



# CAMBRIDGE

Realty Capital Companies

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## HIGH-END LUXURY RETIREMENT COMMUNITIES ARE WAVE OF FUTURE AS AFFLUENT BABY BOOMERS JOIN RETIREMENT RANKS IN GROWING NUMBERS

Trendy, upscale retirement home communities are the wave of the future as baby boomers continue to join the retirement ranks in growing numbers and demand the basic luxury living options they've grown accustomed to.

A report featured in Cambridge Realty Capital Company's PulsePoints blog suggests the trend could be huge as the percentage of U.S. households over the age of 55 continues to rise. A National Association of Homebuilders projection quoted by the *Wall Street Journal* has the percentage rising to 46.6 percent by 2020, up from 42 percent in 2012.

PulsePoints blog posts publish on the [www.cambridgecap.com](http://www.cambridgecap.com) website. Cambridge Managing Director Sampada D'silva says developers are finding success in catering to senior residents who demand more than what the conventional retirement community offers.

"This group of baby boomers is accustomed to a very active, high-end lifestyle and will embrace a similar lifestyle in retirement. More will be joining age-focused communities while they are still healthy and can enjoy themselves, rather than waiting until a medical problem necessitates such a move," she points out.

Donna Herbst, a regional director with Astria Senior Living, a Louisville, Ky. - based chain with more than 125 senior communities throughout the U.S., describes Vivante on the Coast, a \$62 million retirement community under construction in Newport Beach, Calif. Upon completion, renters will be able to make use of a private movie theatre, hydro-massage room, and an indoor saltwater pool. They will drink some of the finest wines from Napa Valley and eat sushi prepared by the community's own sushi chef.

Luxury communities like Vivante may also include state-of-the-art gyms, cooking school chefs preparing gourmet meals, tastefully designed interiors and dozens and dozens of activities.

"The Vivante is just one example of the growing trend in luxury senior housing communities. Developers are rushing to meet this demand and are building more units and new communities that cater to affluent baby boomers.

"It helps that the housing market is picking up steam at this time," D'silva said.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading nursing home, [assisted living](#) and healthcare debt and equity capital providers, with more than 400 closed transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD LEAN) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal investment strategy includes direct property acquisitions and joint ventures, sale/leasebacks, conventional and mezzanine debt financing, and the acquisition of distressed debt.

Cambridge is the creator of *The Signature Experience*<sup>™</sup>, a four-step process designed to transform the traditional lender/borrower relationship and identify "ideal" capital solutions for worthy projects. The company has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly e-PULSE!(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients, as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, [www.cambridgecap.com](http://www.cambridgecap.com), and Cambridge can be reached at (312) 357-1601 or via e-mail to [info@cambridgecap.com](mailto:info@cambridgecap.com).

The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap>, via Facebook at <http://www.facebook.com/cambridgecap>, via blog at [www.cambridgecap.com/blog](http://www.cambridgecap.com/blog), via YouTube at <http://www.youtube.com/user/ePulseLive>, and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found..

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