

RCFE Resource

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Call us **TODAY** for a **FREE** valuation of your care home and business.
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2026 INDUSTRY FORECAST "THE YEAR OF THE POWER OPERATOR"



If you've been in this industry long enough, you already know that assisted living doesn't reward the hesitant. It rewards the strategic. It rewards the decisive. And as we move deeper into 2026, the operators who understand this truth will rise, while the ones who cling to outdated habits will quietly fade out of the market.

The rest of this year will not be gentle. It will not be forgiving. It will not wait for you to "catch up." The market is shifting faster than most operators realize, and those who fail to adapt will find themselves overwhelmed by forces they could have anticipated – if they had been paying attention.

Demand is accelerating at a pace that licensing simply cannot match. Homes are closing, operators are retiring, and new applicants are stuck in licensing queues that move at the speed of bureaucracy. This creates a supply vacuum – and in business, a vacuum is pure opportunity. If your home is clean, well run, engaging, and professionally marketed, you will not struggle for residents. You will have waiting lists.

Families are evolving too. They are no longer passive shoppers who walk into the first home they find and sign paperwork out of convenience. They are researchers. Investigators. Comparison shoppers who analyze your online presence before they ever step foot in your home. They want authenticity. They want transparency. They want to see real life happening inside your RCFE – not staged photos, not empty rooms, not generic calendars.

Engagement is the new luxury. A home with a vibrant activity program will outperform a home with expensive décor every single time. Families want to see residents smiling, participating, connecting, and living.

But the greatest pressure point of 2026 – the one that will make or break operators – is staffing. And here's the truth most operators don't want to hear: you don't have a staffing problem. You have a leadership problem.

Finally, the most significant shift of 2026 is the rise of the business minded operator. The homes that operate like businesses – with systems, Key Performance Indicators, marketing pipelines, and documented processes – will dominate the homes that operate like "care homes" run on intuition and habit.

This is the year of the Power Operator. The owner who thinks strategically, acts decisively, and builds intentionally. The operators who take bold action will own the market. Everyone else will watch from the sidelines.



Ask The Broker

THE PARADOX OF PERFECT CARE

Q: Can an Assisted Living Home Become *Too Comfortable*?

A: Operators often focus on creating comfort – warm décor, attentive staff, a peaceful environment. But a question I received recently cuts to the heart of a hidden industry problem. **Can a home become so comfortable that residents stop engaging with life?**

The answer is yes. And it happens more often than we admit.

When every need is anticipated and every task is done for residents, they slowly stop doing things for themselves. Not because they're unable, but because the environment leaves no room for participation. Independence shrinks. Decision making fades. Cognitive stimulation drops. Residents drift from active participants to passive observers.

This isn't neglect – it's **over care**, and it quietly erodes vitality.

Comfort Isn't the Goal – Purpose Is

Comfort should be the foundation, not the finish line. What truly sustains well being is purpose: the sense that one's presence still matters. Purpose comes from participation – even in the smallest moments. Folding napkins. Watering plants. Choosing music. Setting the table.

These aren't chores; they're expressions of identity and agency. When a home becomes too comfortable, these micro moments disappear, and so does a piece of the resident.

Caregivers: Empowerment Over Efficiency

Great caregivers don't just do tasks quickly – they know when not to step in. They pause, ask what the resident can do, and support only where needed. This shift from doing everything to encouraging participation builds dignity, not dependency.

The Environment Shapes Engagement

A beautiful home can still discourage involvement. When materials are hidden, seating is arranged for staff convenience, or décor is too perfect to touch, residents withdraw. Small environmental cues – a puzzle left out, a basket of yarn, a music corner – invite curiosity and connection.

Families Need Education

Families often equate "good care" with "doing everything." It's essential to explain that independence is therapy, participation is empowerment, and purpose is vital to emotional and cognitive health. When families understand this, they support your approach instead of questioning it.

The Bottom Line

Yes – a home can become too comfortable when comfort replaces engagement.

But when comfort is paired with purpose, autonomy, and meaningful activity, residents thrive. Comfort is the gift. Purpose is the transformation.

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

CURRENT LISTINGS

SANTA ROSA - RCFE FOR SALE

- LICENSED FOR 5
- 4 BDR/2 BA, 1,939 SQ. FT.
- \$875K HOME; \$160K BUSINESS

COMING SOON

(please call for details)

EL CAJON - ARF FOR SALE

- REAL ESTATE AND BUSINESS
- LEVEL 2
- 6 BDR/3 BA, 2500 SQ. FT.
- VERY WELCOMING HOME!

TEMECULA - RCFE FOR SALE

- HOME AND BUSINESS
- 5 BDR/3 BA, 2,753 SQ. FT.
- ALW-APPROVED

ROSEVILLE - RCFE FOR SALE

- REAL ESTATE AND BUSINESS
- 7 BDR/4 BA, 2900 SQ. FT.
- GORGEOUS HOME

MURRIETA - RCFE FOR LEASE

- 5 BDR/3 BA, 2500 SQ. FT.
- WONDERFUL LOCATION

CHICO- RCFE FOR LEASE

- 7 BDR/5 BA, 3700 SQ. FT.
- STUNNING HOME

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



THE 10-MINUTE ENGAGEMENT RULE: A SMALL HABIT WITH MASSIVE IMPACT

If your home feels quiet, disconnected, or stagnant, there is a deceptively simple strategy that can transform the atmosphere almost overnight: **the 10 Minute Engagement Rule.** The concept is straightforward, but its impact is profound. Every caregiver, on every shift, spends ten uninterrupted minutes doing a non-care activity with one resident. Not medication. Not bathing. Not dressing. Something human. Something personal. Something meaningful.

It could be looking through old photographs, listening to a favorite song, folding towels together, watering plants, doing a puzzle, or sharing childhood stories. The activity itself doesn't matter. What matters is the connection. What matters is the presence. What

matters is the message: "You matter enough for me to sit with you, not because I have to, but because I want to."

Homes that implement this rule consistently report remarkable changes. Residents become more alert, more talkative, more cooperative, and more emotionally grounded. Behaviors decrease. Anxiety softens. The home feels warmer, more alive, more connected. Caregivers, too, benefit. They build rapport, gain trust, and rediscover the heart of why they entered this field in the first place.

Ten minutes may seem small, but in assisted living, small moments create big transformations. Try it for one week. You will feel the shift.



SPRING TOURS ARE COMING – IS YOUR RCFE READY TO IMPRESS?

Spring is one of the busiest seasons for family tours, and the care homes that prepare intentionally are the homes that convert visitors into residents. Families form an impression within seconds, and that impression is difficult to reverse. The entryway must feel warm, fresh, and inviting – not cluttered, not stale, not forgotten. A vase of fresh flowers, a clean scent, and a welcoming sign can set the tone before a single word is spoken.

But what truly wins families over is not décor. It is life. Families want to see engagement, not emptiness. They want to see residents smiling, participating, interacting. They want to see a real activity calendar, not a generic template. They want to see photos of actual residents doing actual things, not stock images pulled from the internet.

Your staff plays a critical role as well. A caregiver who looks up, smiles, and says, “Welcome, we’re glad you’re here,” creates more trust than any staged bedroom ever could. Families are not just evaluating your home. They are evaluating your culture.

And finally, families want to see systems. They want to see organization. They want to see structure. A home that can articulate its routines, safety protocols, communication methods, and care philosophy will always outperform a home that “just goes with the flow.”

Spring tours are not about showing your home. They are about showing your excellence.

REFRESH YOUR CARE HOME ON A BUDGET

You don’t need a full remodel to elevate your care home. In fact, some of the most impactful upgrades are the simplest and most affordable. Plants and greenery instantly brighten any space, bringing life and warmth into the home. Soft, warm lighting can transform a room from clinical to cozy with minimal investment. Updated linens, throw pillows, and small décor pieces can refresh a room without touching the furniture.

Activity stations are another powerful, low cost upgrade. A puzzle table, a memory box, a music corner, or a small art station invites residents to engage spontaneously throughout the day. These stations create micro moments of purpose and curiosity, which are essential for cognitive and emotional well being.

And never underestimate the power of paint. A fresh coat in high traffic areas can make your home feel new again. It is the highest ROI upgrade in residential care, and it signals to families that you take pride in your environment.

A refreshed home doesn’t require a large budget. It requires intention.

HOW TO ATTRACT VOLUNTEERS TO YOUR CARE HOME IN 2026



Volunteers bring energy, connection, and enrichment to an RCFE or ARF, yet many homes struggle to attract them simply because they don't know where to look or how to present themselves. The truth is that volunteers are everywhere – students seeking service hours, retirees looking for purpose, church groups wanting to serve, musicians wanting an audience, and community members wanting to give back. What they need is an invitation.

Schools and colleges are an excellent starting point. Students are eager for meaningful volunteer opportunities, and seniors love the youthful energy they bring. Churches and community groups often have volunteer ministries that are actively searching for places to serve. But they will only find you if you make yourself visible.

Social media is one of the most powerful tools for attracting volunteers. When people see your residents smiling, participating, and enjoying life, they feel drawn to your home. They want to be part of that joy. They want to contribute to that environment. They want to make a difference.

The key is to make volunteering easy. A simple orientation, a warm welcome, and flexible opportunities go a long way. Reading aloud, playing music, leading crafts, hosting game time – these are small commitments that create big impact.

Volunteers don't just enrich your home. They elevate it.

TAX TIPS



Understanding Tax Deductions for Your LLC or S-Corp: A Simple Guide for Senior and Adult Residential Facility Owners

As a senior or adult residential facility owner, filing taxes can seem overwhelming, especially if you're operating your business as an LLC or S-Corp. Understanding the tax benefits available to you can help maximize your deductions and reduce your overall tax liability.

1. Business Expenses: One of the most significant advantages of owning an LLC or S-Corp is that you can deduct ordinary and necessary business expenses. This includes costs related to:

- Employee wages and benefits
- Rent or mortgage interest on your facility
- Supplies and equipment used for operations
- Utilities and maintenance costs for your property

2. Home Office Deduction: If you manage your facility from a home office, you may be eligible for a home office deduction. This deduction allows you to claim expenses related to the portion of your home used exclusively for your business.

3. Depreciation: For facilities, you can benefit from depreciation, which allows you to deduct the cost of your property over a specified period (usually 27.5 years for residential properties). This non-cash expense can significantly reduce your taxable income.

4. Mileage and Travel: Keep track of your mileage when traveling for business purposes, whether it's visiting other facilities or attending business meetings. The IRS allows you to deduct a standard mileage rate for these business-related trips.

5. Consult a Professional: Tax laws can be complex, and every situation is unique. Consider consulting with a tax professional who specializes in business taxes for further guidance tailored to your specific circumstances.

As you prepare to file your taxes, take a moment to review these deductions. Doing so can lead to substantial savings, allowing you to reinvest in your facilities and continue providing excellent care to your residents.

EXPLORING YOUR OPTIONS?

With monthly insights on pricing trends, buyer activity, and regulatory shifts, we help RCFE and ARF owners make informed profitable decisions. Obtain your FREE data driven valuation TODAY.

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