EBOOK

NIC MAP

Guide to NIC MAP Industry Insight

The First and Only Nationwide Senior Housing Market Data Program Tailored for the Senior Housing Industry

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Expand Your Reach into Senior Housing with Industry Insight

Imagine a senior housing market data resource so powerful, it enables you to make better-informed decisions with more confidence in less time

- You'd have a full view of all major markets, identifying senior housing communities, getting to know each property by operator, and gaining real-time visibility into the new construction pipeline.
- You could track key decision makers in the senior housing industry, engaging with the most impactful people at each operator and property across the United States.
- You would improve your outreach, using detailed senior housing market data about operator portfolios and leveraging exclusive insights to build tailored proposals that hit the mark perfectly.

Now, imagine the reality. Because Industry Insight is here.

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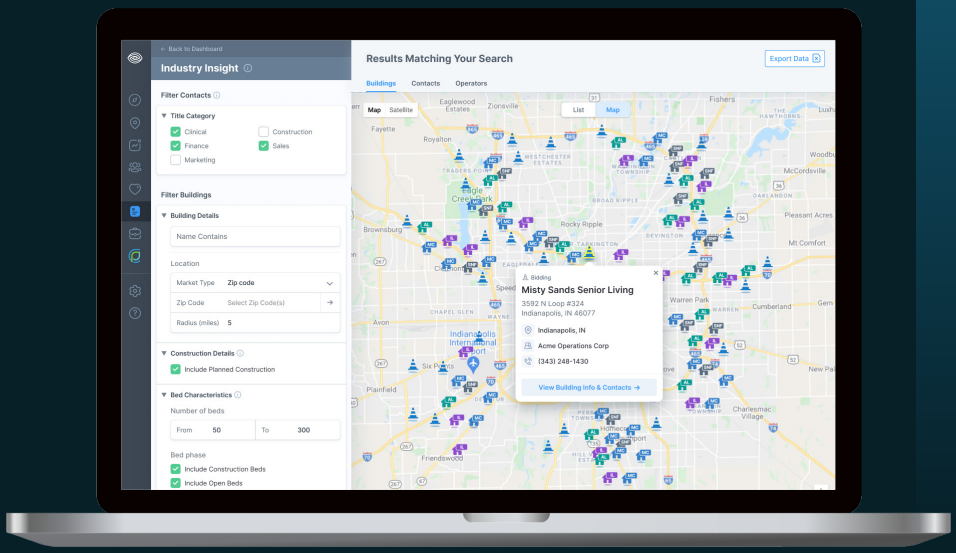
In the fall of 2021, NIC MAP launched Industry Insight, the first and only nationwide senior housing market data program tailored for professionals who value the kind of high-quality, actionable data that offers transparency into the senior housing industry. Since then, NIC MAP clients have been leveraging these exclusive resources to better analyze opportunities in senior housing.

Industry Insight actively engages the people who use it with comprehensive senior housing market data that connects stakeholders at the senior housing property and contact level. This means that NIC MAP clients have the ability to cross-reference and segment different senior housing stakeholder attributes, analyze overall market dynamics, connect with contacts on a personal level, and uncover the best prospects based on exclusive data and insights.

What Is Industry Insight?

Industry Insight is a senior housing market data program powered by NIC MAP that enables superior targeting, competitive profiling, and tailored partner identification for senior housing stakeholders.

A key component of Industry Insight is the comprehensive, fully actualized data inventory that provides in-depth detail about the senior housing supply stock nationwide, including community, operator, and pipeline data.



As an Industry Insight client, you have access to data from:

- 35,000+ Senior Housing Communities, including active adult, independent living, assisted living, memory care, nursing care, and CCRCs, plus extensive information regarding each property
- 80,000+ Senior Housing Contacts
- 20,000+ Construction Projects
- $200B+ Closed Transactions
- 9,000+ Operators

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Selected Senior Housing Market Data Elements of Industry Insight

Contact Information

- Phone
- Website

Community Management Information

- Management company size
- Unit mix across active adult, independent living, assisted living, memory care, and nursing care, including skilled nursing

Property Details

- Square footage
- Building size and lot size
- Select building characteristics

Ownership Details

- Owner
- Owner address
- Purchase date
- Purchase price

NIC MAP Industry Insight program enables you to explore the senior housing landscape and find population growth and housing market trends that impact the growth in demand and market capacity:

- Uncover key details about each community such as ownership, operator, physical plant, transition history, and more
- Track senior housing industry activity nationwide, such as operator growth, transactions, leadership turnover, new developments, and more
- Evaluate potential partners in significant detail and determine in advance how to best collaborate with them

Industry Insight is built to assist senior housing industry professionals with data-driven decision making. Operators, their sales, marketing, clinical, and asset management teams, investors, developers, lenders, appraisers, brokers, and others can benefit from precise market insights gained from unbiased, actionable, cutting-edge, and unparalleled senior housing market data, thanks to Industry Insight.

"We offer the gold standard supply and demand data in the market. We have a reputation as the pre-eminent platform for rate and occupancy data coupled with market analytics, construction pipeline, and demographic data, along with a manifold of advanced analytical insights that are made possible by housing all of the data under one roof. When you're looking to build or buy, or when you're thinking about asset management and operational decisions, it's now standard practice to consult NIC MAP."

Arick Morton
CEO of NIC MAP | SHN Voices, Senior Housing News

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Why The Industry Needs a Senior Housing Market Data Program Like Industry Insight

The bottom line? Senior housing promises big growth in the future.

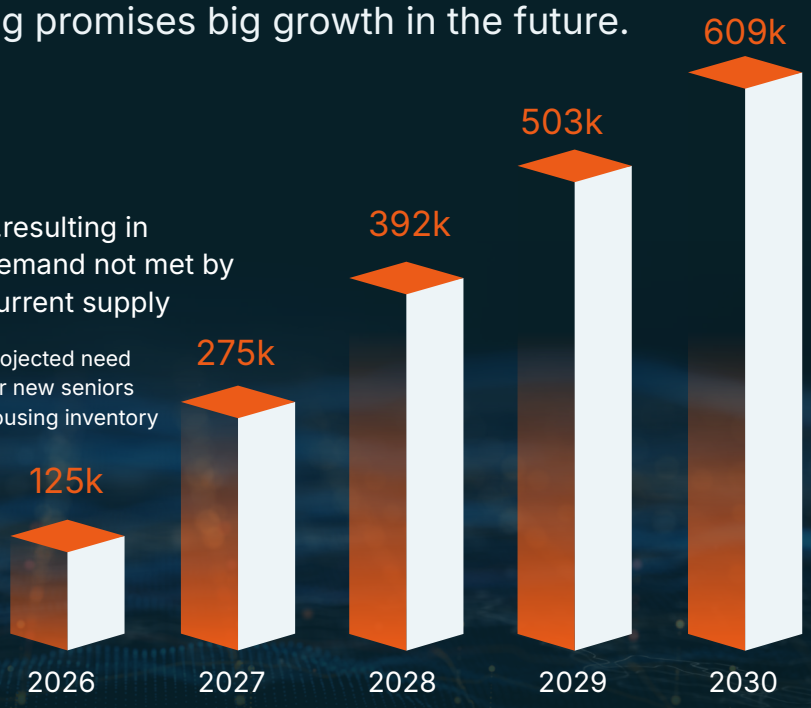
Baby Boomers entering their 80s...

105%

increase in 80+ population from 2025 to 2050.

...resulting in demand not met by current supply

Projected need for new seniors housing inventory



Source: "Senior Housing Market Outlook Report", NIC MAP, 2024

With members of the Baby Boomer generation entering their 80s, growth of the 80+ population of the United States is expected to increase 105% from 2025 to 2050. For the senior housing industry, this means that the need for senior housing in the very near future must also increase - and improve - beyond the current stock available.

As a result, new operators are sure to be entering the market time and time again, not to mention the frequency of contact turnover that will likely occur. Senior housing professionals cannot engage or connect with an operator without talking to the right person in the organization to establish a partnership, make a sale, or otherwise. This affords an immediate opportunity for senior housing professionals, one that can be met - and exceeded - with the support of the complete, up-to-date information and actionable data that only NIC MAP Industry Insight can provide. Like deep contact data on specific operators. **Here's another example of Industry Insight's actionable data:**

Portfolio Mapping For Each Operator

Part of what makes Industry Insight so unique is the mapping feature for senior housing operator portfolios. This data helps you understand whether an operator has properties in your service or distribution area.

A single senior housing operator may manage and make strategic buying decisions for several communities in multiple cities and states. You can easily find out where their corporate headquarters is located but you'll probably need to dig deeper to learn where each of their properties is.

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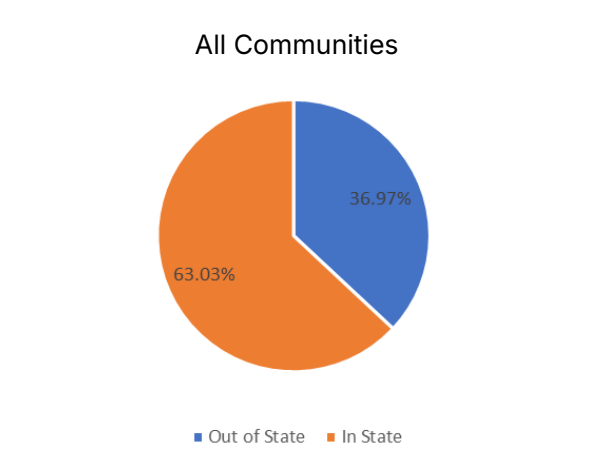
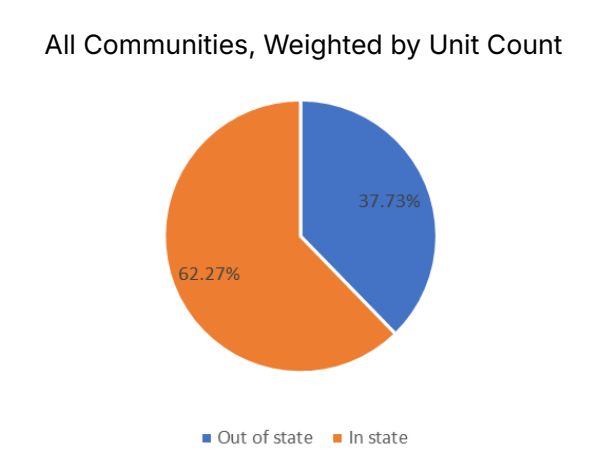
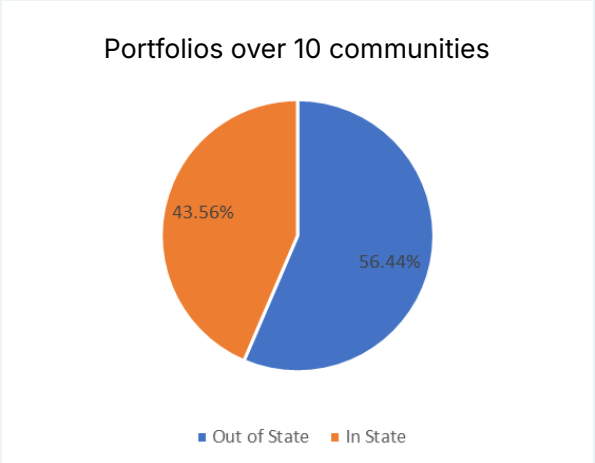
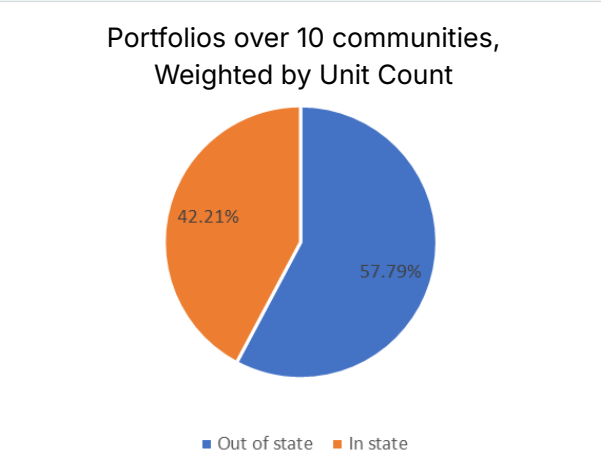


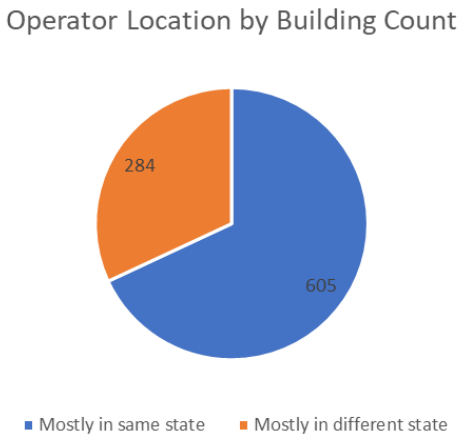


Data available through NIC MAP Industry Insight shows that 37% of communities are operated by an out-of-state operator. So there's a good chance that the operator of the building you're currently evaluating is physically located in another state.





For operators with portfolios of 10 communities or more, the majority of the communities (56%) are not located in the same state as the operator headquarters.



According to NIC MAP data, of the 889 operators that have 10 or more communities in their portfolio, the majority of the communities operated by 284 of them are located in states other than where their corporate office is located (almost 32%).
This data, which shows most multi-community operators also have multi-state portfolios, is especially vital information for vendors who sell products that need to be physically delivered to individual communities, not the corporate office. It helps make territory planning much easier.

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How Industry Insight Works

Available as a stand-alone program as well as a fully integrated component of the NIC MAP platform, Industry Insight is not like any database that has come before. It's better.

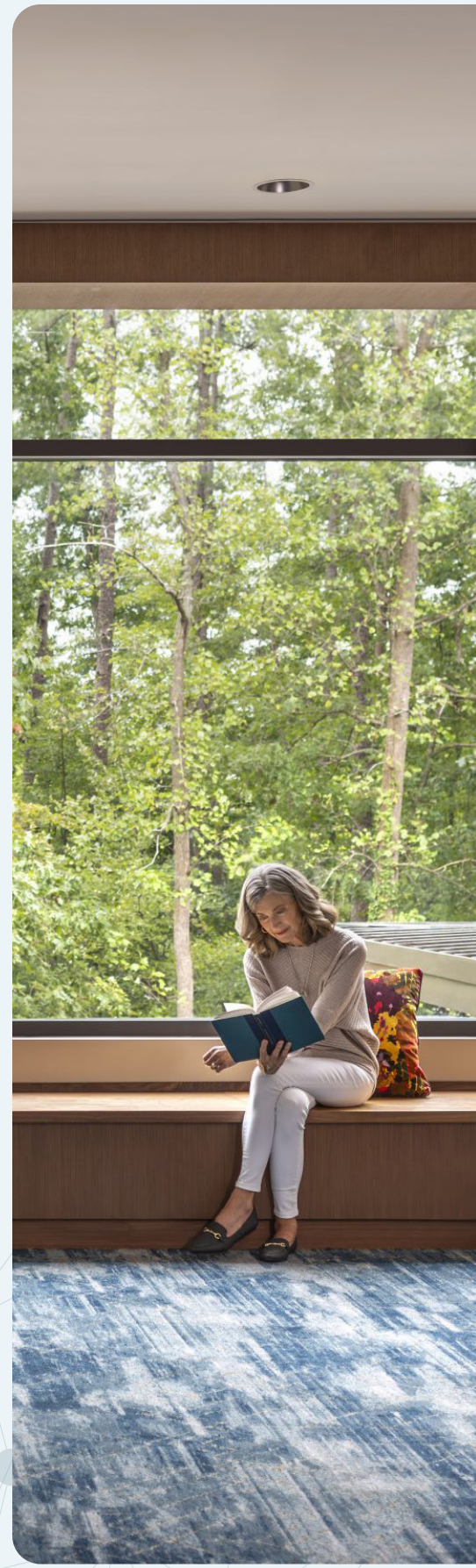
Industry Insight is the first-ever senior housing market data program tailored for the fragmented senior housing sector. It is purpose-built for sales and marketing leaders of any industry looking to win business with senior housing operators.

From one single program, Industry Insight clients can:

- Perform real-time analysis of senior housing opportunities
- Uncover announced development projects years ahead of groundbreaking in any market, nationwide
- Segment and cross-reference attributes of senior housing stakeholders, including nationwide sources of communities, operators, and pipeline data:

  > Owner name and address
  >
  > Operator name and address
  >
  > Property details, such as building size, lot size, and building characteristics
  >
  > Contact information, including phone, email, LinkedIn profile, and website

- Engage the ideal senior housing buyer at the property level and contact level with extensive details found all in one place



Industry Insight gives you more opportunities to:

- Expand the scope of your outbound reach
- Add more target audiences to your marketing campaigns
- Convert inbound leads more effectively
- Correct incomplete and inaccurate data
- Build quality, tailored proposals
- Accelerate your sales pipeline

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Business Challenges Solved For Industry Insight Clients

Sluggish pipelines are accelerated.

Industry Insight clients connect to the right people at the right time with the right information on hard-to-find market dynamics, such as construction and pipeline data and weekly sales transactions. You build tailored proposals faster, target audiences for marketing campaigns better, and take advantage of new opportunities quicker.

A fragmented industry becomes connected.

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Opaque data becomes clear.

Industry Insight clients evaluate potential partners and optimize their decision making at each step. With aggregated, intuitive, competitive information all in one place, you draw connections and conclusions to make decisions quickly and confidently.

Guesswork becomes a fully informed decision.

Industry Insight clients avoid the pressure of decision making without the full picture. You accelerate growth with organic and inorganic strategies that are informed and accurate.

Rising competition is left in your wake.

Industry Insight clients are not deterred by new entrants flooding the market or heightened pressure. You cruise ahead, supported by the best data, the most in-depth analysis, and the most fruitful partnerships.

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What Makes Industry Insight Unique

Tailored, in-depth information – finally in one place.

NIC MAP Industry Insight helps you save valuable time and effort without having to search piecemeal for the best data you need.

Exclusive in-depth data and insights.

NIC MAP Industry Insight senior housing market data program provides you with the highest quality business information available, which is continually enhanced by the largest database of B2B data, every software update, and each new partnership. These essential benefits, together with NIC MAP's 19+ years in senior housing data experience and operator data collection, makes Industry Insight exclusive to NIC MAP.

The ability to rise above obvious markets.

The nationwide, comprehensive, and engaging nature of Industry Insight enables you to analyze new opportunities, make data-driven decisions, and break into new senior housing markets with more ease.

Want To Try Industry Insight Yourself?

Speak to one of our product experts for a detailed explanation of how you and your team can benefit from NIC MAP's powerful Industry Insight program.

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Talk to a NIC MAP Product Expert

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