

RCFE Resource

BUY, SELL & LEASE WITH CONFIDENCE

November 2025

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

Pricing for Success

Far too many sellers do not spend enough time carefully pricing their homes before coming on the market, and ultimately walk away with less money and take a lot longer to sell.

IT ALL BOILS DOWN TO PRICE

The data illustrates a clear trend: the greater the price reduction, the lower the seller's net proceeds and the longer the care home remains on the market.

Farmers' Markets are the new craze, with their pop-up tents and a vibrant array of fresh seasonal produce, meats, fish, baked goods, honey, preserves, and handmade crafts. The colorful displays of seasonal fruit are often picked within hours of the markets' opening, offering incredible flavors and freshness. Yet, sometimes they set the price of fruit too high, which deters too many shoppers from making a purchase. When too much fruit sits until it starts to spoil, the price is lowered, often at a heavy discount, to move it. Ultimately, they earn less than they would have if they had priced it correctly when it was fresh and appealing.

Similarly, when a care home initially comes on the market, the home is fresh to the market. Yet, when a care home is overpriced, it deters many buyers from making an offer or even touring the house. It sits on the market with waning activity. When the price is finally adjusted, it is not met with the same fanfare as when it initially came on the market. Instead, it is sold at a discount. Like the fruit that starts to spoil, the homeowner ultimately earns less than they would have if they had priced their home correctly when it was fresh to the market.

Too many sellers are initially listing their properties at too high a price. They then have to adjust the asking price to secure a buyer willing to write a purchase offer. The data indicates that starting overpriced and then reducing it results in the seller walking away with less money. The sales price to last list price ratio is very revealing. This refers to the final list price before becoming a pending sale. These are averages, meaning there are exceptions, but the overall trend is astonishing. In Orange County, for example, 34% of all closed sales in September reduced the asking price. It was 20% in March.

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Ask The Broker

A GUIDE FOR RCFE AND ARF OPERATORS FACING NON-RENEWAL

Q: What to Do When You Lose Your Lease?

A: Here is a guide for RCFE and ARF operators facing non-renewal:

Losing your lease is one of the most disruptive events a licensed care operator can face. Whether you've received formal notice or suspect non-renewal is coming, here's how to respond strategically and protect your business:

1. Review Your Lease Terms

- **Notice Periods:** Confirm whether the landlord provided proper notice. Six months is typical, but your lease may require more.
- **Right of First Refusal (ROFR):** If your lease includes a ROFR and the landlord plans to sell, you may have the first opportunity to buy the property.
- **Assignment/Sale Clause:** Check if you're allowed to sell your business or assign the lease to another operator. Often this can be done, subject to landlord approval.

2. Evaluate Relocation Options (Change of Location of Business)

- **Start Early:** Finding a new property or one eligible for use as an RCFE or ARF takes time. Begin your search immediately.
- **Licensing Timeline:** Relocation requires Community Care Licensing Division (CCLD) approval—factor in processing time.
- **Resident Transition:** Communicate early with families and staff to ensure continuity of care and minimize disruption.

3. Consider Selling Your Business

- If the landlord wants to keep the property as a

care facility but won't renew your lease, you may be able to sell your business—including your license, goodwill, and operations—to a buyer who will lease or purchase the property.

4. Negotiate Creatively

- Even if the landlord says "no renewal," there may be room to negotiate:
 - **Lease Extension:** A short-term extension could buy you time to relocate or sell. If you indicate to the landlord that you will be performing a "Change of Location" for your business, they may be more willing to negotiate, since you would be effectively taking the home from the status of a licensed care facility to that of an unlicensed home. Landlords are reluctant for this to occur, and you may gain bargaining power.
 - **Business Sale:** If the landlord is open to a new operator, you may be able to sell your business to them or their buyer.

5. Communicate with Licensing

- Notify CCLD of any planned changes in location or ownership. Licensing compliance is critical during transitions.

6. Engage Your Broker and Legal Counsel

- A seasoned RCFE broker can help you assess your lease, explore relocation or sale options, and connect you with qualified buyers.
- Legal counsel ensures your rights are protected and helps navigate lease and licensing.

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

FRESNO - RCFE FOR SALE

- LICENSED FOR 30 BEDS
- NEW BUILD – BEAUTIFUL PROPERTY
- CALL FOR DETAILS
- NO BROKER COOPERATION

SANTA ROSA - RCFE FOR SALE

- LICENSED FOR 5
- 4 BDR/2 BA, 2,390 SQ. FT.
- \$950K HOME; \$160K BUSINESS

FRESNO - RCFE FOR SALE

- LICENSED FOR 6
- 6 BDR/8 BA, 3,900 SQ. FT.
- LARGE LOT - GORGEOUS PROPERTY
- \$900K HOME; \$150K BUSINESS

SAN DIEGO - ARF FOR LEASE

- LEVEL 2
- 4 BDR/2 BA, 1700 SQ. FT.
- 4 GENTLEMEN RESIDENTS
- VERY WELCOMING HOME!
- CALL FOR DETAILS

SAN JOSE - RCFE FOR LEASE

- 5 BDR/4 BA, 2,765 SQ. FT.
- QUIET NEIGHBORHOOD
- \$7,100/MO LEASE, \$185K BUSINESS

**PLUS: MORE listings
on the way!**

ALF | RCFE | ARF

PUMPKIN CHIA PUDDING

A creamy, wholesome dessert that captures the cozy flavors of fall – without the guilt.



Ingredients:

- 3/4 cup milk of choice (almond, oat, etc.)
- 1/3 cup pumpkin puree
- 1/4 cup chia seeds
- 3-4 Tbsp maple syrup
- 1/2 tsp vanilla extract
- 1/2 tsp pumpkin pie spice

Instructions:

1. In a bowl, whisk together all ingredients until smooth.
2. Cover and refrigerate for at least 4 hours or overnight.
3. Stir before serving. Top with a dollop of yogurt and a sprinkle of pumpkin seeds if desired.

A Toast to Thanksgiving:

May your hearts be full, your tables abundant, and your days filled with gratitude.

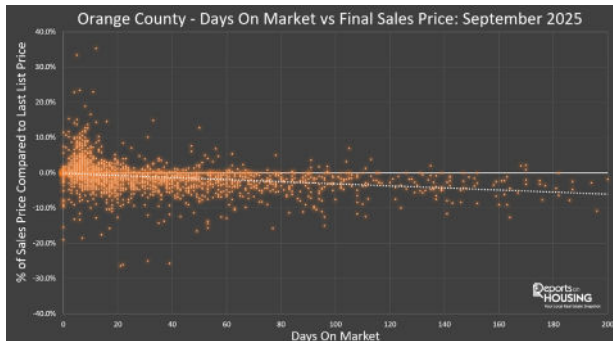
DISCLAIMER: Menu planning in assisted living facilities should be cost-effective, nutritious, and appealing. It's crucial to consult with residents' medical staff for food sensitivities or allergies. Strategies like shopping sales, using a set menu, and incorporating seasonal menus can help manage costs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

RCFE RESOURCE MARKET REPORT

Pricing for Success

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The scatter chart below shows all September closed sales in Orange County. Each dot represents a closed sale. Homeowners who meticulously arrived at the asking price had a substantially higher chance of selling quickly and very close to their asking price, often at or above the asking price. Sellers who were exposed to the market for a long time ultimately had to adjust the price. For the most part, even after dropping the asking price, sellers accepted an offer below their final list price. The dotted line represents the trend line, illustrating how a home's final sales price typically drops as it sits on the market longer.



condition, upgrades, location, lot size, amenities, year built, garages, storage, and view. Yet, the price is by far the most important. Buyers decide whether or not to see a care home based on its price.

Many sellers mistakenly expect a noticeable boost in showing activity after lowering the asking price. When a seller reduces the asking price, it is not met with the same level of anticipation and excitement as when it was initially placed on the market.

Today's market is not instant. Sellers must price their care home for success by scrutinizing every comparable pending and recent closed sale, carefully arriving at a home's Fair Market Value.

Setting an accurate initial asking price is one of the most critical steps for a seller to secure an interested buyer and achieve a successful care home sale outcome. That does not mean adding a little bit extra to the price to leave room for negotiations. This is also not the year to "test the market" and attempt to see if the market will pay a much higher, unrealistic premium price for a home. There is too much seller competition, and the market is moving at its slowest October pace since 2019.

Most buyer activity occurs during the first 25 days a care home is listed for sale. Sellers only get one opportunity for this initial first impression. Buyers are waiting on the sidelines for anything new that hits the market. They examine every photo and all the details, including P&Ls, bedrooms, bathrooms, square footage,

BEST ENERGY FOODS FOR OLDER ADULTS

Written by WebMD Editorial Contributors | Medically Reviewed by Jennifer Robinson, MD

A healthy diet is important at any age. However, as you get older, eating right becomes even more important to increase your longevity and prevent illness. Fatigue, or low levels of energy, are a common complaint among older people. Luckily certain habits and foods can be energy boosters for seniors.

Foods for High Levels of Energy

Eating a balanced diet is one of the keys to beating low energy levels. By eating a variety of foods with a moderate amount of calories, you can fuel your body with the proper nutrition it needs. Each balanced meal should have a mix of lean protein, vegetables, complex carbohydrates, and healthy fats. This combination can help keep you full while giving your body the vitamins and minerals that it needs.

Complex Carbs. Many people think that the key to maintaining a healthy weight is to avoid carbs. But carbs provide your body with energy and other essential nutrients. The key is to choose the right carbs, known as complex carbs.

Complex carbs are a good source of starch and fiber. Starchy foods like pasta, rice, bread, and potatoes are high-energy foods with essential B vitamins.

Eating whole-grain cereal for breakfast is a great way to lift your energy for the day. Whole-grain cereals and oatmeal have lots of fiber to help keep you full. They also have vitamins and minerals that should be part of a healthy senior diet.

Fish. Fish and seafood are excellent examples of lean proteins that can boost energy in older adults. Oily fish,

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BEST ENERGY FOODS FOR OLDER ADULTS

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like salmon, tuna, and mackerel, are good sources of omega-3 fatty acids. Omega-3 fatty acids help prevent heart attacks. They also help prevent cognitive decline and relieve joint pain.

It's recommended that adults eat at least two portions of fish each week and that one of those sources be oily fish. Fish are great foods for energy because of their essential nutrients and preventative benefits.

Lean protein, like fish, helps you to maintain muscle mass. Having enough muscle mass is important for staying physically active as you age. Protein is an important macronutrient that's essential for maintaining high levels of energy throughout the day.

Iron-rich Foods. Anemia (low iron levels) is common in older adults and can cause low energy levels. Eating foods that are rich in iron, like eggs, spinach, and red meat, can help support energy for seniors and fight anemia.

Foods with Vitamin B12. B12 is a vitamin that is necessary for high levels of energy. As you age, your body isn't as able to absorb B12 from foods as well, so it's important that you eat enough foods with this vitamin.

B12 is found in animal products, which should be eaten moderately. A good source of plant-based B12 is non-dairy milk, like soy and almond milk. Liquids. Dehydration is common among seniors since you feel less thirsty as you age. Drinking enough fluids is important to help fight fatigue and get a good night's sleep. Liquids that are energy boosters for seniors are water, green tea, and the water found in fruits and veggies.

Foods to Stay Away From

As you age, your metabolism starts to slow down. You also start to lose lean muscle tissue and gain fat tissue. Because of this, your body generally doesn't need as many calories.

Since your body doesn't need quite as many calories as you get older, it's important to select nutrient-dense foods for energy and avoid those that are lower in nutritional value.

Refined Carbs. While complex carbs are great for maintaining high levels of energy, refined carbs are not. These are carbs that are simple sugars and do not have the same minerals, vitamins, and fibers as complex carbs.

Refined carbs can cause your blood sugar to spike and then crash. This crash will then cause your energy to drop, leaving you tired and sluggish. Some examples of refined carbs to avoid are:

- White bread
- White rice
- Crackers
- Sugary snacks
- White flour
- Cereal not made from whole grains

Too Many Animal Products. Eating animal products like lean protein and low-fat dairy can be part of a healthy senior diet. However, it's important to eat animal products in moderation. Animal products generally take longer to digest than plant-based foods, which lowers your energy. Examples of animal products include meat, fish, eggs, and dairy.

Tips for a Balanced Diet

As you age, you might find that you are eating less since you aren't as active as you used to be. Even so, it's important to still eat three meals a day to maintain energy and health. If you aren't as hungry, try eating three small, balanced meals with healthy snacks in between.

Starting your day off with a nutritious breakfast is also important to maintain energy throughout the day. Try a breakfast that includes lean protein, whole grains, and fruit. Examples of good lean proteins to eat in the morning are eggs, cottage cheese, and Greek yogurt.

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RCFE JUST SOLD IN MISSION VIEJO



REPRESENTED THE BUSINESS SELLER

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 and is primed for growth amid California's rising senior care demand—perfect for experienced operators or investors seeking purpose-driven success.

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!

(949) 397-4506 • www.RCFEresource.com