

Help Your Clients Plan for Future Senior Living & Care Needs



Key Takeaways

- Holland Home residents buy into a Continuing Care Agreement (CCA). Senior living is not a real estate purchase.
- The Greater Grand Rapids area has one of the highest concentrations of Continuing Care Retirement Communities (CCRC) in the Midwest.
- On average, Holland Home costs 19% less annually than comparable senior living communities.**

Our Lifecare Promise

Your client can take equity from their home and invest in assurance for life with our Lifecare Promise (what we call our CCA). This **guarantees living accommodations and care services*** for the life of the resident, even if they outlive their financial resources.

*Subject to the terms of the resident's CCA.



The Value of Holland Home**

19% | Less \$ Annually

58% | Less \$ per sq. ft.

**Based upon Holland Home's weighted average 50/50 entrance fees.

Planning Ahead

The demand for senior living and care is increasing, leading to a rise in costs and a decline in caregiver ratios. If your clients don't plan ahead, the responsibility of finding or providing care when they really need it could fall on their family. Those who provide care for aging loved ones devote an average of 77 hours/month, taking a toll on their career growth, finances, and health.

The More You Know

By 2030, all Baby Boomers will be 65+.

As demand for senior living and care increases, costs will continue to rise.

The average waitlist period for a senior living community is 5-7 years.

Planning ahead means your client can get the most out of their investment.

67% of the average home sale today will cover your client's Holland Home entrance fee.

After investing in their future, your client would still have money left over to use as they wish.

Help prepare your clients for the future rather than be a last-minute call in crisis.

If you have questions about Holland Home, give us a call at 616-643-2730.