STOCK MARKET MENTOR

Chart of the Day

Here's your trade on Senior Housing...and a preview of what Cramer will be talking about tomorrow.

July 8, 2026

Dan Fitzpatrick introduces a high-conviction thesis on the assisted living and senior housing sector ahead of a dedicated television segment featuring his exact ideas on Jim Cramer's show tomorrow. Dan Fitzpatrick notes that a severe structural shortage of available care beds relative to a massive aging demographic entering their 80s is driving facility costs up to $6,000 or $8,000 a month, directly benefiting ecosystem owners like Welltower and facility operators like the Pennant Group and PACS Group. Furthermore, Dan Fitzpatrick explains that these operators are actively using artificial intelligence to automate medication dosages and patient information management, reducing administrative staffing expenses and directly accelerating bottom-line profitability.

Next Steps:

1. Monitor the Financial Broadcast Matrix: Watch Jim Cramer's television show tomorrow to analyze his featured coverage of the senior housing sector.
2. Stalk the Welltower ($WELL) Entry Points: Track Welltower's active chart to identify a potential short-term pullback, establishing a low-risk entry following its major upside breakout.
3. Validate the PACS Group ($PACS) Daily Breakout: Monitor the daily chart on PACS Group to manage open trend positions as its current breakout sequence continues to execute cleanly.
4. Map out the Pennant Group ($PNTG) Consolidation: Evaluate the Pennant Group closely on your dashboard to trade its fresh cup pattern breakout established last week.
5. Deploy the Stock Market Mentor Process Trial: Register for the 14-day community trial pass for $7 to integrate a disciplined, rules-based process into your workstation.

Transcript:

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00:00:01.590 --> 00:00:18.709

Dan Fitzpatrick: Alright, hey everybody, Dan Fitzpatrick here at StockMarketMentor.com. Just a heads up, if you watch Kramer, you don't need a heads up because you'll see it tomorrow, but if you don't, Jim's gonna be featuring some assisted living, stocks.

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00:00:18.710 --> 00:00:29.649

Dan Fitzpatrick: on tomorrow's show, and so it's just from an idea that I gave him, and members know that I've been, talking about this. I've been on this stuff for a while, on and off, as the

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00:00:29.980 --> 00:00:35.779

Dan Fitzpatrick: Stocks have worked or not worked. So I just thought I'd kind of walk you through this. And then,

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00:00:35.780 --> 00:00:53.310

Dan Fitzpatrick: definitely watch Kramer's show tomorrow, and see how he does, okay? So, the first one I'm doing, I'll be doing 3 different stocks, and what you need to know about this, about this space, the assisted living or senior housing.

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00:00:53.310 --> 00:00:57.740

Dan Fitzpatrick: Space is, demographics are, are really, really.

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00:00:58.420 --> 00:01:06.499

Dan Fitzpatrick: They're one-sided. More and more people are getting old, and as you get into your 80s, that's when,

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00:01:06.750 --> 00:01:23.210

Dan Fitzpatrick: As you get into your eighties, you know, that's when the shit hits the fan, so to speak, I'll just tell you. And so that's when more and more people are going into assisted living or managed care. And I can tell you because we've

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00:01:23.210 --> 00:01:37.130

Dan Fitzpatrick: Discuss this in our trading room. Some of our members, they have parents or other relatives that are in these homes. And it's costing them like $6,000 or $8,000 a month.

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00:01:37.270 --> 00:01:49.580

Dan Fitzpatrick: for to take care of their their family members. That's a lot of money. I mean, it's a huge amount of money, and costs have just gone up more and more. And so

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00:01:49.830 --> 00:02:08.960

Dan Fitzpatrick: And so I'm not talking now about the hardship on people. This is not what we do here. We talk about making money. So why have costs gone up so much? Because the bed counts, not the bed counts, but the units rooms relative to the number of people that need them are massively

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00:02:09.360 --> 00:02:10.419

Dan Fitzpatrick: Under. Under. Under.

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00:02:10.419 --> 00:02:35.399

Dan Fitzpatrick: underwater, like there's more people coming in than there are beds to fit them. And so unless maybe they start doing bunk beds or something, that's a real problem. So because of that, prices go up a lot. Now, here's the thing. Some of these companies, like Welltower, for example, they kind of own the ecosystem. In other words, they don't manage the individual facilities.

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00:02:35.600 --> 00:02:36.809

Dan Fitzpatrick: They own them. They own them.

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00:02:37.020 --> 00:02:38.910

Dan Fitzpatrick: And they build them.

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00:02:39.120 --> 00:02:49.450

Dan Fitzpatrick: or they buy them from builders, but they own them, so they kind of own the whole ecosystem. That's where demographics really help these guys, is because they've got a…

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00:02:49.820 --> 00:03:08.790

Dan Fitzpatrick: you know, hey, unless we start doing the the euthanasia or the whatever it is eugenics that apparently they do in Canada or something like that. No offense to my Canadian friends. I don't know. It's just what I've heard. But unless we start doing this here like there's more and more people, you know, they're going to need those homes. And so

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00:03:08.790 --> 00:03:32.589

Dan Fitzpatrick: The demographics really, really favor a company like Welltower. Huge demand, limited supply. Hey man, let's go build so we can make more supply. Great, then we'll make more money. Meanwhile, just more money.

And then there's other companies like the Pennant Group. These are the ones, and then this too, PACS Group. These are the ones that actually operate the facilities now.

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00:03:32.650 --> 00:03:47.729

Dan Fitzpatrick: They're sure they've got demographics. Fine. Yeah, they're full. I think they've got an occupancy rate. I want to say like 95, 94% or something. They just don't have that many units that aren't used. So.

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00:03:48.250 --> 00:03:55.759

Dan Fitzpatrick: The demographics favor them that way because they'll get paid per patient, but also, and more to the point here, AI.

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00:03:55.760 --> 00:04:20.080

Dan Fitzpatrick: Everybody's talking about the AI build out, the hyperscalers. Are they ever going to get their money back? What happens if Meta or Amazon or Google stop spending their 98 bazillion dollars a month on building out the AI space? Oh, it's a bubble. It's horrible. All the electricity, it just goes on and on and on. And by the way.

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00:04:20.920 --> 00:04:36.300

Dan Fitzpatrick: I'm not going to argue with any of that stuff. There's a lot of issues that you have to wonder about, worry about. Okay, I don't care, not when I'm looking at this space, because these people, these companies, this space is not depending on some freaking theory.

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00:04:36.300 --> 00:04:44.800

Dan Fitzpatrick: It's not like, oh, well, if this, then that. Oh, maybe they could do nuclear reactors, the small nuclear reactors to do that. Hey.

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00:04:44.800 --> 00:04:54.619

Dan Fitzpatrick: You know, maybe we could put a nuclear reactor in everybody's house and they can all do their AI there. I don't know. This is what I know in this space.

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00:04:54.840 --> 00:04:57.509

Dan Fitzpatrick: These companies are already using it. They're already using it.

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00:04:57.510 --> 00:05:19.930

Dan Fitzpatrick: It's not that hard, frankly, okay. This is not quantum computing here. This is taking care of medication dosage. It's taking care of managing the information around each patient. And did you give the patient his meds? Was it the right amount? What about this? What about that?

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00:05:19.930 --> 00:05:29.820

Dan Fitzpatrick: This is the kind of thing that these assisted living providers, the caregivers, have to spend a lot of time dealing with. Okay, well, AI, that stuff goes away.

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00:05:30.100 --> 00:05:40.470

Dan Fitzpatrick: And what that does is it goes directly to the bottom line for these operators. So now the operators have to spend less on staffing.

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00:05:40.720 --> 00:06:00.409

Dan Fitzpatrick: and they make just as much money as if they had staff do all of this stuff. In fact, it reduces errors. It increases work worker satisfaction, because that's kind of a tough space to be in. So it's like all good things are coming now to assisted living. So

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00:06:01.060 --> 00:06:17.580

Dan Fitzpatrick: look at PACS, look at Pennant Group, look at Well Tower. Those are the three that we're going to cover, and just real quick, Well Tower, break out to the upside. I think this is, this is going higher. Probably maybe get a little pullback, which would be nice, okay? And then…

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00:06:17.970 --> 00:06:30.560

Dan Fitzpatrick: Pax Group, the daily chart really controls here. You can see where this is a breakout working really, really well. And then Pennant Group, this is a cup here, just broke out last week.

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00:06:30.560 --> 00:06:46.629

Dan Fitzpatrick: these are the stocks that Kramer's going to be looking at, and now you know what he's going to be talking about tomorrow, before he even knows, because I haven't sent him my notes yet. So anyway, that's all I got for you. Look, if you haven't

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00:06:46.630 --> 00:06:53.550

Dan Fitzpatrick: tried Stock Market Mentor, please give it a shot. It's $7 for 14 days. I mean.

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00:06:54.140 --> 00:06:57.090

Dan Fitzpatrick: $7 for 14 days. It's pretty good.

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00:06:57.390 --> 00:07:12.570

Dan Fitzpatrick: a little anecdotal evidence here, not evidence, but whatever. So I got an email from a member this morning, and he told me, I know the one figure. It's 200,000. I can't remember the other one, but it's 7 figures.

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00:07:12.570 --> 00:07:29.510

Dan Fitzpatrick: 1.2, something like that. He said over the last year, year and a half, just because of his work at Stock Market Mentor, he's turned 200k into over a million bucks. And this person is not a super trader.

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00:07:29.510 --> 00:07:40.739

Dan Fitzpatrick: Probably now he is. I think you've qualified, buddy. But this is a person who just does what he's taught, follows the rules, created a process, and it worked for him. And.

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00:07:41.870 --> 00:08:01.489

Dan Fitzpatrick: here he is. He's living the dream now. And so I'm inviting you to be a part of this thing. I'm just telling you like from the bottom of my heart. It's what we do. It's why Andy and Scott and I get up in the morning. It's to help people make money. We're a little different than the typical stock picking

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00:08:01.490 --> 00:08:06.960

Dan Fitzpatrick: website. We have a community. It's not a website. And I want you to

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00:08:07.790 --> 00:08:11.409

Dan Fitzpatrick: to be a part of it. All right, I'll see you next time. Seven bucks.