

**NIC MAP<sup>®</sup>**  
**Data & Analysis Service**

*NIC MAP Local*  
Tutorial

To access the reports currently available through your subscription, enter your username and password on the right hand side of the screen.

The screenshot shows the NIC MAP website interface. At the top is the NIC MAP logo. Below it is a navigation menu with links for Home, About, Reports, MAP Local, MAP Trends, MAP Rankings, and MAP Analyst. The main content area is divided into several sections:

- Reports Available:** A section with a "Click here to purchase" link and an image of a person looking at documents.
- Welcome to the new NIC MAP!:** A yellow box containing text about expanded data coverage to the top 100 metro markets.
- News & Events:** A list of recent news items, including "1Q09 NIC MAP Data Now Available" and "NIC Expands Data Coverage to the Top 100 Markets".
- Subscriber Resources:** A box stating "You must login to access these presentations."
- Login:** A red-bordered box with input fields for Email and Password, a "Remember me next time" checkbox, and a "Log In" button. A blue arrow points from the text above to this login form.
- Seniors Housing Fundamentals:** A table showing occupancy data for IL, AL, and NC.

At the bottom of the page is a footer with copyright information: © 2009 | The National Investment Center for the Seniors Housing & Care Industry | All Rights Reserved. Orders/Inquiries: 410-267-0504 or Contact Us

Source: NIC MAP Data & Analysis Service; Sample Data Represented.

The first step is to filter your search so that you can pick a property from which to run analysis. You can search by property characteristics and geography, or around an address. The “My Portfolios” tab will be functional later this year.

Welcome mhargrave@nic.org    Logou  
Subscription Expires: 5/30/2020  
Change Password

Home    About    Reports    **MAP Local**    MAP Trends    MAP Rankings    MAP Analyst    Admin

### NIC MAP Local

Use the NIC MAP Local to find seniors housing properties. Once you find a property, you can view and download detailed property reports, find comparable properties and compare performance to county and metro benchmarks. Results are limited by the Metro areas available for your subscription.

Property Search    Address Search    My Portfolios

**i** Properties must meet all criteria to be in results

Geography	Property Type	Age (years)	Profit Status
State All States	<input checked="" type="checkbox"/> Majority IL	<input checked="" type="checkbox"/> < 2	<input checked="" type="checkbox"/> For Profit
Your Metro(s) All My Metros	<input checked="" type="checkbox"/> Majority AL	<input checked="" type="checkbox"/> 02 - 10	<input checked="" type="checkbox"/> Non Profit
Zip Code(s) (separate by comma)	<input checked="" type="checkbox"/> Majority NC	<input checked="" type="checkbox"/> 10 - 17	
	<input type="checkbox"/> CCRC	<input checked="" type="checkbox"/> 17 - 25	
		<input checked="" type="checkbox"/> 25+	

Search    Reset

Property Type	Total Units	Segments	Property Name	Address	City	State	Zip	Owner/Operator	Status
No data to display									

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Source: NIC MAP Data & Analysis Service; Sample Data Represented.

If you use “Property Search”, you can search by state, metro or in a zip code. You can further define your search by property type, age of property and/or profit status. Please note that all criteria you select must be met in order to return result(s). You should generally aim to return a group of properties that are near and/or the same type from which you can conduct analysis.

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### NIC MAP Local

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Property Search Address Search My Portfolios

**i** Properties must meet all criteria to be in results

Geography	Property Type	Age (years)	Profit Status
State All States	<input type="checkbox"/> Majority IL	<input checked="" type="checkbox"/> < 2	<input checked="" type="checkbox"/> For Profit
Your Metro(s) All My Metros	<input checked="" type="checkbox"/> Majority AL	<input checked="" type="checkbox"/> 02 - 10	<input checked="" type="checkbox"/> Non Profit
Zip Code(s) 21401 <small>(separate by comma)</small>	<input type="checkbox"/> Majority NC	<input checked="" type="checkbox"/> 10 - 17	
	<input type="checkbox"/> CCRC	<input checked="" type="checkbox"/> 17 - 25	
		<input checked="" type="checkbox"/> 25+	

Search Reset

Property Type	Total Units	Segments	Property Name	Address	City	State	Zip	Owner/Operator	Status
No data to display									

Source: NIC MAP Data & Analysis Service; Sample Data Represented.

When you have selected your filter(s), hit search. In the example below we searched for, and returned all majority AL properties in zip code 21401. From here you can select one of the properties from which to conduct analyses by clicking on the property name.

### NIC MAP Local

Use the NIC MAP Local to find seniors housing properties. Once you find a property, you can view and download detailed property reports, find comparable properties and compare performance to county and metro benchmarks. Results are limited by the Metro areas available for your subscription.

Properties must meet all criteria to be in results

Geography	Property Type	Age (years)	Profit Status
State All States	<input type="checkbox"/> Majority IL	<input checked="" type="checkbox"/> < 2	<input checked="" type="checkbox"/> For Profit
Your Metro(s) All My Metros	<input checked="" type="checkbox"/> Majority AL	<input checked="" type="checkbox"/> 02 - 10	<input checked="" type="checkbox"/> Non Profit
Zip Code(s) 21401 <small>(separate by comma)</small>	<input type="checkbox"/> Majority NC	<input checked="" type="checkbox"/> 10 - 17	
	<input type="checkbox"/> CCRC	<input checked="" type="checkbox"/> 17 - 25	
		<input checked="" type="checkbox"/> 25+	

Search Reset

4 Records Found.

Property Type	Total Units	Segments	Property Name	Address	City	State	Zip	Owner/Operator	Status
Majority AL	84	AL,MC	<a href="#">Annapolitan Care Center, The</a>	84 N Old Mill Bottom Rd.	Annapolis	MD	21401	Elder Choice	Open
Majority AL	77	IL,AL	<a href="#">Atria Manresa</a>	85 Manresa Drive	Annapolis	MD	21401	Atria Retirement and Assisted	Open
Majority AL	64	MC	<a href="#">Somersford Place - Annapolis</a>	2717 Riva Road	Annapolis	MD	21401	Somersford Corp	Open
Majority AL	72	AL,MC	<a href="#">Sunrise of Annapolis</a>	800 Bestgate Rd.	Annapolis	MD	21401	Sunrise Senior Living	Open

After you click the property name, a new page with that property will load. Address, website, age and inventory information are displayed in the property facts and inventory boxes. The subject property and comparable properties are displayed on an interactive map to the right.

### Annapolitan Care Center, The

#### Property Facts

84 N Old Mill Bottom Rd. Annapolis, MD 21401-5418  
 Website Unknown  
 Elder Choice  
 Rent  
 For Profit - Opened 12/1/1995

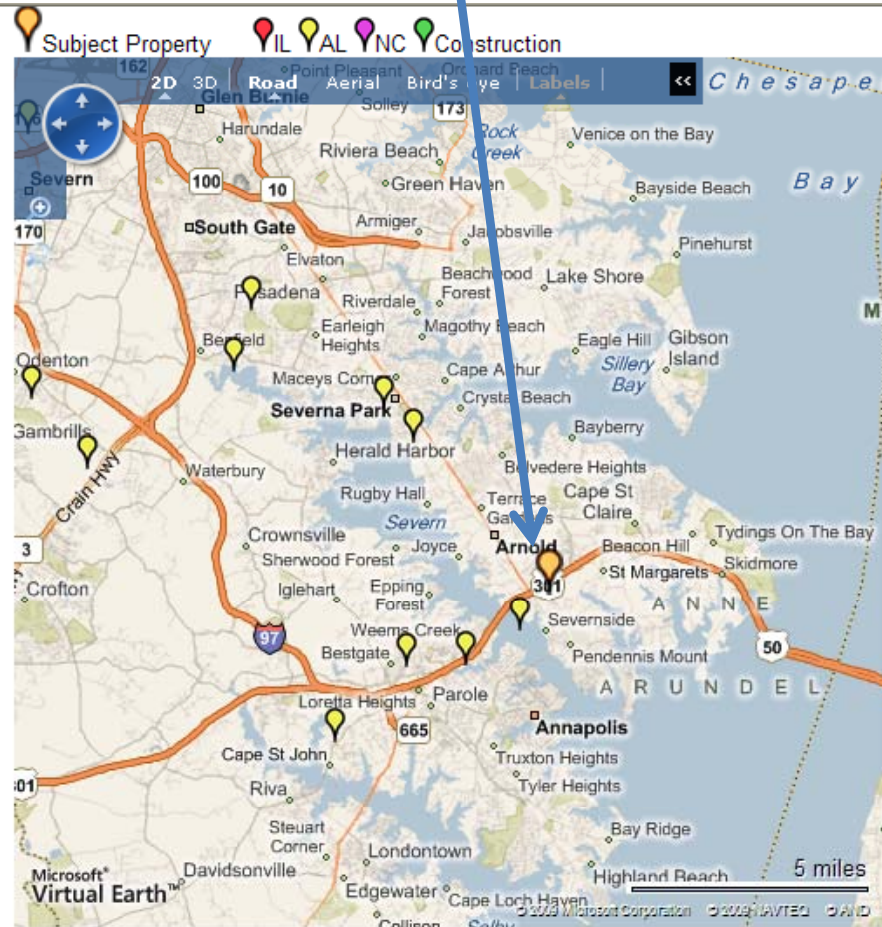
#### Inventory

Segment	Room	Units	Open Date
Assisted Living	Studio	60	12/1/1995
Dementia Care	Studio	24	12/1/1995

#### Reports

Performance Report (use checkboxes below)   
 Demographics  
 Competitive Supply (xls)

Show Majority AL only within



On the same page and at the bottom, the comparable properties will display in a table. These are the properties you will include in the NIC MAP Performance Report. You can filter by distance, expand the property types by un checking “Show Majority AL only”, or by checking individual properties.

Show Majority AL only within **15 miles**

Construction Properties

Status	Property Type	Property Name	City	State	Zip	Segments	Total Units	Payment Method	Owner/Operator
No data to display									

Comparable Properties

#	Property Type	Property Name	Address	City	State	Zip	Segments	Total Units	Payment Method	Owner/Operator	Age
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Atria Manresa</a>	85 Manresa Drive	Annapolis	MD	21401	IL,AL	77	Rent	Atria Retirement and Assisted	11
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Baywoods Of Annapolis</a>	7101 Bay Front Drive	Annapolis	MD	21403	AL,NC	51	Entrance Fee	CRSA Management, LLC	6
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Heartlands at Severna Park</a>	715 Benfield Road	Severna Park	MD	21146	AL,MC	77	Rent	Five Star Quality Care Inc	11
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Kris-Leigh Assisted Living</a>	1032 Annapolis Road	Gambrills	MD	21054	AL	32	Rent	Individual	9
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Kris-Leigh Catered Living at Cypress Cove</a>	831 Ritchie Highway	Severna Park	MD	21146	AL	52	Rent	Individual	3
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Morningside House Of Friendship</a>	7548 Old Telegraph Rd	Glen Burnie	MD	21076	AL,MC	65	Rent	Morningside Management, LLC	10
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Regency Park Assisted Living</a>	730 MD Route 3 South	Gambrills	MD	21054	AL,MC	43	Rent	Regency Park ALF, LLC	10
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Somerford Place - Annapolis</a>	2717 Riva Road	Annapolis	MD	21401	MC	64	Rent	Somerford Corp	8
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Woodward Estate</a>	14997 Health Center Dr	Bowie	MD	20716	AL	80	Rent	Summerville Senior Living	12
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Sunrise of Annapolis</a>	800 Bestgate Rd.	Annapolis	MD	21401	AL,MC	72	Rent	Sunrise Senior Living	13
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Sunrise of Severna Park</a>	43 W McKinsey Road	Severna Park	MD	21146	IL,AL,MC	155	Rent	Sunrise Senior Living	12
<input checked="" type="checkbox"/>	Majority AL	<a href="#">Assisted Living Well Compassionate Care, LLC</a>	271 West Pasadena Rd	Millersville	MD	21108	AL,MC	32	Rent		2

Source: NIC MAP Data & Analysis Service; Sample Data Represented.

Once you have selected the comparable properties you would like to include in the Performance Report, you are ready to run analyses. In the “Reports” box, you have three selections to choose from. We will show “Demographics” first, “Competitive Supply” next and “Performance Report” third.

**Annapolitan Care Center, The**

**Property Facts**

84 N Old Mill Bottom Rd. Annapolis, MD 21401-5418  
 Website Unknown  
 Elder Choice  
 Rent  
 For Profit - Opened 12/1/1995

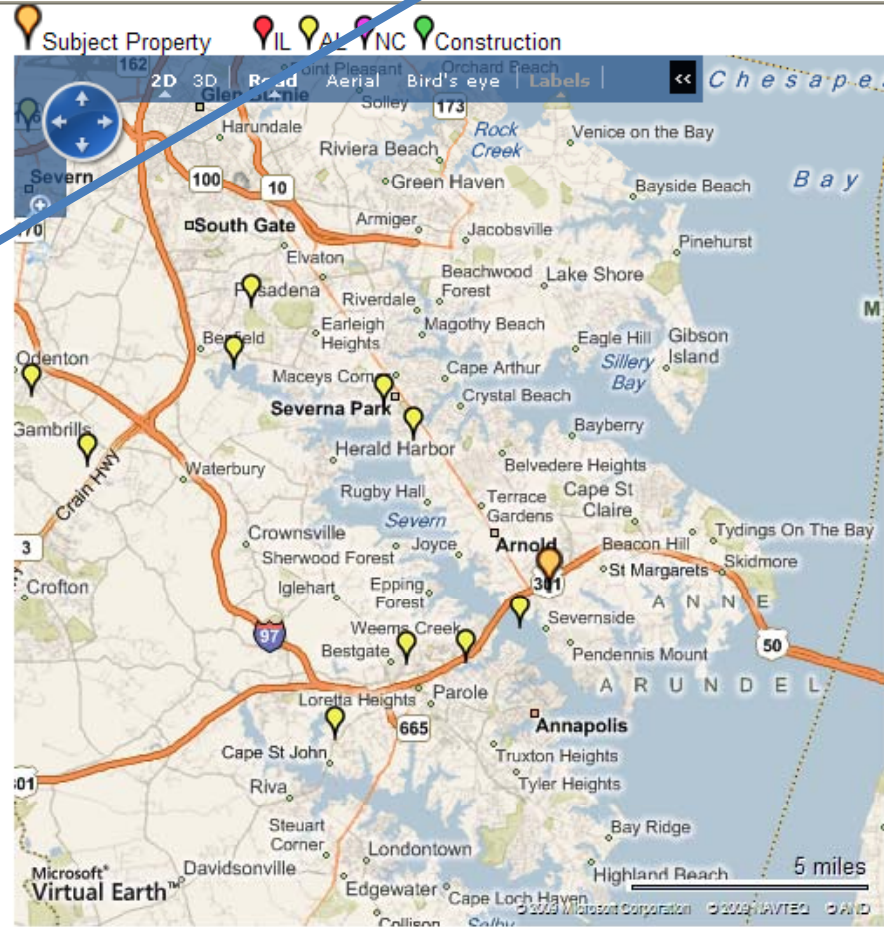
**Inventory**

Segment	Room	Units	Open Date
Assisted Living	Studio	60	12/1/1995
Dementia Care	Studio	24	12/1/1995

**Reports**

- Performance Report (use checkboxes below) i
- Demographics
- Competitive Supply (xls)

Show Majority AL only within 15 miles Refresh Comps



The demographics link will pull up demographic information centered around the subject property. Demographics are provided for the 45-64, 75+ and 85+ households for 5 and 10 miles around the property, as well as county and MSA. You can also run custom cohort demographics in the below box.

[← Back to Property Details](#)

**Annapolitan Care Center, The**

Age	5 mile ring			10 mile ring			County			Metro		
	45-64	75+	85+	45-64	75+	85+	45-64	75+	85+	45-64	75+	85+
# Households	14,940	2,794	657	42,364	8,289	1,741	81,773	15,247	15,247	423,924	100,194	100,194
Growth Rate	0.8%	2.0%	3.7%	1.0%	2.4%	3.9%	1.5%	2.3%	4.2%	1.4%	0.9%	2.7%
% of Total Households	43.4%	8.1%	1.9%	45.0%	8.8%	1.9%	42.3%	7.9%	1.7%	40.6%	9.6%	2.5%
Median Income	\$103,324	\$44,675	\$38,317	\$103,922	\$49,399	\$41,534	\$98,514	\$45,584	\$39,112	\$81,207	\$34,214	\$28,743
Average Home Value	\$487,860			\$474,876			Not available			\$245,800		

**Custom Cohort Demographics**

Distance

Min Age

Max Age

Min Income

\$20000	
\$25000	
\$35000	
\$40000	
\$45000	
\$50000	
\$60000	
\$75000	
\$100000	
\$125000	
\$150000	
\$200000	
\$250000	
\$500000	

# of Cohort Households	2,336
Cohort Growth Rate	1.06%
% of Total Households	1.50%
Median Income	\$46,489
Calculation not dependent on selected	

The Competitive Supply link will open a .xls file which will include the comparable properties you selected



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
1	Metro	Property Name	Property Address	City	State	Zip Cd	Phone Number	Lat.	Long.	Year Opened	Primary Payment Type	CCRC Contract Type	Profit Status	Corporate Owner	Total Units	IL Studio	IL 1BR	IL 2BR	IL 3+BR	AL Studio	AL 1BR	AL 2BR	AL 3+BR	MC Studio	MC 1BR	MC 2BR	MC 3+BR
2	Baltimore	Assisted Living Well Compassionate Care,	271 West Pasadena Rd	Millersville	MD	21108	(410)315-8859	39.1	-76.6	2007	Rent		For Profit		32	0	0	0	0	0	16	0	0	0	16	0	0
3	Baltimore	Atria Manresa	85 Manresa Drive	Annapolis	MD	21401	(410)349-9529	39	-76.5	1998	Rent		For Profit	Atria Retirement and Assisted	77	10	1	0	0	62	4	0	0	0	0	0	0
4	Baltimore	Baywoods Of Annapolis	7101 Bay Front Drive	Annapolis	MD	21403	(410)268-9222	39	-76.5	2003	EF	C	Not For Profit	CRSA Management, LLC	51	0	0	0	0	36	9	0	0	0	0	0	0
5	Baltimore	Heartlands at Severna Park	715 Benfield Road	Severna Park	MD	21146	(410)729-1600	39.1	-76.6	1998	Rent		For Profit	Five Star Quality Care Inc	77	0	0	0	0	0	60	8	0	9	0	0	0
6	Baltimore	Kris-Leigh Assisted Living	1032 Annapolis Road	Gambrills	MD	21054	(410)672-3600	39.1	-76.7	2000	Rent		For Profit	Individual	32	0	0	0	0	0	32	0	0	0	0	0	0
7	Baltimore	Kris-Leigh Catered Living at Cypress Cove	831 Ritchie Highway	Severna Park	MD	21146	(410)975-9919	39.1	-76.5	2005	Rent		For Profit	Individual	52	0	0	0	0	52	0	0	0	0	0	0	0
8	Baltimore	Morningside House Of Friendship	7548 Old Telegraph Rd	Glen Burnie	MD	21076	(410)863-0830	39.2	-76.7	1999	Rent		For Profit	Morningside Management, LLC	65	0	0	0	0	16	18	2	0	16	13	0	0
9	Baltimore	Regency Park Assisted Living	730 MD Route 3 South	Gambrills	MD	21054	(410)923-1200	39.1	-76.7	1999	Rent		For Profit	Regency Park ALF, LLC	43	0	0	0	0	6	30	0	0	6	1	0	0
10	Baltimore	Somerford Place - Annapolis	2717 Riva Road	Annapolis	MD	21401	(410)224-7300	39	-76.6	2001	Rent	A	For Profit	Somerford Corp	64	0	0	0	0	0	0	0	0	64	0	0	0
11	Baltimore	Sunrise of Annapolis	800 Bestgate Rd.	Annapolis	MD	21401	(410)266-1400	39	-76.5	1995	Rent		For Profit	Sunrise Senior Living	72	0	0	0	0	10	25	15	0	8	10	4	0
12	Baltimore	Sunrise of Severna Park	43 W McKinsey Road	Severna Park	MD	21146	(410)544-7200	39.1	-76.5	1997	Rent		For Profit	Sunrise Senior Living	155	15	45	12	0	22	18	19	0	12	10	2	0
13	Washington, DC	Woodward Estate	14997 Health Center Dr	Bowie	MD	20716	(301)464-4400	38.9	-76.7	1997	Rent		For Profit	Summersville Senior Living	80	0	0	0	0	50	20	10	0	0	0	0	0

Source: NIC MAP Data & Analysis Service; Sample Data Represented.

The performance report link will open the NIC MAP Performance Report in PDF format. The properties included in the report include the subject property and all comparable properties you selected. Sections include a map with demographics, segment mix, property occupancy rates and segment revenues per unit.

### NIC MAP® PERFORMANCE REPORT

**Subject Property:** Metropolitan Care Center, The  
84 Old Mill Bottom Rd.  
Annapolis, MD 21401

Quarter:	1Q09
Metro:	Baltimore
Submarket:	Anne Arundel
Property Age:	14
Profit Status:	For Profit
Property Type:	Majority AL
Payment Model:	Rent
Property Performance Radius:	15 miles

	5 Mile Radius			10 Mile Radius		
	Age	45-64	75+	85+	45-64	75+
Number of Households	14,940	2,794	657	42,364	8,289	1,741
Cohort Annual Growth(%)	0.8%	2.0%	3.7%	1.0%	2.4%	3.9%
Percent of All Households	43.4%	8.1%	1.9%	45.0%	8.8%	1.9%
Cohort Income	\$103,324	\$44,675	\$38,317	\$103,922	\$49,399	\$41,534
Penetration	4.2%	22.2%	94.5%	3.2%	21.7%	103.1%
Affordability	34.1%	78.8%	91.9%	33.9%	71.3%	84.8%
Median Home Value	\$487,860			\$474,876		

Segment	5 Mile Radius		10 Mile Radius	
	Unit Mix	Unit Mix	Unit Mix	Unit Mix
IL	1.8%	17.8%		
AL	34.3%	21.5%		
MC	3.5%	7.5%		
NC	60%	53.2%		

	Segment Revenue					
	All Properties Occupancy	Inventory	Average Monthly IL Rent	Average Monthly AL Rent	Average Monthly MC Rent	Average Daily NC Rent
Competitive Set	93.8%	800	Protected	\$4,799	\$5,321	Protected
Submarket - Majority AL	92.7%	804	Protected	\$4,810	\$5,273	Protected
MSA - Majority AL	85.6%	3,604	\$2,570	\$4,001	\$5,013	Protected

#### ALL PROPERTIES OCCUPANCY

#### AVERAGE MONTHLY RENT<sup>1</sup>

1. AMR of AL units in Competitive Set

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1

### NIC MAP® PERFORMANCE REPORT

#### COMPETITIVE SUPPLY DIRECTORY

ID	Property Name	Address	IL Units	AL Units	MC Units	NC Beds
1	Sunrise of Severna Park	43 W McKinacy Road Severna Park, MD 21146	72	59	24	0
2	Woodward Estate	14997 Health Center Dr Bowie, MD 20716	0	80	0	0
3	Heartlands at Severna Park	715 Benfield Road Severna Park, MD 21146	0	68	9	0
4	Atria Manresa	85 Manresa Drive Annapolis, MD 21401	11	66	0	0
5	Sunrise of Annapolis	800 Bestgate Rd. Annapolis, MD 21401	0	50	22	0
6	Morningside House Of Friendship	7548 Old Telegraph Rd Glen Burnie, MD 21076	0	36	29	0
7	Somerford Place - Annapolis	2717 Riva Road Annapolis, MD 21401	0	0	64	0
8	Kris-Leigh Catered Living at Cypress Cove	831 Ritchie Highway Severna Park, MD 21146	0	52	0	0
9	Baywoods Of Annapolis	7101 Bay Front Drive Annapolis, MD 21403	0	45	0	6
10	Regency Park Assisted Living	730 MD Route 3 South Gambrills, MD 21054	0	36	7	0
11	Assisted Living Well Compassionate Care, LLC	271 West Pasadena Rd Millersville, MD 21108	0	16	16	0
12	Kris-Leigh Assisted Living	1032 Annapolis Road Gambrills, MD 21054	0	32	0	0

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2

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*If you have any questions,  
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