

SJC CONSULTING SERVICES

— 60 IS THE NEW 40 —

AGING DEMOGRAPHIC AND HOUSING AT A GLANCE

- Over 1.2 million Bay Area residents are currently at age 65 or older, and this demographic grew 8.7% between 2020-2023, making it the fastest-growing age group in the region.
- By 2030, that number is expected to reach 1.6 million.
- In general, market-rate senior housing models have been challenged with sustainability: top-heavy management, licensing oversight from government agencies, amenities taking up 25% or more of the total square footage, growing labor shortage, and rising costs in wages and healthcare.
- 1BR units in new construction cost **\$10K-\$15K+/month**, driven by staff-heavy operations. These costs are **out of reach for most middle-class boomers**, especially those on fixed income who do not need the services such as meals and housekeeping.

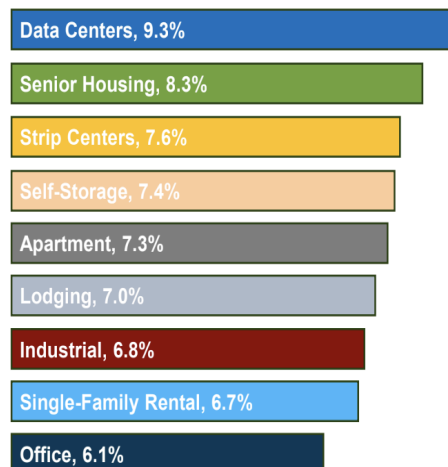
THE GAP IN THE MARKET

There is a high demand from active, middle-income boomers for alternative housing models that:

- Offer financial flexibility and affordability
- Prioritize location and convenience over bundled services
- Pivot from institutional or care-driven environments
- Invest in social programming, not in underutilized amenities

Active Adult housing, also known as Age-Restricted for 55+, has emerged as a compelling solution:

- Lower operating costs through reduced amenities and lighter staffing
- Faster fill-up rates due to broader market appeal
- Strong IRR distribution (Market Risk-Adjusted)



- **80% of the occupants need to be 55+, no low income unit requirement**
(*Housing for Older Persons Act, 1995**)
**Local regulations may vary*
- **Short supply, rising demand:** Only 18% of 2M+ senior housing units nationwide are in the Active Adult category**
***NIC MAP data, 2022 - 2024*
- Inventory is scarce on the west coast, no known project applications in the Bay Area

HOW WE WORK WITH OUR PARTNERS AND CLIENTS:

With over 15 years of senior housing development experience, SJC Consulting works with civil leaders, investors, developers, builders, operators and architects to:

- Identify viable project opportunities for your pipeline
- Translate market trends into actionable housing concepts
- Consult from early stages of application through development to align your project with evolving consumer demand

SJC CONSULTING SERVICES:

- **Initial Strategy Sprint (2 sessions)**

Custom workshops to provide industry education, review site and market opportunity, and outline development concept for potential projects

- **Advice on Concept and Design**

Detailed feedback on building design, unit mix, services, and programming through a consumer and operator's lens

- **Collaborative Partnership and Support**

Ongoing consultation from planning, entitlement, investor relations through pre-sales and marketing strategies and execution

LET'S BUILD ON THE FUTURE OF AGING

Middle-class boomers are looking for financially and socially viable alternatives aside from aging at home or moving into an institutional full-service model. The demand is real, and the market will continue to grow.

SJC Consulting Services is ready to join you with insight, experience, and the drive to success. Let's talk about this emerging market and the opportunity to make a difference in housing for the aging.

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