

# RCFE Resource

## BUY, SELL & LEASE WITH CONFIDENCE

July 2025

Call us **TODAY** for a  
**FREE** valuation of  
your care home  
and business.  
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### RCFE RESOURCE MARKET REPORT

## Welcome to a Buyer's Market

*It is official, the housing market has tipped in the buyer's favor in most major California metro areas with the slowest market in June since 2011.*

**IT'S THE BUYER'S TURN**  
**With inventory climbing significantly since last year and demand remaining almost unchanged, the market has slowed substantially.**

Standing at the grocery store checkout on a busy afternoon, the lines can stretch on for what seems like forever. Upon looking around, there are inevitably several registers that are not open, despite the throngs of shoppers waiting for someone to ring them up. After waiting for several minutes, not one, but three registers open up, and all lanes are open. "Next in line," the new cashiers announce. Suddenly, the lines move rapidly, and everyone is able to check out so that they can get home and put away their groceries.

Care home buyers have been stuck in long checkout lines with a limited inventory that dates back to the start of 2020. Multiple offers were the norm. Throngs of buyers toured care homes, wrote offers, and hoped that someday they too would be able to secure a care home. Suddenly, with the highest June supply since 2019, buyers have a lot more choices, and negotiations are lining up in their favor. Buyers are finally able to "check out" and secure a place to call their care home.

The evolution of the buyer's market was extremely slow, taking years to develop. It began in 2022, when rates surged higher, rising from 3.25% in January to 7.37% in October. To counter the low demand, the active inventory remained chronically low as very few care home owners participated in

the housing market. As of the start of 2025, 80% of Californians with a mortgage enjoy a fixed rate at or below 5%. In matching nearly identical demand compared to 2023 and 2024, the additional sellers have accumulated, and the inventory has grown substantially.

It is today's longer market time that is tipping the housing market in the buyer's favor. There are a lot more sellers competing against each other. A revealing 37% of the active inventory in our home county, Orange County, has reduced the asking price at least once. Similar trends have occurred in many, if not most, major metro areas of the state. Sellers are more willing to negotiate today than they have been for years.

**ATTENTION BUYERS: Do not wait for prices to plunge before purchasing.** Home values are up 4.6%+ year-over-year in May in most major California metropolitan areas, according to Zillow's Home Value Index. They are expected to hold their price in the future, as long as mortgage rates remain close to 7%. There are very few sellers desperate to sell their homes. The housing stock, all homeowners combined, is the strongest it has ever been. Ever since the Great Recession, buyers have been purchasing homes with strict qualifications, strong credit, great jobs, and low fixed payments. There is record tappable equity (the amount of equity a homeowner can use for a loan while still retaining at least 20% equity), record equity-rich (50% or more equity), and a record number of homeowners who own their homes



*Continued on Page 4...*



# Ask The Broker

## EIDL LOANS: WHAT YOU NEED TO KNOW BEFORE SELLING YOUR CARE FACILITY

If you're thinking about selling your Assisted Living Facility (ALF), Residential Care Facility for the Elderly (RCFE), or Adult Residential Facility (ARF), there's one financial factor you can't afford to overlook: Economic Injury Disaster Loans (EIDL).

Unlike PPP loans, which may be forgiven under certain conditions, EIDL loans are not a free pass—they're real debts with real consequences when it comes time to sell.

### What Exactly Is an EIDL Loan?

EIDLs were introduced to help small businesses ride out the economic shockwaves of the COVID-19 pandemic. These loans were designed to keep businesses running by covering essential operating costs and lost revenue.

But here's the kicker:

- EIDL loans must be repaid, typically over a 30-year term
- They carry a fixed interest rate of 3.75% for small businesses
- They were not designed to be forgiven like PPP loans

### Selling Your Facility? Here's What EIDL Means for You

Whether you're cashing out, retiring, or pivoting careers, here are the major ways EIDL loans can impact your sale:

#### 1. You're Still on the Hook

Any outstanding EIDL balance must be paid off when you sell. This surprises many business owners—especially if the loan was six figures and long forgotten in day-to-day operations.

#### 2. It Affects Your Take-Home

Repayment will reduce your net proceeds from the sale. Before you count your profits, subtract the EIDL payoff amount so there are no surprises at closing.

#### 3. Due Diligence is Non-Negotiable

Buyers will comb through your financials—and they'll definitely ask about any lingering debt. Being upfront about your EIDL loan shows professionalism and can help keep the deal moving forward.

#### 4. It Can Be a Deal Point

Savvy buyers might use your EIDL loan as leverage in price negotiations. That's why it's important to have a game plan: adjust your asking price, or be ready to negotiate terms that account for the liability.

#### 5. Know Your Loan Terms

Don't enter a sale negotiation without fully understanding your loan's interest rate, payoff terms, and any early payment penalties. This knowledge gives you confidence and clarity at the bargaining table.

### The Bottom Line

EIDL loans were a lifeline during crisis—but they're not "set and forget" debt. If you're preparing to sell your ALF, RCFE or ARF, factor your loan repayment into your exit strategy. With some foresight, honesty, and good planning, you can close a deal that works for everyone—with no unpleasant surprises.

*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)

## CURRENT LISTINGS

### CATHEDRAL CITY: 12-BED RCFE FOR SALE

- 6 BDR/3 BA, 3,333 sq. ft.
- CONSIDERABLE VALUE-ADD POTENTIAL
- UPDATED AND REFRESHED
- \$900K HOME; \$180K BUSINESS

### RANCHO MIRAGE: 6-BED RCFE FOR LEASE

- 6 BDR/4 BA, 2,227 sq. ft.
- GORGEOUS RCFE IN ELEGANT GATED COMMUNITY
- \$6,200 /MO. LEASE + \$160K BUSINESS

### CORONA: RCFE FOR LEASE

- 5 BDR/3 BA, 2,430 s.f.
- WELL-MAINTAINED PROPERTY
- \$6,300 LEASE; BUSINESS \$205K

### CHULA VISTA: RCFE FOR SALE

- 5 BDR/4 BA, 2,250 s.f.
- BIG BACKYARD
- \$925K HOME; \$185K BUSINESS

### STOCKTON: RCFE FOR LEASE

- 4 BDR/3 BA, 1,925 s.f.
- SPACIOUS ROOMS
- \$795K HOME; \$145K BUSINESS

### DOWNEY: RCFE FOR LEASE

- 5 BDR/3 BA, 2,235 s.f.
- ABUNDANT NATURAL LIGHT
- BRAZILIAN CHERRY HARDWOOD FLOORS
- \$5,900/MO., \$185K BUSINESS

### RIVERSIDE (CITY): LUXURY HOME FOR LEASE

- VACANT AND UNLICENSED
- RENOVATED TO LEASE AS RCFE
- BEGIN AND LICENSE YOUR BUSINESS OR PERFORM A CHANGE OF LOCATION
- TRULY STUNNING HOME!
- LANDLORD WILL ACCOMMODATE
- \$6,800/MO. LEASE

**PLUS: MORE listings  
on the way!**  
**ALF | RCFE | ARF**

# HEALTHIER STRAWBERRY SHORTCAKE RECIPE



Here's a scrumptious summer dessert your residents are sure to love!

### Ingredients:

#### Shortcakes:

##### Mix:

- 2½ cups white whole wheat flour
- 2½ tsp baking powder, ½ tsp salt, ½ tsp cinnamon
- 1¼ cups full-fat coconut milk
- ¼ cup honey or maple syrup
- 1 tsp vanilla

Form dough, cut into 9 squares, brush w/ coconut milk, sprinkle turbinado sugar, bake at 350°F for 20-22 min.

#### Strawberries:

- Mash half of 2 lbs. sliced strawberries
- Stir in rest + 1 tbsp honey or maple syrup

#### Coconut Whipped Cream:

- Chill 14 oz can coconut milk overnight, scoop solid part
- Whip w/ 1 tbsp honey or maple + 1 tsp vanilla

#### To Assemble:

- Slice shortcakes, fill w/ berries + cream, top & serve.

*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.*



## THIS FEATURE IS BOOSTING CARE HOME PRICES BY UP TO \$20,000

Adapted From MoneyTalks News | Written by Chris Kissell

Going organic may boost the sales price of your care home, according to a recent analysis by Zillow.

Homes with “nature-inspired” design choices associated with organic modernism can sell for as much as 3.5% more than anticipated, Zillow found. That could put an extra \$20,000 in the pocket of someone selling the typical care home in California.

Nature-inspired design choices also appeal to residents and their families and have shown to be very soothing.

Zillow based its conclusion on an analysis of more than 350 keywords that appeared in a sampling of more than 2 million listings during 2024. Zillow compared the eventual sales price with its “Zestimate” prior to the home’s listing.

Organic modernism is an interior design trend that highlights wood, stone, clay and other natural materials. In a summary of the findings, Zillow’s home trends expert Amanda Pendleton says:

*“Organic modernism is the new modern farmhouse. The contemporary look of homes today is characterized by natural stone, wood flooring and cabinetry, and textured walls. (Care) homes with these raw but refined finishes are very popular, and that’s pushing up sale prices.”*

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free and clear. Due to the homeowner’s strength, sellers will be unwilling to give up much equity. To achieve success, some sellers will be willing to take just a little bit less than the last successful seller; thus, care home values might dip just slightly. But supply-demand economics dictates that as long as demand is strong, prices will hold. It will be interesting to see how this trend develops.

**ATTENTION SELLERS:** Accurate pricing is the most crucial step to achieving success in today’s highly competitive market. Methodically arrive at a home’s Fair Market Value by carefully scrutinizing the most recent pending and closed sales. Overpriced care homes do not sell. Instead, it wastes valuable market time. The market is only slowing from week to week. Housing will be slower when a home’s price is adjusted down the road, and any price improvement does not receive the same fanfare as when it was initially listed for sale.

After many years lining up in favor of sellers, the housing market is finally becoming a buyer’s market. Care homes are seeing a trend in this direction, but still, there are not enough high-quality care homes to meet the ever-growing demand from new buyers to the care industry who want to make their mark.

# HEART SYMPTOMS YOU SHOULDN'T IGNORE

Written by Regina Boyle Wheeler | Adapted From WebMD | Medically Reviewed by Poonam Sachdev

You worry about your residents on a daily basis, and ensure that they receive the best possible care. Since heart problems are the #1 issue affecting older Americans, followed by cancer, it is important to be aware of the important symptoms that may indicate that your resident is suffering from a heart attack, and when to take action and call 9-1-1.

## Chest Pain

This is the most common sign of a heart attack, but it's not always a crushing, sudden pain. It could be more of an uncomfortable feeling -- like squeezing or heaviness. You might mistake it for heartburn. It may last for more than a few minutes or go away and come back.

## Arm or Back Pain

Men typically feel it in the left arm, but women may hurt in both. Your arms could feel heavy or "useless." It could be a sign of angina or a heart attack.

Pain may start in your chest, then move to your upper or lower back. Be suspicious if the pain comes out of nowhere or wakes you up at night and doesn't seem linked to a particular joint or muscle.

## Neck or Jaw Pain

You can feel pain above the shoulders when you're having a heart attack. Your lower jaw on one or both sides may hurt or feel tight. Your neck may ache, or you could have a choking or burning feeling in your throat.

## Unusual Fatigue

Everybody's busy, so it's normal to feel tired once in a while. But it's a red flag for heart attack if you suddenly get wiped out at times you usually wouldn't. Maybe you're extra worn out after your typical exercise routine or you're exhausted just walking to the bathroom. You also might feel drained but still find it hard to sleep.

## Fainting and Nausea

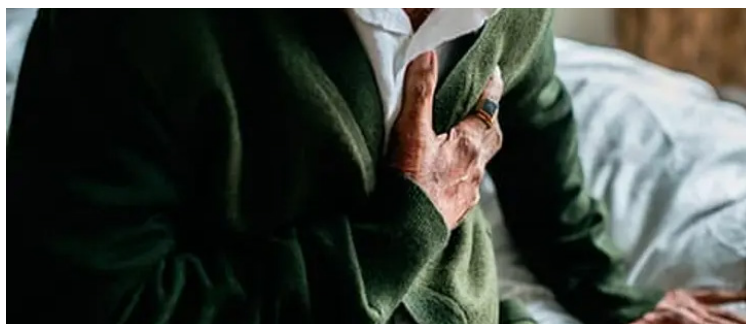
You may feel like you're going to pass out. Fainting happens when your blood pressure is low and your heart isn't pumping the right amount of oxygen to your brain. It might be because you're overheating, but heart conditions could also be the culprit. Nausea and lack of appetite can also be signs of trouble with your ticker.

## Sweating and Trouble Breathing

If you're having a heart attack, you may break out in a sweat even if you're not pushing yourself hard. You could feel cold and clammy. You may be short of breath, like you've run a marathon, even if you haven't moved off your couch. When you lie down, it may be even harder to breathe.

## Coughing and Wheezing

Shortness of breath with a regular cough and wheeze can be signs of heart failure. That's when your heart doesn't pump well enough to supply your body with all the blood and oxygen it



needs. When you have heart failure, blood and fluids can back up into your lungs. You may have a hard time breathing or hear a rattling sound when you inhale. You might cough up pinkish mucus.

## Swelling

You could have it in your feet, ankles, legs, or stomach if you have heart failure. You may notice that your shoes feel tight. As blood flow out of your heart slows down, blood going back to it through the veins can back up. That causes fluid to collect in spots that it shouldn't. Your kidneys can't get rid of water and salt, which leads to more swelling.

## Trouble Getting Around

When you have heart failure, your body moves blood and the oxygen it carries away from areas that aren't as important, like your limbs, and sends it to the brain and heart. That makes moving around harder. Regular activities, like walking the dog or going up and down stairs, may be hard to do. As your heart gets weaker, simply getting dressed or walking across the room can tire you out.

## Rapid Heart Rate

With heart failure, your ticker may beat fast to make up for its lack of pumping power. You may feel like your heart is racing.

## Irregular Heartbeat

A heart rhythm disorder like atrial fibrillation (AFib) can cause your ticker to beat fast and out of sync. Some people describe the feeling as a flutter or like a fish is flopping around inside their chest.

AFib can lead to blood clots and stroke if you don't treat it. It's possible you might not notice anything unusual about the way your heart beats but you might feel short of breath, tired, or lightheaded.

## Loud Snoring

If it's happening every night, you could have sleep apnea. That's a condition which causes pauses in your breathing while you sleep. It's linked to atrial fibrillation and may raise your risk of high blood pressure and type 2 diabetes. If you don't get treatment for your sleep apnea, you may have a higher chance of life-threatening heart trouble.

## When to Get Emergency Help

Get medical help right away if you think that you or someone you're with has any of the symptoms of a heart attack. Quick treatment can cut down the chances of damage to your heart. Call 911 if you have:

- Pain, pressure, or squeezing in your chest
- Pain or discomfort that spreads to your shoulders, back, neck, or arms
- Shortness of breath
- Lightheadedness, dizziness, or fainting
- Sweating and nausea

# RCFE Resource

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## DON'T DEPORT CARE: SENIOR LIVING LEADERS SOUND ALARM ON IMMIGRATION PROGRAM CUTS

Two major senior living associations, the American Seniors Housing Association and Argentum, are urging the U.S. government to postpone the termination of key humanitarian immigration programs by at least a year. Their letter warns that ending programs like the CHNV parole initiative and Temporary Protected Status for Venezuelans and Haitians could lead to deportation of tens of thousands of legally authorized caregivers, deepening workforce shortages in senior living communities. With one in four long-term care workers being foreign-born, the leaders argue these individuals are essential to elder care and deserve continued legal status to avoid dangerous disruptions in services. They call for immigration reforms to preserve this vital labor force and safeguard care for the nation's aging population.

## 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!**

**(949) 397-4506 • [www.RCFEresource.com](http://www.RCFEresource.com)**