Members of the American Seniors Housing Association receive a complimentary copy of the Association’s publications at the time they are produced. Many reports and briefs have also been archived and are accessible in the members-only section of the ASHA website.

Non-members and members wishing to purchase additional copies of available ASHA publications may do so in the ASHA Bookstore at www.seniorshousing.org
**ASHA Research Archive Summary**

**2001**

**Independent Living Report**

Data gathered from surveys of over 1,056 independent living residents randomly selected from 195 independent living communities in the U.S. succinctly summarizes and differentiates, through extensive use of tables and exhibits, their senior living community’s overall characteristics, the decision-making process to move to the community, resident unit features and amenities, how residents spend their time, and opinions regarding the community.

**The Senior Apartment Report**

Property, resident and financial survey data submitted by owners nationwide profile community size, unit occupancy and size, financing details, resident characteristics, move-in/move-out trends, and services/amenities.

**2003**

**Special Issue Brief-2003, Using Outcomes Measures in Assisted Living**

The pros and cons of a national, industry-wide regulatory system that measures operator performance, quality indicators and resident satisfaction are examined in contrast to the effectiveness of state level, process-oriented regulation.

**The Benefits of Independent Living Report**

A comparison of the lives of people who reside in independent living communities with people who have similar demographic characteristics and continue to live in the neighborhoods of the independent living residents’ previous residences. Topics include demographic characteristics; family; financial assistance given and received; health care services used; activities of daily living and instrumental activities of daily living; social and recreational pursuits; attributes of residences; and financial matters.

**2004**

**Seniors Housing Crisis Communication Handbook**

Step-by-step advice for communicating with the media and general public during adverse events such as accidents, personnel disputes and complaints or accusations. Guidelines address how to: prepare for and respond to media inquiries; communicate effectively with residents and their families; and meet the needs of employees.

**Special Issue Brief-2004, On the Move - A Cost of Living Comparison for Independent Living Residents vs. Non-Residents**

Examines comparative costs of living for seniors in independent living communities versus costs for those continuing to live in their traditional homes. The study analyzes how within various categories the average household expenditures for seniors age 75+ compare with typical independent living monthly service fees.
2005

Continuing Care Retirement Communities 2005 Profile

Comprehensive nationwide analysis includes in-depth reviews of community types and unit mixes; geographical distribution of units/beds; property sizes; age of communities; ownership status; payment plans and contract types; occupancy trends; resident profiles; financial results; services/amenities; and staffing ratios and labor costs.

Housing & Financial Security for Leading Edge Boomers

Survey of Americans 50 to 64 years old highlights their expectations for life after age 65; concerns for health and finances; views on saving for life after age 65; preferences for where to live after age 65; and responses to housing policy proposals.

Seniors Housing Model Residence & Services Agreement

A template designed to identify terms, issues and options for various forms of retirement community admission contracts. This agreement template contains model language for numerous provisions that may be used in independent living, assisted living, or continuing care retirement community settings.

Seniors Housing Publicity Handbook SIB-2005, Seniors Housing Transaction & Trends Report Update

Guidelines, tips and templates for interacting with the news media to generate positive coverage of operators, management, programs and residents. Topics include developing a publicity plan, selecting media targets, and forging relationships with the media.

Special Issue Brief-2005, Seniors Housing Transaction & Trends Report Update

Update of an annual research study reviews nearly 50 seniors housing sales representing approximately $2 billion in transactions with a focus on capitalization rate and price trends.

2006

Special Issue Brief-2006, Seniors Housing Investment & Transaction Report Update

Update of an annual research study reviews over 60 seniors housing sales representing approximately $2.2 billion in transactions with a focus on capitalization rate and price trends.

Special Issue Brief-2006, Management Companies & Fees - The Changing Dynamics between Ownership & Management

Analysis of major changes in the role of third party management firms examines: contract pricing strategies; contract terms and conditions; top 10 typical management services provided; how management fees are typically assessed; incentive fee compensation; performance penalties; and termination conditions.
**Special Issue Brief-2006, Seniors Housing Investment & Transaction Report Update**

Update of an annual research study reviews over 70 seniors housing sales representing more than $3.2 billion in transactions with a focus on capitalization rate and price trends.

**Special Issue Brief-2006, Construction Cost Trends – CCRC**

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.

**Special Issue Brief-2006, Managing Seniors Housing Property Tax Assessments**

Review of the impact of over-assessments, assessment issues facing the industry, and practical tools for avoiding and managing over-assessments.

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**2007**

**Parent-Child Decision-making: Moving to Seniors Housing**

This study suggest adult children may be involved in their parents’ housing decisions multiple times as their parents’ financial and housing requirements change. As the parent needs more services and assistance, the adult child is likely to take a more active role in the parent’s decisions and may take on an increasing level of responsibility to the point of making, planning and moving the parent to a service-enriched community.

**Special Issue Brief-2007, Construction Trends Supplement – CCRCs**

Continuing care retirement community construction activity is broken out by units for independent, assisted living, dementia, nursing and total units, as well as by units/beds under construction in 43 metro markets.

**Special Issue Brief-2007, Medicaid and Assisted Living - Opportunities & Challenges**

Report examines: Medicaid options for covering assisted living; trends in Medicaid funding for home and community-based services; federal and state roles in administering and funding Medicaid waivers; regulatory requirements and Medicaid HCBS waivers; family supplementation; costs and benefits of shifting funding to HCBS; and the potential for increased assisted living regulation by the federal government.

**Special Issue Brief-2007, Resident Eviction - Managing the Challenges**

Key considerations for termination of residency in the event of nonpayment; violation of community rules; and need for a higher level of care pertaining to independent living monthly fee communities, assisted living communities, entrance fee or equity CCRCs and other equity senior housing.
More than ever, seniors housing owners and managers need to be aware of the strategies and tactics employed by union organizers, the signs that organizing efforts are underway in their communities, and the steps they can take to proactively preempt and effectively counteract organizing efforts.

State laws often impose limits on security deposits and other up-front monies, such as “community fees,” collected by property owners from applicants for residential housing. This publication focuses on the impact of landlord-tenant laws on community fees and offers several strategies that may prove useful to operators.

Topics include: home equity opportunity costs; potential issues and sales objectives; hold vs. sell – the issue of home appreciation; age 75+ senior spending patterns; and compatibility of other independent living affordability benchmarks.

Extensive, in-depth compilation of data and statistics covering selected demographics of the senior population; housing characteristics of the senior population; selected seniors housing statistics; seniors housing resident data; and data about adult children of seniors housing residents -- and prospective residents.

Research findings focus on how senior homeowners perceive the home sale process; seniors’ expectations about the value of their homes relative to their net worth; and potential challenges they might encounter in selling their home.

Computerized brain fitness tools promise to enhance and complement existing health and wellness programs. Accumulating evidence shows how lifelong mental engagement augmented by computerized cognitive exercise can reduce the probability of developing Alzheimer’s symptoms.

Marketing and public relations representatives from some of the leading seniors housing operators in the country explain how they burnished the image and extended the awareness of their retirement communities by systematically earning positive media coverage.
Special Issue Brief-2008, How to Avoid A Major Litigation Headache Under the Fair Labor Standard Act

The authors provide guidance on how to respond to legal actions under the federal Fair Labor Standards Act (“FLSA”) and related state laws. They focus on what drives these lawsuits and how employers can avoid becoming a victim of one.

Special Issue Brief-2008, Key Tax Benefits for Seniors Housing Residents

Many seniors housing residents enjoy tax benefits unavailable in residential rental properties and most other occupancies. A clear understanding of the applicable rules is essential when positioning a seniors housing community in the marketplace, training sales and marketing professionals, and communicating with the general public.

2009 Overview of Assisted Living

Core national metrics from this wide-ranging survey profile: community type and unit mix; geographic distribution of units/beds; property characteristics; payment and services; resident profile; health and assistance profiles; services and amenities; and staffing and labor.

Fair Housing Compliance Guide – Charting the Way

Subjects include federal statutory, regulatory, and case law dealing with discrimination on the basis of age, health care status/disability, religion, income and race. Typical operational situations for retirement communities are identified and discussed, such as advertising, screening and acceptance of residents, access of occupants to facilities and services at the community, and relocation of residents.

The Independent Living Report

This publication provides information about individuals who recently moved to an independent living community. It examines the perceptions and opinions of the new residents regarding their shopping experiences, their expectations and realities, opinions of their new homes and communities, and their sense of satisfaction with their residences, daily lives, and the independent living community in which they live.

Special Issue Brief-2009, 95th Percentile Analysis: What Drives Performance for the Most Profitable Properties

An analysis of the performance of the top 10% of properties within five seniors housing categories examines characteristics that generate the most net income per unit and operations metrics that differentiate the top performers.

Special Issue Brief-2009, CCRC and Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.
Special Issue Brief-2009, How to Preempt and Effectively Counteract Union Organizing Activities

This report focuses on internal mechanisms senior living communities should have in place to counteract organizing efforts, such as employee communications, reviewing payroll and recordkeeping practices, considering alternatives to layoffs, conducting employee satisfaction surveys, and evaluating supervisory positions before union organizing begins.

Special Issue Brief-2009, Management Companies & Fees - The Changing Dynamics between Ownership & Management

An expanded and revised update of the ASHA-sponsored 2006 analysis of major changes in the role of third party management firms. Topics include: contract pricing strategies; pass-through costs; top 10 typical management services provided; how management fees are typically assessed; incentive fee compensation; performance penalties; and termination conditions.

Special Issue Brief-2009, Mind the Facts -- Looking Beyond Inspection Reports

State inspection reports provide valuable insights in evaluating the quality of services in assisted living. But this publication explains how to take a more detailed look by balancing the following considerations: inspection reports record only a certain point in time; not all deficiencies are alike; and inspection deficiencies may reflect the norm in the community.

Special Issue Brief-2009, Pre-dispute Arbitration Agreements

The authors weigh the following factors in considering arbitration as an alternative to litigation: mandatory versus voluntary agreements; use of a separate arbitration agreement; specific arbitration provisions; exceptions; and who should sign the arbitration agreement.

Special Issue Brief-2009, Seniors Housing Liability Insurance & Workers Comp Update

This overview addresses the present state of the insurance markets, industry data, GL/PL metrics, workers compensation, workers compensation experience modification, and the political, legislative and legal landscape.

CCRCs: Suggested Best Practices for Disclosure and Transparency

Guidelines for disclosure of financial information for prospective residents cover CCRC financial condition, fees, key contract provisions, resident transfers, depletion of financial resources, and governance and management. Information guidelines for existing residents of a CCRC include resident access to management, access to CCRC financial information, and access to the board and ownership.
Today’s Continuing Care Retirement Community

Topics include a snapshot of today’s CCRC; financial strength of the CCRC model; and weathering the economic storm…and moving forward.

Seniors Housing Liability Insurance, Health Benefits and Workers Compensation Report

Survey results provide insurance data from a national sample of seniors housing organizations with over 200,000 units. Conclusions are organized under the following categories: primary general and professional liability insurance; excess liability insurance; employee health benefits; workers compensation; and executive risks.

Seniors Housing Media Relations Handbook

Resource for generating positive, free publicity, as well as for dealing with difficult crisis situations. In addition to providing straightforward, practical guidance on publicity and media relations, it also includes several pertinent industry case studies.

Special Issue Brief-2010, CCRC and Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.

Special Issue Brief-2010, Health Care Reform Update

Analysis centers on insurance reforms; changes to Medicare Part D and Medicare Advantage; valuing health insurance coverage/new non-discrimination rules; state exchanges, individual mandate and subsidies; employer “pay or play” decision; and new taxes on high income earners and CLASS Act.

Special Issue Brief-2010, Home Health Care Within IL Communities

Providing home health care services within independent living communities is becoming more prevalent with levels of care that may be similar to those in a typical assisted living community. This report examines the advantages of offering home health in independent living communities; considerations for operators and developers; state laws; the regulatory minefield; and considerations for operators of existing independent living communities.

Special Issue Brief-2010, The State of Seniors Housing: An Analysis of Three-Year Same-Store Data 2007–2009

Reviewing “same-store” performance metrics from three successive years that represent the professionally-managed seniors housing “universe” provides insights into how the economy’s collapse impacted the financial and operational performance of market rate communities.
Residents Financial Survey

Data collected from individuals living in private pay independent living and assisted living communities focuses on the costs and satisfaction with the communities, methods of paying for the community, evidence of spending down or giving away assets, financial concerns, and the geographic mobility among the residents.

Senior Living for the Next Generation, Volume I

This report provides an insights into the mindset of “experienced” adult children as it pertains to their outlook and lifestyle preferences for their later years. Adult children of residents living in independent living, assisted living, memory care, and nursing care settings were surveyed and interviewed.

Special Issue Brief-2011, ASHA Executive Compensation Survey Report

Detailed compensation information covers 35 surveyed positions. Positions were grouped under two general categories: top management responsible for setting and pursuing the overall direction of the organization and senior management/ function heads In charge of a major department.

Special Issue Brief-2011, Health Care Reform Revisited

A wide range of authorities shared their insights on rules, strategies and timelines related to the health care overhaul. Discussions centered on the latest implementation details, how employers can prepare for the transition, the impact on seniors housing operations, and ramifications for employee benefit plans.

Special Issue Brief-2011, Seniors Housing Liability Insurance, Health Benefits & Workers Comp Update

Survey results provide insurance data from a national sample of seniors housing organizations. Conclusions are organized under the following categories: primary general and professional liability insurance; excess liability insurance; employee health benefits; workers compensation; and executive risks.

Special Issue Brief-2011, Social Media Marketing - Implications for Seniors Housing

Advice on how to use social media to grow brand awareness; create positive brand association and keep it there; develop a broader customer reach; build an engaged online community; provide Crisis Communications, including direct-to-customer response; increase website traffic and track user behavior (external and internal); and stimulate page views and ad exposure.

Special Issue Brief-2011, Spring CCRC and Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.
As seniors housing residents access more Medicare-funded health services, and as more states obtain approval to use Medicaid funds for assisted living services, it is incumbent upon seniors housing providers to be aware of federal and state compliance laws and take precautions to ensure effective compliance.

2012 ASHA Executive Compensation Survey Report

Detailed compensation information covers 32 surveyed positions. Positions were grouped under two general categories: top management responsible for setting and pursuing the overall direction of the organization and senior management/function heads in charge of a major department.

Resident Forum: Candid Conversations About the Senior Living Experience

A group of residents from an independent/assisted living residence and a continuing care retirement community explain why they decided to make the move and how they chose their homes. They also talk about how their expectations matched up with their day-to-day experiences, as well as the pros and cons of senior living communities.

Senior Living for the Next Generation, Volume II

This report provides insight into areas in which seniors housing industry leaders are aligned with adult children of existing senior housing residents in their thinking and where there may be areas of disconnect. It also steps outside the realm of the experienced professional and the adult child to solicit feedback from four organizations that are dedicated to the issues of aging, but not involved with the provision of retirement housing.

Special Issue Brief-2012, CCRC and Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.

Special Issue Brief-2012, Connecting Acute and Long-Term Care: Summary of a Symposium

Providers from acute care, post-acute care, and long-term senior care discuss how to provide the best care and find common ground for collaboration and cooperation. Financial issues affecting acute and long term care providers are also addressed, including how increased provider integration will affect their bottom lines.
Special Issue Brief-2012, Demographic Change, Social Trends & Technology - The Disruptive Dynamics Reshaping Seniors Housing

Forecast projects how demographic change, social trends and technology will converge to drive future innovations in seniors housing, with an emphasis on how the new expectations of older consumers will reshape the industry’s business model.

Special Issue Brief-2012, Demystifying Advance Directives

Topics include learning which residents have an advance directive; living wills; do not resuscitate/DNR orders; durable powers of attorney (DPOAs); declining to participate in the directions contained in an advanced directive; good faith compliance; and recommended best practices.

Special Issue Brief-2012, Legal Implications of Music in Seniors Housing

Seniors housing communities typically provide music in a variety of public settings. Legal considerations are outlined for organizations considering whether to obtain music licenses from performing rights organization, such as ASCAP (American Society of Composers, Authors and Publishers), BMI (Broadcast Music, Inc.) or SESAC.

Special Issue Brief-2012, Medical Expense Tax Deductions - A Guide for Senior Living Providers & Residents

Expanded IRS and court activity has challenged residents’ claims that some or all of their retirement community fees are deductible as medical expenses. This analysis reviews the medical expense deduction in general; eligibility of assisted living and skilled nursing services; and independent living resident fees in lifetime care facilities.

Special Issue Brief-2012, Navigating Risks in the Purchase and Sale of Seniors Housing Communities

Overview on HUD Loans, successor liability, federal audit programs and other key regulatory considerations.

Special Issue Brief-2012, Residents of Independent Living in 2012 Compared to Residents in 2001

Comprehensive survey compares the results of three open-ended questions posed to residents in 2001 and 2012: what prompted your move; what do you like most; and what do you like least?

Special Issue Brief-2012, Summer CCRC and Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.
The Entrepreneurial Spirit of Seniors Housing: Thoughts, Stories and Lessons on Leadership

A composite of personal reflections from five distinguished leaders in seniors housing: Bill Colson, Paul Klaassen, Bill Sheriff, Steven Vick, and Patricia Will. These profiles help preserve the rich history of the senior living profession and offer invaluable insights and inspiration to the future entrepreneurs of the industry.

2013

Assisted Living & CCRC State Regulatory Handbook 2013

An easy-to-use summary of key state regulatory and licensure requirements for assisted living residences and continuing care retirement communities (CCRCs).

Seniors Housing Construction Trends Report 2013

Focuses on seniors housing projects under construction or had completed construction during the 12 months ending March 31, 2013 in the 100 largest metropolitan markets. These metropolitan markets, in aggregate, account for almost two-thirds of the total U.S. seniors population. Property types include senior apartments, independent living, assisted living, nursing care and continuing care retirement communities (CCRCs).

Residents of Independent Living - How Todays Residents Compare to Residents of 2001

This report provides insights into the changes in the independent living sector of the industry gleaned from a survey of residents of independent living communities from March through July 2012. Many results were compared to responses from a similar survey completed by residents of independent living communities in 2001.

Special Issue Brief-2013, Independent Living Community Report

This research assesses aspects of independent living communities such as physical plant, residents, employees, services and amenities. This is the second report from a five-part research study to identify attributes that predict success and yield the greatest sense of perceived benefit to residents.

Special Issue Brief-2013, A Projection of Demand for Market Rate U.S. Seniors Housing 2010-2030

An analytical look at seniors housing demand in the U.S. over the next 20-year period using NIC supply data for the top 100 MSA’s and historical supply penetration data.

Special Issue Brief-2013, Antitrust Concerns Surrounding Senior Living Providers

Antitrust concerns apply to senior living communities, highlighted by an investigation by the Ohio Attorney General into alleged price fixing by assisted living operators in that state. This report addresses antitrust laws; traditional and inferred price fixing; conduct among joint ventures; and penalties.
Special Issue Brief-2013, CPR in Independent Living Assisted Living Communities

Framework for senior living providers and their residents to follow for a detailed and concerted discussion about the risks and benefits of CPR; the willingness and ability of the provider to furnish such services; and the resident’s preferences regarding the administration of CPR.

Special Issue Brief-2013, Management Companies & Fees - The Changing Dynamics between Ownership & Management

An expanded and revised update of the ASHA-sponsored 2009 analysis of major changes in the role of third party management firms. Topics include: contract pricing strategies; pass-through costs; top 10 typical management services provided; how management fees are typically assessed; incentive fee compensation; performance penalties; and termination conditions.

Special Issue Brief-2013, NLRB & Union Organizing

Topics include the latest court rulings, the manner in which unions organize, and strategies for protecting against union organizing efforts.

Special Issue Brief-2013, Non-Recourse Guaranties-Has The Pendulum Swung Too Far

The content of guarantee agreements for principals of a corporate borrower, in many cases, has moved from being a fairly short, concise document establishing liability in very limited circumstances to a broadly drawn instrument that imposes liability under an increasingly wide variety of circumstances.

Special Issue Brief-2013, Public Relations & Crisis Communications

Four public relations professionals share their perspectives on responding to a crisis; establishing policies and procedures for media communications; generating positive media coverage; and leveraging social media.

Special Issue Brief-2013, Recent Developments in Assisted Living Building & Life Safety Codes

Expert on life safety and building codes reviews requirements for new and existing assisted living communities; changes to the life safety code; changes to the international building code; state and local building code; and NFPA life safety code.

Special Issue Brief-2013, Winter CCRC & Seniors Housing Construction Costs

Construction costs per gross square foot are broken out for independent living, cottages, assisted living and memory care, skilled nursing, commons, and underground parking.

The State of Seniors Housing 2013

National industry profile identifies geographic distribution of properties and of units; property size; age of communities; ownership status; primary payment plans and fee structures; occupancy; resident turnover; financial results; “same-store” analysis; staffing ratios and labor costs; key financial performance indicators; and historical performance of key financial indicators.