

**BAI MARKET PROFILE – MARCH, 2011**  
**Southfield, Oakland County, Michigan (Zip Codes 48033 and 48034)**

**Demographic Profile**

	<i>2010</i>	<i>2015</i>
Total Population	30,898	30,369
75+ Population	2,762	2,729
75+ Households	2,131	2,085
75+ Household w \$50,000+	395	368

**Existing Retirement Communities**

<i>Name/Web Site (Owner)</i>	<i>Number of Units</i>	<i>Year Opened</i>	<i>IL Price Range</i>
American House – Southfield www.americanhouse.com (American House)	IL: 197	2001	1BR \$1,500 - 2BR \$1,750 \$1,650 - \$1,850
Fountains of Franklin www.watermarkcommunities.com (Watermark Community)	IL: 199 AL: 121 ALZ: 20	1977	1BR \$1,700 - 2BR \$2,050 \$2,200 - \$2,550
Franklin Terrace No website (Individual)	IL: 86 ALZ: 12	1979	Studio \$1,500 1BR \$1,725 2BR \$2,000
The Heatherwood http://heatherwoodretirementliving.com (Capital Senior Living)	IL: 157	1986	Studio \$1,195 1BR \$1,590 2BR \$1,995
Heritage of Southfield www.brookdaleliving.com (Brookdale Senior Living)	IL: 180 AL: 35	1999	Studio \$1,795 1BR \$2,700 - 2BR \$3,700 \$3,995 - \$4,025
Park at Trowbridge www.horizonbay.com (Horizon Bay Senior Living)	IL: 297	1989	Studio \$1,700 1BR \$1,750 - 2BR \$1,800 \$2,100 - \$2,300

*Source: Claritas and Melissa.data*