

THE TUESDAY
SOURCE
Community Living News



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Does Retirement Living require a significant rethink?

‘YES’ it’s just not fair!

The traditional retirement village business model is facing unprecedented change as consumers can’t justify the ‘unfair’ models in the market today.

New accommodation models are stealing customers earlier in their journey, led by land lease communities with \$1 million homes. **CAPs (Community Apartment Projects) are being pioneered by ex-village executives** and Not For Profits, operators are stealing village managers to build new, intergenerational communities, compounded by significant retirement village regulatory changes undermining the sectors competitive position and customer offer.

We need to adjust to benefit the customer - not just the operator.