



Arick R. Morton

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Data-Backed Insights to Navigate the Senior Housing Asset Class

Arick Morton is the CEO of NIC MAP, the senior housing industry's most trusted source of market-level data and analytics. With more than two decades of experience at the intersection of real estate, capital markets, and demographic change, Arick translates complex market data into clear, actionable investment insight.

Under his leadership, NIC MAP has transformed how institutional investors, developers, lenders, and operators leverage historical performance data and property-level visibility to validate underwriting assumptions. By introducing AI technology to enhance market insights and expanding access to 20+ years of standardized performance reporting, Arick has helped reframe senior housing from a misunderstood niche into a long-term growth asset class driven by fundamentals that outperform traditional real estate cycles.



Core Speaking Themes & Expertise

Arick challenges conventional real estate models and legacy assumptions, bringing a candid, data-backed perspective to every engagement. His speaking topics focus on:

Capital Allocation and the Investment Gap:

How senior housing's distinctive fundamentals contribute to its position as a compelling asset class for long-term, demographic-driven growth.

Supply, Demand, and Occupancy Trends:

Using historical trend validation and standardized reporting to evaluate competitive risk across care types.

AI Integration in Senior Living:

How operators and investors can embrace AI technology to streamline benchmarking and uncover market opportunity gaps.

Sector-Specific Portfolio Strategy:

Moving beyond generic CRE platforms to leverage trade area analysis and transaction-backed insights for robust development and acquisition underwriting.

Notable Speaking Engagements

Arick is a sought-after voice for industry-leading events and financial media, providing critical context on senior housing market dynamics.

Notable Keynotes & Conferences:

NIC Conferences: Data and Analytics Conference Keynote (2023), Growth Conference (2025), Spring & Fall Conferences (2025, 2026)

LeadingAge: Minnesota Technology Conference Keynote (2024), Annual Meeting (2025) - The Senior Living Imperative: Prepare for Sustained Growth

Argentum: Senior Living Executive Conference (2025, 2026) - Let the Data Lead the Way: What the Senior Housing Supply and Demand Gap Means for Your Growth Strategy, Public Policy Institute (2025)

RETCON (2025): Senior Housing Market Outlook & Reasons for Investor Optimism

Media Highlights:

Bloomberg: Contributor on Wall Street Week

Bridge the Gap Podcast: Frequent guest covering topics including Why Operators Should Embrace AI, Senior Housing Capital and Growth Outlook, and Quarterly Market Recaps.

Wall Street Journal: Contributor on senior housing topics

Institutional Real Estate, Inc.: Contributor on senior housing topics

Commercial Property Executive/Multi-Housing News: Quarterly provider of senior housing data and analytics

Bloomberg

WSJ

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MarketWatch

CRE MARKETBEAT

Professional Background & Affiliations

Arick's deep industry involvement ensures his presentations are grounded in current operational and investment realities.

Current Board Roles: Argentum Board of Directors, ASHA Advisory Board

Industry Memberships: NAIOP, Argentum, ASHA, CRE Finance

Awards: GlobeSt. Senior Housing Influencer

Education: MBA, Harvard Business School | BA, UNC-Chapel Hill

Speaking Engagement Inquiries

To discuss speaking opportunities, panel participation, or keynote availability, please contact: Joel@prevostpartners.com



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