Research on the New Retirement Population
Living Longer, Living Better.

The Consumer of the Future - Published 2013: An analysis of three, major, forward-looking industry research studies: Senior Living for the Next Generation, The American Seniors Housing Association, National Survey of Family Members.
Welcoming the new generation of seniors: Living longer, Living better.

Abundant Living - Successful Aging

For More Information: www.RincondelRio.com or 10450 Rincon Way • Auburn, CA 95602 • 530.269.1046
The coming retirement population has different values, needs, and motivations than generations past. There are evolving attitudes regarding types of interests and the desire to remain physically, mentally, and socially active for as long as possible.

Niche living is the next step in the progression of planned retirement living communities. Stereotypical Florida-type retirement housing has worn out generic formulas. People want value in their housing that includes independence and freedom from worry about long-term medical care.
Survey data shows people educated about CCRCs believe senior living communities offer more opportunities than single-family homes—especially in the areas of personal safety, socialization, and maintaining a healthy way of life. However, they worry about independence. The CCRC of the future must foster stronger feelings of autonomy by becoming a destination that makes it easy to continue a valued lifestyle. Choosing to move should not be need driven at a time of illness or vulnerability, but rather a joyous decision celebrating personal empowerment.
Rincon del Rio is an affinity retirement-living project. We recognize and respect the desire for a unique sense-of-place that lets residents realize retirement freedom. We reject “aged-based formulas” of what retirement should look like—that’s for you to determine. Our job is to simply provide the canvas on which you create your future: A design that incorporates the natural environment on a 215-acre site leaving 80% open space.
Rincon del Rio delivers a high-level of hospitality services incorporating more wellness programs, outdoor interactions, and a broad range of activities that appeal to a variety of resident pursuits.
The next generation wants: State-of-the-art fitness centers, travel, continuing education programs, flexible choices in dining, and buildings customized to emphasize the unique attributes of the locale. *Rincon del Rio* provides all that and much, much more.
Given the evolving nature of consumer desires, CCRCs must be amenable to providing products and services that have not been previously delivered in senior housing. One example is providing more opportunities for interaction with extended family. *Rincon del Rio* provides activities for guests of all ages. We have a concrete plan to encourage inter-generational pursuits and interests. Your grand kids are going to love visiting!
In the next 10 or 15 years, CCRC consumers generally won’t see dramatic changes in senior housing choices because the industry as a whole isn’t geared up to provide the quality services and amenities that promote wellness and successful aging. 

*Rincon del Rio*, however, is uniquely prepared to offer a premium experience inspiring residents and their families to embrace a renewed joy in living.
Sense of Place: Some retirement communities are referred to as “placeless” or “inauthentic.” Placeless landscapes are those that have no special relationship to the locale in which they are situated—they could be anywhere. Besides our unique geographical setting, Rincon del Rio provides authenticity with our own 1950-60’s downtown. While we still have beautiful club houses located throughout the neighborhoods, we have relocated many traditional club house functions to this village setting. The result is more choices, variety, and social interaction for our residents, and better experiences for friends and family of all ages.
The Village Square offers spaces for “spontaneous gatherings” with friends, and opportunities to make new companions in a welcoming and interesting environment. It also allows for interaction with the outside community while providing for most needs (restaurants, shops) within easy walking distance.

Towne Center also provides housing on the upper floors so it’s easy to sit out on a generous patio deck and be included in the activity on the promenade.
Studies show many seniors have no intention of retiring any time soon—maybe not ever. Rincon del Rio is about Successful Aging and Abundant Living. If that means continued employment for you, we want to make that flexible, profitable, and easy. Our state-of-the-art business center provides a place to maintain your professional life in a professional setting. The Village also has convenient overnight lodging and fine dining for your associates.
Farm-to-Fork: *Rincon del Rio* operates our own commercial farm to supply as much on-site food for our restaurants as possible.

Adjacent to the farm are the garden beds for interested residents. Gardening is very social and sprouts more friendships than produce! Nearby is a putting green and fishing pond making this a great gathering spot for all sorts of outdoor activities.
The fresh, healthy food needs a worthy place to be served, so we have a choice of spectacular restaurants for you, your family, and your friends.
Maintenance-Free Lifestyle: Research informs us the Consumer of the Future is not seeking a resort community. The goal of these seniors will not be to escape to a different world. Residents will be attracted by programs and services that enhance their lives in ways to which they’ve become accustomed. They will want to be involved and productive—and needed.

The “me” generation has transformed into the “we” generation. With deep concerns for the well-being of their children, their parents and their communities. Baby boomers are now 10 times more likely to “put others first” (43%) than “put themselves first” (4%).
The unpredictable cost of illness and health care is by far the new retirees’ greatest fear. They want access to a real continuum of care allowing them to live-in-place: Independent stand-alone living through congregate independent or group home, to assisted living, palliative and/or nursing or memory care. The housing at Rincon del Rio is age-defiant (Universal Design) and beautifully designed for living-in-place as time goes by.
All homes and apartments have generous decks or porches. Assisted living is the “small house” model. The innovate memory care unit has an enclosed walking track that simulates a comfortable, familiar setting.
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We’ve done the research, we think we’ve heard you. We would be interested in hearing from you directly. Call for an appointment today. Carol Young, 530 269 1046.
The Consumer of the Future Will:

Check All That Apply To You:

- Be attracted to communities that connect them to the natural environment.
- Desire access to a full continuum of healthcare services.
- Place high importance on wellness, transportation, and technology.
- Expect personalized service packages and activities that are more about life enrichment rather than just passing the time (beyond Bingo).
- View the conveniences of maintenance-free living as affording more time for socializing, exploring new interests, and pursuing lifelong passions.
- Want a residence that encourages connections with the outside community.
- Want to live where they can walk to restaurants, shops, and other attractions.
- Place importance on sustainability within the community.

Is Rincon del Rio Right for You?

Rincon del Rio is revolutionizing senior living by providing products and services not previously delivered in senior housing. We promote an open dialogue with our residents informing us about services and amenities to enhance their lives.

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