

# SOLVERE

*Senior Living*

Creative in our approach.  
Disciplined in our execution.



## Who We Are

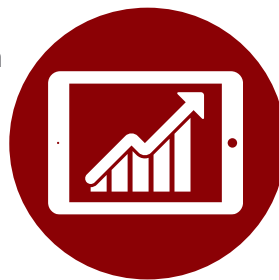


Solvare Senior Living is shaped from the know-how and expertise of Solutions Advisors, consultants to the senior living industry since 2009. Rooted in Latin meaning “to solve,” Solvare taps into the talents of an exceptional team of professionals with backgrounds in business, finance, operations and marketing. Individually, team members have had operational and marketing experience with some of the most highly recognized providers on the national stage including Horizon Bay, Senior Lifestyle Corporation, Benchmark, Atria, Sunrise Senior Living, Manor Care and Beverly Enterprises. The Solvare team brings a strong entrepreneurial spirit combined with proven leadership and expertise. Based in Princeton, New Jersey, Solvare Senior Living and its partner company, Solutions Advisors, have a national footprint.

## Our Mission

***Creating value-driven, innovative solutions for our senior living partners.***

Solvare executes on this mission by bringing a standard of excellence to each community, from supervision of staff, including recruitment, hiring and training; developing clinical programs and systems for quality assurance and regulatory compliance; ensuring resident satisfaction through the delivery of superior hospitality and care services; to budgetary oversight and financial management. Deeply dedicated and passionate about delivering the best possible service and care, our team brings an awareness that it all has to work together—clinical, financial, operations and marketing—to respond to the needs of residents, owners and investors.



***Building relationships through integrity, transparency, loyalty and entrepreneurship.***

Solvare Senior Living brings the same values of integrity, transparency and loyalty to our management philosophy that we do to our advisory services. We honor the work, the residents, the associates and the families, knowing that fairness, honesty and mutual respect are fundamental to creating an environment for success.

**For us, *customer satisfaction is the most important element* to delivering higher valuation and improved bottom line performance.**



## Our Platform

As an interim or long-term management partner, Solvere Senior Living brings together a breadth of experience and an array of services all under one roof. This platform, comprised of three key pillars to ensure a comprehensive approach to management and training, combines creative problem-solving with the discipline needed to manage day-to-day operations.



**WELLNESS** | Salus by Solvere is our branded wellness philosophy that incorporates

*Masterpiece Living*, a cutting edge program based on years of research on aging well. Salus, Latin for “well-being”, includes the six dimensions of wellness: social, intellectual, vocational, spiritual, physical and emotional, and focuses on each resident’s potential to achieve his or her personal goals regardless of physical or emotional challenges. Salus by Solvere reminds us that all facets of management, from housekeeping and dietary to clinical and financial, impact the health, well-being and safety of residents.

## Six Dimensions of Wellness



*Masterpiece Living* uses a research-based and comprehensive approach to successful aging that offers support and tools to:

- Measure and therefore substantiate success from utilization of the programs
- Be cutting-edge and therefore offer a true market differentiator
- Meet the rapidly growing expectations of the older consumer, and more importantly for the assisted living community, the adult child
- Offer residents and their children lifestyle and mobility reviews that measure progress
- Support residents in achieving their desired successful aging goals



Within our Salus by Solvere philosophy, our **Valeo** programming focuses specifically on wellness for those with memory impairments. Valeo, Latin for “to thrive”, honors those with memory impairments with the same respect and dignity as other older adults by focusing on legacy specifically as it relates to the six dimensions of wellness.

The Valeo philosophy engagement comes to life through our signature programs. These programs include our *Create and Compose* program which allows residents to actively experience the arts and music, our personalized *Legacy Box* program designed to embrace the past lives of our residents and integrate them into their present lives, and our *Travel Times* program that brings travel destinations to life in our dementia neighborhoods.



## Our Platform



**CUSTOMER EXPERIENCE** | **Service by Solvere** imbues every facet of an organization with the importance of customer service. Customer service is at the very core of our management credo. This service philosophy provides managers and team members with the training and tools to empower them to problem-solve and to create positive and meaningful relationships with residents, families and among themselves.



**MARKETING & SALES** | **Solutions by Solvere** integrates smart sales strategies with effective lead generation tailored just for your market, delivering measurable results. Strong occupancy is the outcome of successful community management. Solvere brings additional talent and support from our advertising, marketing and sales consulting partner, Solutions Advisors, melding our management strength with our marketing muscle to develop strategic marketing solutions to build and sustain occupancy. Our Solutions by Solvere sales philosophy and training for staff addresses prospects' and families' specific stage of readiness to move to senior housing and positions each retirement counselor as a resource to help individuals and families make this often emotional decision.





## Management Solutions

As managers, we understand that profitability and ROI are essential to delivering a high level of customer service and staff satisfaction. At Solvere Senior Living we measure success three ways:

- High satisfaction among staff, residents and families
- Consistently high occupancy rates
- Low staff turnover

These three indicators are continuously monitored to ensure a path forward to success. For us, customer satisfaction is the most important element to delivering higher valuation and improved bottom line performance.

## Solvere Senior Living takes the time to *learn about each community, its audience and its competitors.*



Then we develop a unique strategic plan that matches resources with goals and applies proven techniques in an approach custom-tailored to each community's needs. We measure and track results

ensuring that the investments we recommend are producing the desired results and meeting goals. We always stress creativity and interactivity in our drive toward success. While we customize our approach with every community to ensure we are maximizing their unique strengths, we also ensure there are protocols for weekly and monthly reviews to measure achievement of goals and identify opportunities for improvement.



## Solvere Senior Living's Turn-key Management Program Includes:

- *Expedient and seamless transition to Solvere Senior Living management at the property level; resulting in minimal disruption to property and staff*
- *Complete accounting and financial reporting services*
- *Preparation of annual operating budget*
- *Regional operations staff, systems, policies and procedures*
- *Sales and Marketing support including lead generation, branding and positioning, collateral and website design*
- *Program implementation, support and staff training*
- *Bi-annual senior management meetings with owners*
- *Weekly sales reporting*
- *Assistance with compliance of Government Regulations, Licenses and Permits*
- *Access to Innovatix, the nation's leading Group Purchasing Organization*
- *Support from the Solvere Senior Living Corporate Offices and support staff*

Meet Our Team



## Our Partner Company



Solutions Advisors provides advertising services as well as marketing, operations and sales consulting services to the senior housing industry. We are driven by the philosophy that sales, marketing and operations must work together to achieve results, with marketing and sales driving the revenue of a community. We collaborate with our clients to learn their unique opportunities and challenges and work to achieve the greatest results possible.

Our expertise has helped hundreds of senior housing communities improve their performance through enhanced sales and strategy development. We measure and track results ensuring that the investments we recommend are producing the desired results and meeting goals.

Solutions Advisors also provides creative services including branding and positioning, collateral development, website development, lead generation and media planning to our consulting clients and Solvere managed communities. As partner companies, Solvere Senior Living and Solutions Advisors work in tandem to ensure that an owner's vision and goals are executed through strategic marketing initiatives supported by exceptional and award-winning creative strategy.

### **Values. Strategy. Results.**

*It's rare, but sometimes a company gives you exactly what you want. Straight talk. Solutions. Results. Not just a path forward but a highway to success. That company is Solutions Advisors. Values driven. Results focused. Senior living experts.*



VALUES DRIVEN. RESULTS FOCUSED.  
*Senior living experts.*





## Additional Support From Our Partner Company:



VALUES DRIVEN. RESULTS FOCUSED.  
*Senior living experts.*



**David Canavan**  
Chief Investment  
Officer



**Mike Brindley**  
VP, Director of  
Associate Development



**Marilyn Hoffman**  
VP, Director of  
Community Sales



**Courtney Sweasy**  
Vice President of  
Marketing Services



**Jessica Fogg**  
Vice  
President



**Bethany DeBerard**  
VP, Director of  
Marketing Research



**Mike Holtzclaw**  
Regional Director of  
Sales & Marketing



**Polly Karling**  
Regional Director of  
Sales & Marketing



**Philip Decyk**  
Regional Director of  
Sales & Marketing



**Cecelia LaForge**  
Director of  
Administrative Services



**Jeff Felton**  
Director of  
Marketing Services



**Caroline Bailey**  
Account  
Manager



**Christie Aldana**  
Account  
Manager



**Kristi Huddy**  
Account  
Manager



**Deb Lyons**  
Production  
Manager



**Danae Wilson**  
Executive  
Assistant



**Catherine Hilbush**  
Senior Healthcare  
Finance Consultant



**Dominique Mariano**  
Marketing  
Coordinator



## Solvere Managed Communities

### Current Contracts

Community Name	Duration	Location	Unit Mix		
			IL	AL	MC
Gull Creek	Since Oct 2014	Berlin, MD	19	56	15
Cedar Grove	Since Apr 2015	Parkersburg, WV	0	74	0
Summers Pointe	Since Aug 2015	Winchester, IN	0	32	0
The Brielle at Seaview	Since Sept 2016	Staten Island, NY	0	98	24
Berkeley Oaks	<i>New Development</i> Opening Feb 2017	Williamsburg, VA	0	0	48
Homestead at Hamilton	<i>New Development</i> Opening Sep 2017	Hamilton, NJ	96	75	24
<b>Sub-Total Units</b>			<b>115</b>	<b>335</b>	<b>111</b>

### Development Contracts – Pipeline

Community Name	Duration	Opening Date	Location	Unit Mix		
				IL	AL	MC
Sozo Center	Begins Jan 2017	Oct 2017	Gainesville, TX	0	46	33
Tessera Living	Begins Dec 2016	Mar 2018	Englewood, FL	80	80	54
The Villages of Windcrest	Begins Jan 2017	May 2018	Fredericksburg, TX	0	60	24
The Villages of Holly Lake	Begins Apr 2017	Aug 2018	Hawkins, TX	60	40	12
The Villages of Sienna Grove	Begins May 2017	Sept 2018	Horseshoe Bay, TX	72	29	24
Hideaway Village	Begins July 2017	Mar 2019	Hideaway, TX	78	58	34
<b>Sub-Total Units</b>			<b>290</b>	<b>313</b>	<b>181</b>	
<b>Total Current Units:</b>			<b>405</b>	<b>648</b>	<b>292</b>	

### Short Term Contracts

Community Name	Duration	Location	Unit Mix		
			IL	AL	MC
Princeton Windrows	(2009-2014)	Princeton, NJ	294	0	0
The Gables at Fitchburg	(2012-2014)	Fitchburg, MA	0	47	0
Spring Meadows of Lansdale	(2013-2015)	Lansdale, PA	0	59	55
<b>Total Prior Units:</b>			<b>294</b>	<b>106</b>	<b>55</b>

## Current Marketing & Sales Consulting Clients

Community Name	Location	Project Owner / Sponsor	Unit Mix				Description of Work Performed
			IL	AL	SNF	MC	
Applewood	Freehold, NJ	CentraState Healthcare System	306	40	60	0	Marketing & Sales Assessment Ongoing Marketing & Sales Assistance Website and collateral development
Casa Sant'Angelo	Miramar, FL	Catholic Health Services	75	13	0	24	Pre-sales for 75-unit new CCRC
Concordia Life Care	Oklahoma City, OK	Concordia Senior Living	96	37	30	16	Marketing & Sales Assessment Ongoing Marketing & Sales
Forest Hill	Pacific Grove, CA	California-Nevada Methodist Homes	90	24	24	0	Ongoing Marketing & Sales Assistance Website and collateral development
Fountainview at Gonda Westside	Los Angeles, CA	Los Angeles Jewish Home	175	0	0	24	Pre-sales Marketing & Sales Assistance Website and collateral development
Fox Hill	Bethesda, MD	FH Bethesda (SL-RCU) LLC	240	0	0	0	Ongoing Marketing & Sales Assistance Website and collateral development
Havenwood Heritage Heights	Concord, NH	Havenwood Heritage Heights	408 Total Units				Sales Assessment Collateral development
Immanuel Lutheran Communities	Kalispell, MT	Immanuel Lutheran Communities	36 IL Unit Expansion To Open 2018				Pre-sales Marketing & Sales Assistance Collateral development
Integrace	Multiple Locations in Maryland	Integrace, Inc.	Multiple Locations				Marketing & Sales Assessment for two communities; Customized Sales Training for all communities
Lake Park	Oakland, CA	California-Nevada Methodist Homes	161	40	24	0	Ongoing Marketing & Sales Assistance Website and collateral development
Linda Manor Assisted Living	Leeds, MA	Berkshire Healthcare Systems, Inc.	0	68	0	17	Marketing & Sales Assistance On-Site Sales Consulting
Medford Leas	Medford, NJ	The Estaugh	399	119	0	24	Ongoing Marketing & Sales Assistance
Overlook	Charlton, MA	Masonic Health System of Massachusetts	219	0	180	14	Ongoing Marketing & Sales Assistance
Peterson Meadows	Rockford, IL	Wesley Willows Corporation	0	136	0	0	Ongoing Marketing & Sales Assistance
Princeton Windrows	Princeton, NJ	Resident-owned	294	0	0	0	Marketing & Sales Assistance (Prior Management)
The Clare	Chicago, IL	Senior Care Development, LLC	0	39	32	16	Ongoing Marketing & Sales Assistance Collateral Development
Wesley Willows	Rockford, IL	Wesley Willows Corporation	360	133	91	36	Ongoing Marketing & Sales Assistance



[SolvereSeniorLiving.com](http://SolvereSeniorLiving.com)

888.399.5166

125 Village Blvd, Suite 304  
Princeton, NJ 08540