



MOM'S HOUSE HOME STUDY COURSE

CHAPTER FIVE

Full Certification Program Available

APPLICATION LINK

Chapter Five

You know the thing about the real estate business that you learn is that you've probably been buying houses from seniors for a long time. I mean, they're really the people that are selling houses that are typically dated and need to be updated. And so what you'll find is that even though you deal a lot with the adult children of the seniors, that you're still dealing with humans who have basic needs that you and I do today.

Today, we don't think about our mobility very much until you lose it. You don't think about not being able to bathe yourself, not being able to remember to take your pills. The simple things in life that we take for granted, you are now dealing with your parents, the people that gave you everything, and now you're helping them with their end of life care.

In the United States, we value youth. You can look at any advertisement anywhere, and you'll see that we value youth. In the United States, we have senior living communities, which is where we put our parents for their end of life care. In China and India and other places that have most of the population of the world, they don't have senior living communities, and the reason why is that they bring those elderly people into their home. And so it's a very American thing to not value being old.

Now I'm being stereotypical when I say these things, so it's not everyone. You probably love your grandma and would do anything for her or love your mom and you'd do anything for her. But we, in our American society, don't value old age like other parts of the world. And so I say this just to let you know that we're still dealing with humans, right?

You're young today, but tomorrow you'll be old. And so the same wants and desires that you have today are going to be with you even when you're 85 years old. So when you get from the real estate industry into the senior living industry, you want to be able to talk how they talk, be able to know ...

If I haven't stressed this enough... you're there to build trust with them.

Once they trust you that you're a good person that's there to help, then all the leads will be open to you. But until you get past that, they look at you as someone that might be predatory towards seniors.

The thing that we have to do as real estate investors is to help them understand that we buy houses that need to be updated. We base our offers on what the house is going to become, not what it is today necessarily. As a result, knowing how to talk to the people in this industry is a big part of our certification class.

This is 100% about the trust factor, and our fear with Mom's House is that these leads are so valuable, we know that, but they're not for everyone.

What I mean by that is some real estate investors...

- Don't have good ethics.
- Don't have a good moral compass.

We really want to work with the best, people that care about others.

So this age group of seniors that's growing, one thing that you'll learn about is the ratio of men to women. You'll start to hear interesting statistics like, if you're a man who moves into senior living, you're actually outnumbered by women at a ratio of seven to one. So if you've ever wanted to be the belle of the ball, just be a man in senior living.

There's seven women for every one man.

And there's a million reasons why.

Men don't live as long and we don't take our health as seriously as women do and women just live longer. And so the ratio is actually seven to one.

We talked a little bit earlier about things you shouldn't say, things that you can say. The reason why we talk about things, why they're so important is because if you say it the wrong way, they're going to know you're not in the industry and we want them to know you're in the senior living industry, just as much as you are in the real estate industry, is that you're there to help that senior.

some of the things I mentioned before are that they don't call them diapers anymore. They call them sanitary napkins. They don't call them nursing homes anymore. They call it communities. They don't use the word facility because it sounds too cold.

Just imagine yourself later in life, right?

The things that you like to do, if you don't have the ability to do those anymore, what is your life going to be like? If you can't feed yourself? If you can't have the relations that you do with your wife anymore..

When you're in this industry long enough, you're going to hear some pretty crazy stories. And one of them, I've got a friend that she runs a nice senior living community in St. Louis and two of the seniors, a man and a woman broke into the hot tub late at night, they were doing what they were doing in the hot tub. And the man actually had a heart attack on the woman. He died from the heart attack and she died from drowning.

Why do I tell you this story? It's just to show you that they're people just like us, these seniors that we deal with are humans just like us. And imagine being that senior living person that had to call up that family and tell them that their grandmother or mother had died, because she drowned in a hot tub while having fun relations with a man.

I mean, that's because these are people...

We're dealing with real humans.

These are the real stories that we hear. You know, there's some crazy stats out there too, that you'll hear. One of the saddest ones that's there is that 60% of people that live in senior living, six out of ten, never have a visitor. So basically they've outlived everyone that they know, and no one comes to visit them.

So you say to yourself... and these are probably things you haven't even thought about yet... What happens if you're not getting the care that you deserve? If no one comes to visit you, you can't tell your nephew or your son or your wife or whoever your next of kin would be that you're having this bad care?

Six out of ten have this.

So what they've created is a program called the Ombudsman.

Ombudsman, it's a funny word, but the Ombudsman Program is designed to be a liaison between the person that lives in senior living that doesn't have a voice to be able to say, "Hey, I would like to have better care." "Here's my problem. Can you help me?"

So they're kind of like an outside... maybe a good word is, like an arbitrator. They're like an arbitrator that helps work with the senior living community to help that person living in senior living to have a voice. How important it is to know that you're not trapped in senior living, right? You think about your life today, your friends, family, everybody's around you and life is great. And then one day you're sitting in a rocking chair in the senior living, and no one comes to visit you and you're not getting the care you want. And who can you talk to?

We don't think about our lives like that because it hasn't happened to us today, but it's way more prevalent than you think.

We bring all this up just to let you know that what we do with real estate is super important. It's not just the end of life care. You're trying to get them the best care that they can have. So the thing that we do really helps this family.

The next thing we're going to talk about is his Mom's health and the emotional stress that goes on the family during these times.

These are some of the hardest times that families deal with.

And next, we're going to talk about the emotional state of the family.