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CALIFORNIA  
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December 2025

## RCFE RESOURCE MARKET REPORT

# The Season's Silent Nights



*Housing is about to transition to the Holiday Market, the slowest time of the year for real estate, when both supply and demand drop to their lowest levels of the year on New Year's Day.*

### THE HOLIDAY MARKET

Due to all the holiday distractions, from the week before Thanksgiving through the end of the year, supply and demand will plunge.

That was quick! All the kids just went door-to-door trick-or-treating, filling their pillow cases full of as much candy as they could carry. Lawns were garnished with cleverly phrased tombstones, and giant spiderwebs blanketed houses and trees. There were large blowups, skeletons that stretched to the sky, and creatively carved pumpkins glowing from the candles within. In the blink of an eye, all the decorations disappeared, neatly put back into their boxes and placed back onto the shelves in the garage. Starbucks launched its next set of holiday cups, and advertisements began reminding everyone that Santa was back and the shopping season had arrived.

It is an excellent reminder that housing has transitioned from the Autumn Market to the Holiday Market, which began the week before Thanksgiving through the first couple of weeks of the New Year. Without fail, the holidays are a time when inventory and demand plunge, and the Expected Market Time – the speed of the market – remains relatively unchanged. This is the season when many sellers and buyers will place their real estate goals on hold while they enjoy all of the holiday festivities. It is time to pause, celebrate, gather, and reflect.

Over the past couple of years, more care home owners have decided to place their homes on the market. With demand remaining almost unchanged over the past three years, this additional inventory has resulted in more care homes accumulating on the market. Yet, there are still fewer care homes on the market than before the pandemic. With all the holiday distractions, expect the inventory to drop by about 20-30% through the end of the year.

December is home to the fewest number of care homes placed on the market, followed by November, which has the second fewest. Intuitively, care home owners recognize that the holidays are not the best time of year to sell their homes for top dollar. In addition, the greatest number of sellers throw in the towel and pull their homes off the market to enjoy the holidays. The current trend of more sellers throwing in the towel this year, due to a higher number of listings languishing on the market, will continue through year's end.

*Continued on Page 4...*



# Ask The Broker

## IS ASSISTED LIVING A GOOD INVESTMENT

**Q:** Is Assisted Living Still a Good Investment?

**A:** Listen carefully. If you're an RCFE or ARF owner—or you're thinking about becoming one—you need to understand this: **assisted living is not just real estate. It's one of the most powerful wealth vehicles available today.**

### The Economic Power Play

- Real estate drives 20% of California's economy. That's not a side hustle—that's the backbone of the Golden State.
- California itself is the 5th largest economy in the world, bigger than most countries. When you invest here, you're not playing small. You're playing on the global stage.
- Assisted living facilities account for a significant share of specialized real estate transactions. Investors know this sector is hot, and they're moving in.

### The Demand Surge You Can't Ignore

By 2030, the U.S. will face a **shortage of nearly 500,000 assisted living spaces.** That's not speculation—it's demographic destiny. The 78 Million Baby Boomers are aging, and they will need care.

What does that mean for you?

- Occupancy rates will climb.
- Pricing power will increase.
- Stability will be locked in.
- This is not a bubble. This is a tidal wave of demand.

### The Middle Market: Untapped Gold

Here's where the smart money goes next: **the middle market.**

What is it? Seniors who are not wealthy enough for luxury care, but not poor enough to qualify for subsidies. They represent millions of people with modest savings who still demand dignity, safety, and community.

Operators who innovate—smaller footprints, flexible staffing, creative financing—will dominate this segment. And those who dominate the middle market will own the future of assisted living.

### The Bottom Line

If you're asking whether assisted living is still a good investment, you're asking the wrong question. The real question is: **how much of this market do you want to own?**

Because assisted living is not just a good investment—it's a necessary investment. It's where **wealth, demand, and human need collide.** And those who position themselves now will reap the rewards for decades to come.

*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](http://www.rcferesource.com)

WE LOOK FORWARD  
TO ASSISTING YOU  
WITH YOUR ALF,  
RCFE, AND ARF  
NEEDS IN 2026!

MORE listings

on the way

in the new year!



## HEALTHY CHOCOLATE MOUSSE CUPS

(MAKES 6 SERVINGS)

A holiday favorite that's healthy and decadent. Your residents will love this delightful treat!

### Ingredients:

- 6 oz (170 g) dark chocolate (70% cocoa, antioxidant-rich)
- 2 ripe avocados (for creaminess, healthy fats)
- 3 tbsp unsweetened cocoa powder
- 3-4 tbsp pure maple syrup or honey (natural sweetener, adjust to taste)
- 1 tsp vanilla extract
- Pinch of sea salt
- **Optional garnish:** fresh raspberries, pomegranate seeds, or a dollop of Greek yogurt

### Instructions:

- Gently melt dark chocolate in a double boiler or microwave in short bursts.
- Let it cool slightly.
- In a food processor, combine avocado flesh, cocoa powder, maple syrup, vanilla, and salt.
- Blend until completely smooth and creamy.
- Add chocolate
- Pour in the melted chocolate and blend again until silky.
- Taste and adjust sweetness if needed.
- Spoon mousse into 6 small cups.
- Refrigerate for at least 1 hour to set.
- Top with raspberries, pomegranate seeds, or a swirl of Greek yogurt for holiday flair.

***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.*

# 7 INCLUSIVE HOLIDAY ACTIVITIES

Want to give your residents extra cheer and fun during the holidays?  
Consider these activities, suitable for residents of all abilities and skillsets.

## 1. Festive Paper Lanterns

- Simple folding, cutting, and decorating with stickers or glitter.
- Creates cheerful décor and keeps hands engaged.

## 2. Seasonal Garland Making

- String paper shapes (stars, snowflakes, hearts, leaves) onto yarn or ribbon.
- Easy threading activity with a beautiful group result.

## 3. Handprint Art Collages

- Trace and cut colorful handprints, then assemble into wreaths or abstract designs.
- Tactile, personal, and visually striking.

## 4. Decorative Mason Jars with LED Lights

- Wrap jars in tissue paper or cellophane, add sequins or paint.
- Safe glowing centerpiece for holiday parties and special meals.

## 5. Sensory Collages

- Glue textured materials (felt, foil, cotton balls, sandpaper) onto poster boards.
- Encourages touch and creativity without pressure.

## 6. Bead or Pasta Stringing

- Large beads or painted pasta threaded onto yarn.
- Calming, repetitive, and great for fine motor skills.

## 7. Foam Ornament Decorating (Stars, Circles, Snowflakes)

- Use markers, glitter glue, or sequins on foam cutouts.
- Easy cleanup and universally festive shapes.

## RCFE RESOURCE MARKET REPORT

# The Season's Silent Nights

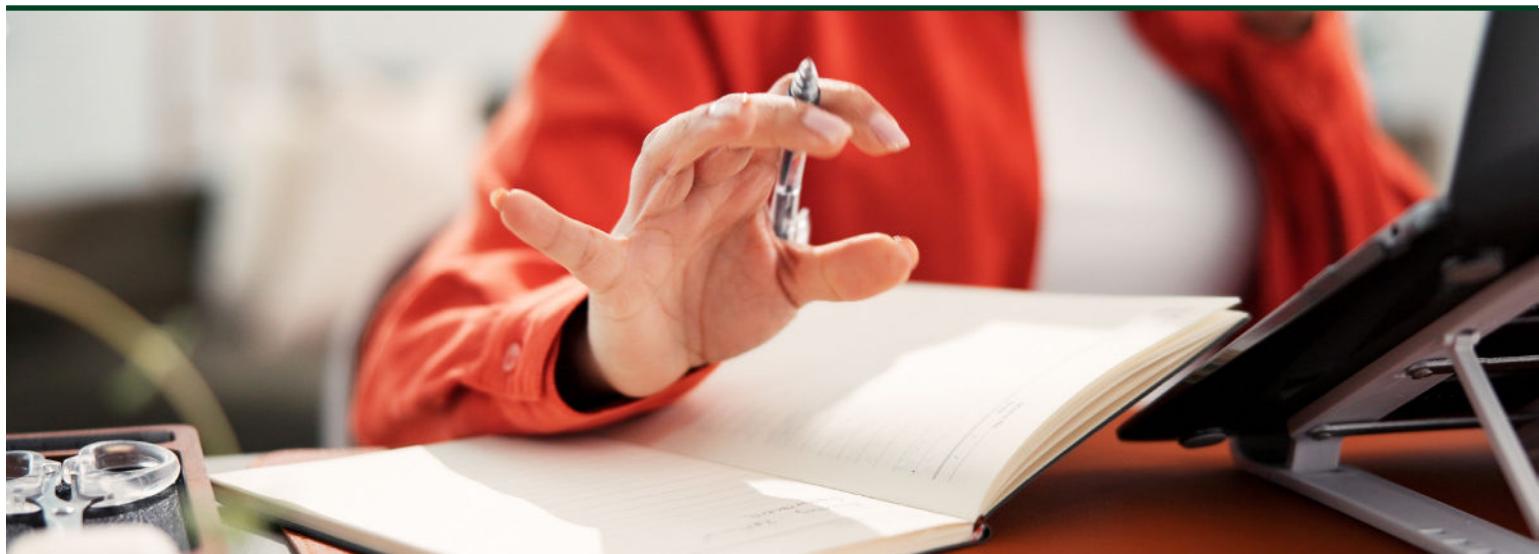
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Demand drops substantially during the holidays as well. Many buyers wait eagerly on the sidelines for fresh inventory to hit the market. With minimal new listings and many sellers opting out as the year draws to a close, the market will face a noticeable shortage of fresh inventory. Additionally, many buyers embrace all the holiday festivities and are ready to take a break until after the New Year.

Interestingly, as both supply and demand decrease, the overall speed of the market remains relatively unchanged. Many buyers believe that the end of the year is when the market speed comes to a screeching halt. While it may be true that the remaining sellers who opt to remain on the market during this time of the year are more willing to negotiate, it is not the market for "low-ball" offers.

There is no escaping it. The season's silent nights of the Holiday Market have arrived. With a noticeable drop in supply and demand, the buyers and sellers that remain need to adjust their expectations accordingly.



## LICENSEES VS. ADMINISTRATORS – KNOW YOUR ROLE

In the assisted living industry—whether RCFE, ARF, or other facilities—confusion about roles is not just common, it's dangerous. When licensees and administrators blur responsibilities, compliance slips, accountability vanishes, and residents suffer. Let's cut through the noise.

### **The Licensee: The Buck Stops Here**

- Ultimate Responsibility: The licensee holds the state-issued license. That means they are legally accountable for everything that happens inside the facility.
- Financial & Legal Oversight: From staffing to resident care, the licensee is the one regulators will call when things go wrong.
- Delegation ≠ Abdication: You can delegate tasks, but you cannot delegate responsibility. If your administrator fails, you fail.

### **The Administrator: The Operator in the Trenches**

- Day-to-Day Execution: Administrators run the facility on the ground—managing staff, overseeing care, and ensuring compliance with Title 22 regulations.
- Policy Implementation: They translate the licensee's vision and obligations into daily operations.
- Leadership Role: Administrators are the face of the facility for residents, families, and staff. They must lead with clarity, consistency, and authority.

### **The Danger of Role Confusion**

When licensees think administrators carry the legal burden, they're wrong. When administrators think they can override the licensee's authority, they're wrong. Misalignment creates chaos, fines, lawsuits, and reputational damage.

### **The No-Nonsense Truth**

- Licensees: You own the responsibility. Stay engaged. Don't hide behind your administrator.
- Administrators: You own the operations. Execute with precision. Don't overstep into ownership decisions.
- Both: Respect the line. Communicate constantly. Align your roles or watch your facility crumble.

### **Final Word**

In assisted living, clarity is power. Licensees and administrators must know their lanes, stay in them, and collaborate relentlessly. Anything less is negligence.

# RCFE Resource

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December 2025

**JUST SOLD!**



**RCFE SOLD in CATHEDRAL CITY**

**6 BDR/3 BATH, 3,333 SQ. FT.**

Convenient Location: Ideally located between Highway 111 and the I-10 Freeway, just minutes from the Palm Springs Air Museum and Desert Regional Medical Center.

**IN ESCROW!**



**RCFE IN ESCROW in RANCHO MIRAGE**

**6BDR/4 BATH, 2,226 SQ. FT.**

Charming 6-Bed Residential Care Facility. Nestled within the exclusive Country Club Estates gated community, this property boasts a tranquil environment with only 100 homes.

To see additional pictures, go to [www.RCFEresource.com/listings](http://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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