

## Senior Housing Expo Returns to Colorado Senior Housing News Article April 8 2016

April 8, 2016 by [Amy Baxter](#)

With one of the most promising segments for senior living, Colorado is quickly becoming a [hotbed](#) for senior housing development, according to industry data. As more baby boomers enter retirement, the national interest in the senior living space continues to grow in the Colorado region and across the nation, due to its active lifestyle appeal, among other factors.

Taking place in the heart of this bustling baby boomer region is the fourth annual [2016 Senior Housing and Care Conference & Expo](#) presented by the Colorado Real Estate Journal and Husch Blackwell LLP. The event returns on April 19, to Englewood, Colorado, which is part of the Denver-Aurora Metropolitan Area.

“One market dynamic that will get considerable attention in the conference is the opportunity presented by our huge proportion of baby boomers,” says Elisabeth Borden, principal, The Highland Group Inc. “Colorado has eight times more people between age 55 and 82 than it does people who are age 83 and above, which is our average move-in age for independent living.”

As the largest gathering of senior housing operators, owners, developers, investors, lenders and other real estate professionals in Colorado, the conference is a can't-miss opportunity.

“There continues to be strong interest in development in Colorado by companies based in other states, particularly regional companies expanding into Colorado,” says Borden. “Existing operators and developers already in this market attend the conference because they are concerned and want to stay informed about what else is in the development pipeline, who the new developers and operators are and what they will offer.”

More than 350 industry professionals are expected to attend.

“It's a great event, not only for networking, but for education as well,” says Jennifer Haynes, partner at Husch Blackwell.

Industry experts leading panels will discuss a variety of topics over the course of the day, including the evolving models in skilled nursing, independent and assisted living. The expo has also switched it up a bit with new panel discussion topics about emerging products that are defining trends across the industry.

“For the first time this year, the conference will have a focus on new models in skilled nursing, with panelists who are active with properties ranging from the Green House model to new sub-acute rehab facilities,” says Borden. “While there is an active development pipeline of new skilled facilities,

many markets in Colorado remain under-served, and there is great opportunity to provide new options to replace obsolete facilities.”

The day will kick off with a broader overview of the current state of the senior housing industry, both on a regional and national scale—critical information for industry partners.

“If you’re in this industry, you want to know what’s going on not only in Colorado but around the country,” says Haynes. “It’s important to anticipate trends and see which way the industry is going. Some of our folks that attend don’t necessarily invest in Colorado but have properties in the region and across the nation.”