

# **Emeritus Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Emeritus Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Emeritus Corp. and its competitors. This provides our Clients with a clear understanding of Emeritus Corp. position in the [Healthcare](#) Industry.

The report contains detailed information about Emeritus Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Emeritus Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Emeritus Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Emeritus Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Emeritus Corp. business.

### **About Emeritus Corp.**

Emeritus Corporation operates senior living communities (communities) in the United States. The company's communities provide residential housing alternatives for senior citizens but also for others, including independent living, assisted living, specialized memory care, and skilled nursing.

As of December 31, 2009, the company operated, or the company had an investment in, 308 assisted living communities, consisting of approximately 27,100 residential rooms or suites (collectively 'units') with a capacity for approximately 32,300 residents. The company's communities are located in 36 states and include 167 owned communities, 105 leased communities, and 36 managed communities. The managed communities include 24 in which the company holds joint venture interests. The company has 201 communities that offer Alzheimer's/dementia (memory care) services with approximately 3,509 units in a mix of both free-standing communities and as an attached wing of its assisted living communities.

### **Resident Services**

The company's assisted living communities offer residents a range of services based on individual resident needs in a supportive 'home-like' environment. The services the

company provides to its residents are designed to respond to their individual needs.

**Basic Services:** All of the company's residents receive basic services that include meals and snacks, social and recreational activities, weekly housekeeping and linen service, apartment maintenance, a 24-hour emergency response system, and transportation to appointments and excursions. The company makes available licensed nurses to evaluate the residents' care needs and promote wellness.

**Assisted Living Services:** The company's residents may purchase additional services based on the recommended level of care or assistance required for the activities of daily living (ADLs), which are dining, bathing, dressing, grooming, and personal hygiene. In addition to assistance with ADLs, the company also provides assistance with medication management, recreational activities and social support, behavior modification and management, diabetes management, and other simple treatments.

**Memory Care Program:** Memory Care program to meets the health, psychological, and social needs of its residents diagnosed with Alzheimer's or related dementia.

**Financial Services:** The company helps seniors meet their financial needs by partnering with senior financial solution providers such as:

**Elderlife Financial Services (Elderlife):** Elderlife provides lines of credit to help prospective residents pay for the company's services. An Elderlife Line of Credit provides seniors and their families an alternative way to finance senior living.

**Life Care Funding Group:** The Life Care Funding Group helps prospective residents raise funds to pay for the company's services through the life settlement market.

## Management Activities

The company provides management services to independent and related-party owners of assisted living communities. The company managed 36 communities, as of December 31, 2009. Of the 36 managed communities, 24 are owned by joint ventures in which the company has an interest, eight are owned by a third party, and four are owned by various entities.

## Joint Venture

The company, in January 2010, entered into a joint venture agreement with an affiliate

of Blackstone Real Estate Advisors VI, L.P. (Blackstone), pursuant to which the company, Blackstone and Columbia Pacific formed a joint venture that would operate under the name of BRE/SW Portfolio LLC (the 'Sunwest Joint Venture').

## Competition

The company's publicly traded competitors include Brookdale Senior Living Inc., Sunrise Senior Living, Inc., Five Star Quality Care, Inc., Capital Senior Living Corporation, and Assisted Living Concepts, Inc.

## History

Emeritus Corporation was founded in 1993.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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