

Senior Housing Supply Shortage Threatens Industry, Says Jerry Vinci on On The Market

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/EINPresswire.com/ -- The senior housing industry is entering one of the most significant demographic shifts in history, but investors and operators who assume demand alone guarantees success may be overlooking what matters most.

In a recent episode of [On the Market](#) with host Dave Meyer, senior living expert Jerry Vinci explained why the industry's biggest opportunity isn't simply an aging population—it's the growing gap between demand, supply, and operational excellence.

Jerry, founder of [CCR Growth](#) and co-founder of [Nordon Advisory](#), shared that while the "Silver Tsunami" has become a popular phrase, the demographic wave is better understood as a slow-moving glacier. By 2040, the U.S. is expected to have more than twice as many adults over the age of 85 as it does today, creating sustained demand for senior housing for decades to come.



"The demographics are literally handing this industry 20 years of demand," said Jerry. "The operators who build strong demand infrastructure and treat sales, marketing, and the resident experience as one accountable system are the ones who will win."

Despite this long-term demand, Jerry noted that new construction is falling dramatically behind. Current development levels are producing only a fraction of the senior housing units needed to meet future demand, creating significant opportunities for investors willing to understand the complexities of the sector.

During the conversation, Jerry broke down the four primary categories of senior housing—independent living, assisted living, memory care, and skilled nursing—and explained why each requires different operational expertise.



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Unlike traditional multifamily real estate, senior housing depends heavily on business operations. Families often spend months researching communities before making a decision, making marketing, sales processes, and resident experience just as important as the physical real estate itself.

Jerry also warned investors not to rely solely on occupancy numbers when evaluating opportunities. Strong occupancy can mask underlying operational weaknesses, while inefficient lead generation and overreliance on third-party

referral services can significantly reduce profitability.

Instead, Jerry encouraged investors to evaluate whether operators have sustainable systems for generating demand, managing local market competition, and maintaining long-term occupancy growth.

The episode provides a practical roadmap for real estate investors considering senior housing, offering insights into market trends, operational risks, due diligence strategies, and why successful investing in the space requires far more than simply owning the real estate.

Listen to the full episode of On the Market featuring Jerry Vinci at this link:

<https://podcasts.apple.com/us/podcast/senior-living-has-100-more-demand-coming-with-barely/id1615086704?i=1000767370368>

About Jerry Vinci

Jerry Vinci is a senior housing growth strategist and Co-Founder of Nordon, the first independent diagnostics firm built for investors and capital allocators underwriting senior housing. He’s also the Founder of CCR Growth, a demand generation firm that helps operators build predictable, sustainable occupancy.

With nearly 30 years across sales, marketing, and operations, Jerry brings a rare dual perspective to the senior living space. Through CCRG, he’s built the systems that drive census predictability, from the first Google search to move-in day. That work has moved communities from 55% to 100% occupancy in under a year and has extended to diagnostic assessments for multi-site operators managing growing portfolios. Through Nordon, he uses that knowledge to help investors evaluate what traditional diligence misses: whether an asset’s performance is actually sustainable in its market.

He hosts From Leads to Leases, the #1 Senior Living Marketing & Sales podcast on Apple Podcasts. Jerry is a go-to resource for capital groups navigating SHOP exposure, RIDEA

conversions, and the operator-driven returns that define today's senior housing investment landscape.

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