams of carbs for every 100 grams of fruit -- that's one cup or a small wedge and a half. Even better: It's packed with potassium, copper, and lots of vitamin C.

Strawberries

Eight medium strawberries, or one cup of slices, have just a little over 7 grams of carbohydrates -- and almost as much vitamin C as an orange. They're also loaded with phytonutrients that are anti-cancer, anti-inflammatory, and protect your heart. In season during spring and summer, strawberries are great on their own. As tempting as it sounds, don't dip them in chocolate. It'll increase your carb count too much.

Raspberries

Raspberries go big on fiber -- 8 grams per cup -- which helps keep their carb count low. One cup of raspberries equals one serving of carbs. Try half a cup of raspberries and 8 strawberries for a full serving with a little variety and lots of vitamin C. They go bad within a day or two of purchase, so buy in small quantities and eat them right away.

Blackberries

Fresh or frozen, 20 small blackberries, or one cup, have less than 10 carbs. Their dark blue color makes them highest in antioxidants that fight disease. Because they have lots of fiber and less fructose, blackberries -- and other berries in general -- are less likely to cause gas and digestive issues.

Peaches

One of the many benefits of low-carb fruit is that you get to eat more of it. Every 100 grams of peaches has .5 grams of fiber and a deliciously low 8 net grams of carbs -- a total you might not expect from something so sweet and juicy. One medium peach has 50 calories, 1 gram of protein, no fat, and 15% of your daily vitamin C. Pair it with cottage cheese for a high-protein, low-carb snack.

Avocado

The avocado, actually a single-seeded berry, is considered a fleshy fruit. It only has 8.5 grams of carbs for every 100 grams -- that's a little less than 1 cup of cubes or slices. Avocados are high in fiber, monounsaturated (or "good") fats, and have more potassium than a banana.

Pineapple

A half-cup of pineapple, or 100 grams, has 11 grams of carbs. This tropical fruit is one of the best ways to get manganese, an essential mineral that affects your nervous system, hormones, blood sugar, and the way your body absorbs calcium. Pineapple is also a natural source of bromelain, an enzyme mix that digests protein.

Plums

A healthy addition to salads, yogurt, and smoothies, plums rank low on the carb count scale. Small but mighty, one medium plum only has 7.6 grams of carbs, but 100 milligrams of potassium to keep high blood pressure and strokes at bay. Steer clear of dried plums, also called prunes: The same 100 grams have a whopping 64 grams of carbs.

The Canned Factor

Fresh or frozen fruit is best, but not always possible. The natural juices or syrup in canned fruit have more sugar, which means more carbs. But you can work around that: Look for fruit packed in 100% juice or water, and drain and rinse excess juice off the fruit before you eat it.

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PREMIER RCFE FOR SALE IN MISSION VIEJO



Located in one of Orange County's most desirable neighborhoods, this licensed 6-bed RCFE provides beautiful surroundings, full occupancy, and a reputation for compassionate care. The immaculate 6BDR/4BA, 2,590 sq ft home offers a turnkey business, grosses \$42K when full, and is primed for growth amid California's rising senior care demand—perfect for experienced operators or investors seeking purpose-driven success.

\$1.790M REAL ESTATE; \$225K BUSINESS

To see additional pictures, go to www.RCFEresource.com/listings

For more information, please contact Michelle London at 949-397-4506

THINKING OF BUYING OR SELLING?

Let our team of professionals bring proven expertise to help you get the highest sales price for your RCFE or ARF!

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