LCS®

How to Modernize Your Senior Living Community and Create a New Revenue Stream

Why It Matters

Today's residents expect strong Wi-Fi, streaming access, and easy connectivity. These are now standard expectations during tours, not nice to haves. Families want technology that keeps loved ones connected, and communities that deliver it are standing out.

Modernization is not just about upgrading systems. It is about delivering a better resident experience while unlocking real financial upside for your organization. Research from the **National Investment Center for Seniors Housing and Care (NIC)** shows that boomers increasingly expect senior living communities to provide modern amenities such as high-speed internet, technology enabled environments and connected services as part of the overall value proposition.

Turning TV and Internet into Profit

At one senior living campus with independent living (IL), assisted living (AL), skilled nursing, and memory care, IL residents were paying around $120 per month for their own TV and internet service. That represented a missed opportunity.

CSS partnered with the community to offer DIRECTV through a centrally managed program. IL residents paid just $60 per month, while the community purchased services at a wholesale rate of $30 per unit. That shift alone created approximately $2,500 in new monthly net revenue from television services in IL. In assisted living, the community extended the same $60 monthly rate, adding additional top line revenue.

The model worked because everyone benefited. Residents paid significantly less than before, received upgraded service, and no longer had to manage individual accounts or installation hassles. For the community, a former expense category became a predictable recurring revenue stream.

This same approach can be applied to managed Wi-Fi services, creating a property wide technology platform that improves satisfaction while unlocking meaningful new income.

Why This Works

Today's older adults are more digitally engaged than ever before.

According to **AARP Research**, technology use and adoption among older adults continues to rise sharply, including significant growth in smartphone ownership and everyday technology usage across adults aged fifty plus.

In parallel, research from the **National Investment Center (NIC)** confirms that boomers increasingly expect senior living communities to provide modern amenities such as high-speed connectivity, digital infrastructure, and technology enabled services as part of their decision-making process.

Industry sentiment aligns with this shift. The **AlineOps 2025 State of Senior Living Survey** highlights that operators are increasingly prioritizing technology investment as a core strategy for improving resident experience, supporting operations, and strengthening competitiveness.

Investing in services such as managed Wi Fi, DIRECTV, and modern communications platforms directly improves daily life for residents while supporting a financially sustainable operating model for senior living providers.

Want to Learn More?

To explore how this model could work for your organization, contact your LCS Group Purchasing Representative to get connected with trusted partners such as CSS.

References

1. **AARP Research** – Tech Use and Adoption Keeps Surging Among Older Adults (December 8, 2025)
   https://www.aarp.org/pri/topics/technology/internet-media-devices/2026-technology-trends-older-adults/
2. **National Investment Center (NIC)** – Adapting to Changing Consumer Preferences: A Boomer's Perspective in Senior Living (June 6, 2024)
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3. **AlineOps** – 5 Key Trends From the 2025 State of Senior Living Survey (May 8, 2025)
   https://alineops.com/blog/2025-state-of-senior-living-survey-recap/