

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Subject: Market Conditions Update: Active Senior Living in [Target Area/City]

Dear [Recipient Name],

I am writing to provide you with an update on the current market conditions for active senior living communities in [Target Area]. As the demand for maintenance-free lifestyle options continues to grow, we are seeing several key trends that may impact your future planning.

Currently, the market is experiencing the following:

- **Increased Demand:** A significant rise in interest for amenitized living spaces, driven by the desire for social connectivity and wellness programs.
- **Inventory Levels:** Modern units with updated features are moving quickly, with average days on market decreasing compared to last year.
- **Pricing Trends:** Rental and entry fee rates remain stable but show signs of modest appreciation due to rising operational costs and high occupancy levels.
- **Waitlist Activity:** Many premier communities have established waitlists for specific floor plans, particularly two-bedroom layouts.

Whether you are considering a transition in the near future or are simply monitoring your options, understanding these fluctuations is essential for making an informed decision.

If you would like a detailed report on a specific community or a valuation of your current residence to assist in your planning, please feel free to contact me at [Phone Number] or [Email Address].

Sincerely,

[Your Name]

[Your Title/Company]

[Your Contact Information]