



# CAMBRIDGE

Realty Capital Companies

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## PRESS RELEASE

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### CENSUS BUREAU STATISTICS SHOW OUTLOOK FOR SENIOR HOUSING INDUSTRY IS MORE UPBEAT THAN EVER, CAMBRIDGE CHAIRMAN SAYS

The U.S. Census Bureau has once again weighed in on the outlook for the senior housing industry and the news is even more upbeat than you might think.

A PulsePoints blog post on the Cambridge Realty Capital Companies website reports Census data projects the nation's 65 and older population will almost double over the next 35 years, rising from 43.1 million in 2012 to 83.7 million at the mid-century mark.

"This increase will have a profound impact on the nation's businesses and on state, local and federal governments. The nation's health care system will be impacted, as will the senior housing industry," said Cambridge Chairman Jeffrey A. Davis.

Jennifer Ortman is the head of the Census Bureau's Population Projections Branch. In a press release, she noted that "changes in the structure of the U.S. population will have implications for healthcare services and providers, national and local policymakers and businesses seeking to anticipate the influence that this population may have on their services, family structure and the American landscape."

For senior housing/healthcare providers, the steady increase in the aging of the population means there will be consistent demand for quality senior housing across various price points. For investors in senior housing properties, it means the value of their senior housing assets should rise as more people transition into senior housing, Mr. Davis said.

The short-term outlook for the senior housing industry is dramatically improving as well, he points out.

"Partially due to extraordinary stimulus efforts by the Federal Reserve, the U.S. economy is growing again. And this growth has helped to stabilize home prices across the country.

"Home values haven't returned to previous levels, but the growing economy and stabilized prices have enabled many seniors who postponed a move into senior housing to finally begin that transition," he 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(TM)*, 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](tel:3123571601) 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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