

NIC MAP Vision gives operators, lenders, investors, developers, industry vendors, and healthcare providers unparalleled market data and insight into the senior housing industry.

PRODUCTS

Unlike other data and research firms that only focus on supply data, NIC MAP Vision gathers, validates, analyzes, and delivers market intelligence for supply, demand, and operations focused exclusively on the senior housing industry. Our product solutions and tools address the full spectrum of senior housing real estate, healthcare, vendor, and other service provider needs, from research and marketing to sales enablement.

INDUSTRY:

Senior Housing Market
Data & Real Estate

COMPANY SIZE:

51-200 employees

LOCATION:

Raleigh, North Carolina

Senior Housing Industry Leaders on Why They Work with NIC MAP Vision

About NIC MAP Vision

[NIC MAP Vision](#) maximizes access, choice, and quality in senior housing by providing data, analytics, and services to industry stakeholders and partners. As the only intelligence provider exclusively dedicated to senior housing, we are the industry's gold standard for market analytics data. We are trusted by the largest government agencies, 18 of the 20 largest senior housing operators, and most of the largest investors and owners.

Every day, thousands of industry professionals use our data platform and proprietary tools to make smarter decisions about where to grow, how to grow, and how to bring a strategy to life - decisions that lower costs and risks, speed up growth, and save hours on data tasks.

3 SUCCESS STATISTICS

5,000+

Trusted by 5,000+ customers exclusively in the senior housing industry

15+ Years

Over 15 years of comprehensive, time-series senior housing market data at the metro level

35K+ Properties

Comprehensive nationwide supply & demand metrics on 35K+ properties

NIC MAP Vision empowers their clients with the key senior housing market data, analytics, and services needed for the efficient development, operation, and financing of senior care properties. All senior housing industry stakeholders – including operators, developers, investors, financial consultants, brokers, healthcare providers and others – rely on NIC MAP Vision supply, demand, and operational data to lower the costs and risks of business, improve growth, and drastically reduce research times.

NIC MAP Vision accomplishes this empowerment by providing the best data, analytical tooling, and client support so that America's seniors can live their best lives with the care and dignity they deserve.

“We use the NIC MAP Vision platform every day, a decision that was made years ago, but that decision gets made over and over again. There's no place else we can go and get that kind of data. We have significantly reduced our consultant expenses from a money standpoint, but also from a time standpoint. If we needed something previously, we'd have to wait maybe eight weeks. Now, we can have it at our fingertips by the end of the day. It's just invaluable.”

SANDRA LAWSON

Chief Growth Officer, [Asbury Communities, Inc.](#)

“NIC MAP Vision is an integral part of our underwriting of all senior housing and care loans. The level of detail and the community information is just unparalleled. It's the only way that we get comfortable lending money on a facility in a community that maybe we're not familiar with. If I didn't have NIC MAP Vision, my staff would spend hours scouring the internet and other sources to come up with the same data. And I'd probably have to spend a lot of money on access to different databases and then coalesce the information. I don't have to do that with NIC MAP Vision. It's all there. We can customize the information and our reports. It's a one-source solution. I don't know another system that does that.”

MATT HUBER

*Managing Group Director,
Healthcare Banking and Finance, [Flagstar Bank](#)*



More Confident Decision-Making

In an increasingly competitive market, industry stakeholders use NIC MAP Vision data and analytics tools to help them make decisions quicker and more confidently. The platform is designed exclusively to serve the needs of the senior housing and care sector.

The data is broken down by property type, care segments, and unit type, and covers a variety of senior housing real estate:

- Active Adult
- Assisted Living
- Continuing Care Retirement Communities (CCRCs)
- Independent Living
- Memory Care
- Nursing Care

NIC MAP Vision data is updated quarterly, monthly, and weekly varying by data set.

“When we look at senior housing, we look at unique characteristics around a particular property. NIC MAP Vision provides a benchmark, that frame of reference relative to the market as a whole. What’s intriguing is how the platform continues to evolve and bring more analytical capabilities into the system. NIC MAP Vision plays an important role in bringing senior housing to the forefront along with what has traditionally been the more core sectors. It’s creating liquidity, institutional accessibility, and all those good things.”

RICK BRACE

Director, [AEW Capital Management](#)

Solutions for Every Senior Housing Challenge



NIC MAP Vision informs senior housing business decisions with the following critical data sets:

- Building Details
- Construction Pipeline
- Demographics
- Disability Rates
- Employment & Wage Benchmarks
- Healthcare Provider Data
- Market Fundamentals including Occupancy, Asking Rates, & Inventory Levels
- Medicare Beneficiaries
- Population Growth Rates
- Psychographic & Demographic Profiles
- Property Financial Data
- Quality Metrics
- Real Estate Listings
- Sales Transaction Activity
- Wage & Labor Data
- & More

“NIC MAP Vision gives us the broad spectrum and also the ability to really get granular, so we can understand what direction we could go for the greatest success of our design, construction and development projects in senior housing. For the company as a whole, the most important thing is knowing that we have a winning opportunity in front of us and to be able to understand that pretty quickly. With NIC MAP Vision, we get all of that data in one place on a day-to-day basis. We’re so quickly able to pivot not only internally but to respond externally to our clients, the sponsors we serve, and most importantly, our residents. We see so much success.”

CHRIS HORD

President, [Distinctive Living Development](#)

NIC MAP Vision empowers clients with comprehensive data, financial information, demographics, business intelligence, and benchmarking tools that inform smart decisions around demand, supply, market fundamentals, migration, labor, marketing, sales, and much more.

“Ten years ago when we first made the decision to go with NIC MAP Vision, it was just to be aware of industry trends. Now, my team and I leverage the platform for full portfolio management and new business - two data sets available in a single platform. It provides us with almost everything we need to look at new deals and evaluate our current deals and it just makes everyone’s life a lot easier. Also, they’re always thinking about what else they can provide, so I’m excited to see what’s coming down the pike.”

CAMERON BELL

VP Portfolio Management, [National Health Investors](#)



SCHEDULE A DEMO



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