

# NIC Actual Rates Initiative

## Increasing Transparency in Seniors Housing

The NIC MAP® Data Service has positively impacted the flow of capital into seniors housing by providing transparency in the sector. As NIC continues to deepen available data and progress toward parity in relative to other real estate asset classes, one important gap is critical: actual rental rates versus asking rates.

### The Solution

The NIC Actual Rates Initiative establishes an easy, consistent, and automated means for operators to confidentially submit their data directly through NIC or through their financial software provider.



#### Leasing Activity

Move-in and move-out velocities



#### Actual Rates

In-place and move-in rates



## Benefits of Participating

- **Complimentary copy of the NIC Actual Rates Report.** Provides national level insights on Asking Rates, Actual Rates, Occupancy, Move Ins, and Move Outs.
- **Increased operational efficiency.** By contributing data electronically, NIC is no longer required to call your properties to solicit this financial information.
- **Benchmarking.** Understand your trends within the context of national levels and metropolitan level in the future.
- **Shorten the sales cycle.** Access to benchmark pricing and concessions can help you maintain competitive pricing.
- **Good for the industry.** Contributing increases transparency in the sector and aids the flow of informed capital.
- **Reduced cost of capital.** Parity between seniors housing and other real estate property types has the potential to help reduce the cost of capital.
- **Reduced pricing for consumers.** Lower cost of capital can eventually lead to lower costs for consumers, and potentially increase the customer base for seniors housing as whole.

## NIC Actual Rates Software Partner Certification



NIC created a certification process that provides a consistent mechanism for software providers to easily report operator actual rates data so that NIC can aggregate and report out that data to

our MAP clients and the sector. YARDI has been certified as a NIC Actual Rates Software Partner and other software vendors are progressing toward this capability in the coming months.



To participate in this initiative, please ask your financial software vendor or contact Brian Connolly at [bconnolly@nic.org](mailto:bconnolly@nic.org)

## About NIC

The National Investment Center for Seniors Housing & Care (NIC) is a 501(c)(3) organization established in 1991 whose mission is to enable access and choice by providing data, analytics and connections that bring together investors and providers. For more information, visit [www.nic.org](http://www.nic.org), and follow NIC on Twitter.