

# 15 BRAND NEW BUSINESS OPPORTUNITIES

## Retirement Housing / Nursing Care Home Sector\*\*

### PROGRAMME\*

**1 New Financial Model for Housing Disabled**  
Hundreds of distressed ageing parents have no one to look after their disabled children after they die. This session will provide a business solution for this sector.

**2 Building Hospitality Model**  
Forget the word respite, and start to think hotel services, ambience, standards and thinking. There is a new market to be developed in the cosmetic/day procedure sector.

**3 Naturally Occurring Retirement Communities**  
Residents want to stay at home... forever. Study the NORC Model which will give you a growing business providing goods and services to hundreds of persons per suburb.

**4 New Age Adult Day Care Centres**  
This sector will be seduced away from nursing homes and hostels to purpose built luxury suites located within social hubs inside new and existing shopping centres.

**5 Recycling older nursing homes into new usages**  
Hundreds of nursing home facilities can be recycled profitably into specialist nursing homes for targeted groups (i.e. young/ disabled/MS).

**6 How a genius took 50% of the Nursing Home Market**  
The story of how a 21 year old, along with his wife, developed a unique assisted living product that cannibalised half the nursing home market in the USA. He now has 45,000 residents.

**7 Filling up 100's of inner city apartments**  
In most capital cities there are hundreds of unoccupied high rise apartments awaiting an enterprising individual/organisation to mix and match seniors into sharing a new rental life together.

**8 Build extra revenue from your existing facility**  
How to use your existing hostel, nursing home or retirement village as a hub to drive extra revenue into your organisation from the surrounding 10 to 15 kms.

**9 The Swap Model**  
Giving the opportunity to test drive a retirement village unit. Renting out the house via developer/rent covers temporary occupation/process can be reversed if "Mum" doesn't adapt/most do.

**10 Developing Enclave Groups**  
Putting enclave groups together (i.e. grandparents with legal custody of their grandchildren) and selling the ready made initiative to housing developers for finders/procurement fees.

**11 Develop a "Pre-Opening" Team**  
Every developer needs to employ a specialist pre-opening team which specialises in delivering sales and marketing programmes/revenue reliability before handing over to the "maintenance team" – a lucrative role for a clever thinker.

**12 Building a Rent Roll**  
Focus on building a rent roll in new growth/urban renewal areas and learn how to build a basket of goods/services to all aged groups for high profit.

**EACH PARTICIPANT RECEIVES**

- ✓ Copy of Presentation on CD
- ✓ Copy of 100 NEW Trends in over 50s housing

**PLUS 3 ADDITIONAL BUSINESS OPPORTUNITIES WHICH WILL BE PRESENTED AT EACH SEMINAR.**

\*\*The 15 new business opportunities are current gaps in the emerging Over 50's Housing market and are available to be exploited by any person, company or organisation. Each represents an opportunity for one or more organisations to kick start and grow a profitable business in this emerging sector. \*This programme may be changed at any time for any reason.