EPIC Senior Living

Report

2026 Senior Living Insurance Market Mid-Year Report

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> *A more competitive insurance market is giving senior living operators greater negotiating power, enabling well-prepared organizations to secure broader coverage, improved terms, and better pricing.*


Walter Constantine
Practice Leader


Jim Staed
Vice President

An improving insurance market was one of the biggest bright spots identified in EPIC's 2026 Senior Living Outlook. Six months later, increased carrier competition is creating more opportunities to reduce costs, enhance coverage, and negotiate better terms for organizations with strong loss performance and disciplined operations.

That shift comes as senior living operators continue adapting to strong demand and limited new supply. Second-quarter occupancy reached 89.9%, while annual inventory growth remained just 0.4%, prompting many organizations to expand services, evaluate acquisitions, and rethink staffing strategies.[1]

Those decisions can strengthen long-term performance, but they also introduce new risks that require thoughtful planning and execution. Organizations that manage those risks well are in the strongest position to capitalize on today's insurance market.

This is not a market for passive renewals. Operators should begin the renewal process early, provide complete underwriting information, and create competition among carriers to secure the strongest combination of price, coverage and terms.

Mid-Year Market Snapshot*

Conditions vary by coverage line, but the overall trend is that buyers have more leverage than they've had in several years. Use this snapshot as a starting point for renewal planning and discussions with your broker.

Coverage	Expected Premium Rate Direction H2 2026
Property — Non-CAT	-3% to +3%
Property — CAT-exposed	0% to +10%
General & Professional Liability	-5% to +5%; (0% to 10% for heavy skilled care)
Excess Liability	0% to +5%
Commercial Auto	+5% to +10%, with flat possible
Management Liability	-5% to +5%
Cyber	-5% to +5%
Workers' Compensation	-10% to flat

*Actual results depend on loss history, geography, operations, carrier appetite, program structure, and the quality of the renewal submission.

PROPERTY: RELIEF HAS ARRIVED FOR THE RIGHT RISKS

2026 Outlook Expectation

The Outlook anticipated modest property relief, particularly for organizations outside catastrophe-prone regions, though high deductibles were expected to remain.

Mid-year reality

That expectation has largely materialized. Non-catastrophe-exposed organizations are commonly seeing results between a 3% decrease and a 3% increase, with reductions available for well-managed portfolios.

Carriers continue to require accurate replacement-cost valuations and appropriate deductibles, particularly for blanket property programs - which cover multiple buildings under a single limit – where insurers expect every building to be accurately valued.

Convective storm areas affected by hail, tornadoes, and severe winds remain under scrutiny, as do properties in hurricane- and wildfire-prone regions. That said, a lighter hurricane and wildfire season over the past year has eased pressure on insurers, so retail and specialty organizations have more options than they did one or two years ago.

Underwriters continue to focus heavily on internal water losses, making sprinkler maintenance, water sensors, and documented inspection programs important differentiators for well-managed organizations.

Operator takeaway:

- Begin renewals early
- Confirm property values, including for recently acquired assets
- Document maintenance and loss-prevention efforts

GENERAL AND PROFESSIONAL LIABILITY: QUALITY OF CARE DRIVES RESULTS

2026 Outlook Expectation

The Outlook connected rising occupancy and resident acuity with greater liability exposure, and predicted that assisted living and independent living with favorable loss histories would see increased insurance options, while skilled nursing would remain more cautiously underwritten.

Mid-year reality

Liability insurance remains competitive, with rates commonly ranging from a 5% decrease to a 5% increase. More carriers are pursuing senior living and human services business than they were two years ago.

Organizations with favorable loss histories and strong operational controls continue to benefit from increased competition among carriers. Underwriters are paying close attention to hiring and retention, regulatory performance, resident safety, documentation, and quality of care.

While home- and community-based providers benefit from the favorable liability market, their greater vehicle exposure and decentralized care model place additional emphasis on commercial auto, documentation, and clinical oversight.

Skilled nursing remains more challenging, with rates ranging from flat to a 10% increase. Staffing shortages, reimbursement pressure, and high resident acuity continue to affect profitability and insurability, with memory care in particular drawing scrutiny from underwriters concerned about nuclear verdicts.

Operator takeaway:

- Document resident safety and quality initiatives
- Highlight staffing and retention improvements
- Present a complete picture of operational performance at renewal

EXCESS LIABILITY: MORE AVAILABLE COVERAGE, CONTINUED CAUTION

2026 Outlook Expectation

Continued growth, acquisitions, and increasingly complex resident populations would make adequate liability limits more important. Excess pricing was generally expected to follow the direction of the primary liability market.

Mid-year reality

The excess market is improving alongside primary liability coverage. Limits of up to $5 million are readily available to many organizations, though higher limits typically require creating a coverage tower with multiple insurance policies.

Excess underwriters remain especially cautious because they focus on the industry's largest claims. Nuclear verdicts involving auto accidents, memory care, and severe resident injuries continue to shape underwriting decisions. For-profit operators may receive additional scrutiny around punitive damages and ownership structure, especially when private equity or large real estate investors are involved.

At the same time, coverage enhancements are becoming more attainable––including defense outside the limits––which allows legal expenses to be covered without reducing available policy limits. Broader abuse coverage may also be available for favorable risks, particularly independent living organizations.

Operator takeaway:

- Reevaluate whether current liability limits are adequate amid recent growth or changes in resident population
- Explore additional capacity and coverage options
- Test the market before renewing

COMMERCIAL AUTO: TRANSPORTATION REMAINS A DIFFICULT EXPOSURE

2026 Outlook Expectation

Commercial auto would remain one of the industry's most challenging coverage lines, with rates continuing to rise because of nuclear verdicts and sustained claims severity.

Mid-year reality

Commercial auto remains a stressed coverage, with increases typically ranging from 5% to 10%. Flat results may be available for those with limited fleets and infrequent driving.

Senior living communities that transport residents periodically for shopping, appointments, or outings tend to have more policy options than organizations with employees driving throughout the day. Home- and community-based care remains harder coverage to place because caregivers regularly travel between locations, often in personal vehicles.

Hired and non-owned auto risk is also under scrutiny. Carriers want to understand how an organization verifies personal insurance, reviews motor vehicle records, qualifies drivers, and responds to unsafe behavior. Monoline auto placements remain difficult, especially when the carrier has no opportunity to write other parts of the account.

Operator takeaway:

- Review driver qualification and screening practices
- Invest in driver safety training and fleet safety programs
- Document risk management improvements before renewal

MANAGEMENT LIABILITY: WORKFORCE CLAIMS REMAIN THE PRESSURE POINT

2026 Outlook Expectation

Management liability would remain a soft market, with strong competition among carriers creating opportunities for favorable pricing and terms despite ongoing organizational change.

Mid-year reality

Generally, management liability insurance remains soft, with rates ranging from a 5% decrease to a 5% increase. Directors and officers coverage has relatively limited claims activity, particularly for nonprofit organizations. Crime coverage is also generally stable, with theft of property the most common concern.

Employment practices liability is the exception. Discrimination, wage-and-hour, and other workforce claims remain elevated. Senior living employers continue to operate in a difficult labor environment, where vacancies, uneven experience levels, and wage pressure can contribute to disputes. Even a claim that ultimately lacks merit can generate significant defense costs.

Operator takeaway:

- Review governance and employment practices, especially amid M&A activity or leadership changes
- Update board and leadership risk information
- Benchmark coverage before renewing

CYBER: FAVORABLE PRICING STILL REQUIRES STRONG CONTROLS

2026 Outlook Expectation

The cyber market would remain open to new insureds, even as the growing use of AI, electronic health records, connected devices, and other digital care tools increases organizations' exposure.

Mid-year reality

That prediction has largely held. Cyber coverage options have expanded, and pricing remains favorable (5% decrease to a 5% increase). Underwriting has become less scrutinized as multi-factor authentication and other basic controls become standard.

The threat environment continues to evolve. While large ransomware attacks have become more difficult to execute against organizations with stronger controls, social engineering and smaller attacks remain active threats, particularly for providers handling medical records. Organizations handling medical records remain especially exposed because of the value and sensitivity of the data they maintain.

Operator takeaway:

- Strengthen core cybersecurity controls
- Document security improvements before renewal
- Reevaluate cyber coverage as new technology and monitoring tools are added

WORKERS' COMPENSATION: THE MARKET'S STRONGEST OPPORTUNITY

2026 Outlook Expectation

Workers' compensation would remain one of the most competitively priced policies, while workforce shortages, retention challenges, and wage pressure would continue to shape senior living operations throughout 2026.

Mid-year reality

Workers' compensation has become one of the most favorable areas of the senior living insurance market, with rates ranging from a 10% reduction to flat. It is the softest workers' compensation environment the sector has seen in nearly a decade.

Traditional carriers, captives, and alternative risk programs continue competing aggressively for senior living organizations with strong safety performance and favorable claims histories. Organizations that invested in employee safety, training, injury prevention, and return-to-work programs may now see those efforts reflected in lower premiums, presenting an opportunity to reinvest savings directly into workforce initiatives.

The opportunity is especially significant for employers who have improved their Experience Modification Factor (MOD). Organizations that have reduced their MOD may benefit from both improved claims performance and today's competitive market.

Operator takeaway:

- Invest in employee safety and training
- Strengthen return-to-work programs
- Share positive claims trends at renewal

DON'T PASS UP THE OPPORTUNITY TO IMPROVE YOUR COVERAGE

At the beginning of the year, the question was whether softer insurance conditions would create meaningful opportunities for senior living operators. By mid-year, the answer is yes.

The opportunity is no longer theoretical. The focus now is on how organizations take advantage of it. Working with a broker who understands the complexities of the senior living industry can help operators benchmark their programs, create meaningful competition among carriers, and identify opportunities to strengthen coverage while reducing costs. Those gains can support broader investments in workforce, technology, and resident care.

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[1] NIC MAP "2Q26 Market Fundamentals," Accessed July 26, 2026

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Walter Constantine
Practice Leader
Walter.Constantine@epicbrokers.com
Mobile (404) 317-2480

The *Solution* is EPIC