

Objectives

1. Learn leading edge projections that will impact the future of senior living.
2. Learn about emerging models of senior living and how to develop reality-based projects to stay competitive.
3. Learn strategies for successful marketing and brand evolution through storytelling.

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Not The First Time Senior Living Has Evolved



Institutions 1970s	Care 1980s & 1990s	Wellness 2000s	Experiences 2020s
			

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Strategic Landscape

- M&A Activity High
- Expansions (and Planning)
- Strategic Capital Solutions
- Repositioning
- Diversification
- What do we do?

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Changing Consumer

TANDEM SENIOR LIVING ADVISORS



Hoppy Sell
Tandem Senior Living Advisors

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Growth of At-Home Services

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[illegible]

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Evolution of Active Adult Communities



Connected Home by Lennar

Everything's Included,[®] and every room's connected.

The Connected Home by Lennar[®] is the first Wi-Fi CERTIFIED[™] Home Design that keeps you connected to the most desirable technology brand devices, all of which are included with your new home at an outstanding value.

Features include:

- Heat Mapping (Engineering)
- Built-in 12-port Ethernet switch and wireless access points
- Logitech[®] Transparent Structured Media enclosure
- Echo Show and Echo Dot
- Activation and support by Amazon for all Connected Home devices
- Baldwin[®] Evolved smart lock
- Honeywell Lyric Round[™] Wi-Fi Thermostat 2.0
- Ring[®] Video Doorbell
- Samsung SmartThings[™] Hub
- Sonos[®] PLAY:1 wireless speaker
- Lutron[®] Caseta[®] wireless smart shades, wireless in-wall dimmers, wireless Smart Bridge Pro, Wireless Lamp Modules, and Pico Remote with Classic Stand
- Leviton[®] Z-Move Plug-In Module and Surge Protective Receptacles








SMART HOME HEALTHCARE

CAGR: 37.3%
(2018-2023)

Healthcare IT News:
The Elderly Rapidly
Adopting Smart
Home Healthcare
Technology; Market
Poised for Healthy
Growth

Activation and support by Amazon




Lennar.com

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Additional Demographic Trends

- Nearly 28.6 million boomers retired from the U.S. workforce in the 4th qtr. of 2020---3.2 million more than during the same period in 2019.
- Consumer Preferences:
 - Need to market an individualized experience
 - They need to embrace you, not dread you
 - Next chapter; Second act
 - Choice, flexibility
 - Sustainability and activism (social, environmental)
 - Middle-market needs
 - Long-term impacts of isolation and pandemic- related influences

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Future Consumer Desires

Wellness Outcomes

- ✓ 69% of residents reported that moving to a Life Plan Community “**somewhat or greatly improved**” their social wellness.
- ✓ Life Plan Community residents tend to have **greater emotional, social, physical, intellectual, and vocational wellness** than their community-dwelling counterparts.

THE AGE WELL STUDY:
Comparing Wellness Outcomes
in Life Plan Communities vs.
the Community-at-Large
Year 1 Report

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Reaching the Consumer

today (and tomorrow) is more complex than ever

- Expectations are higher
- Buyer's demand personalized, intimate journeys
- Customers are often highly educated when they walk in the door



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Maslow's Hierarchy

Marketing should be aiming here

Historically, marketing has aimed here

{



Maslow's hierarchy of needs

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How Should We Tell Our Story?

- **Aim:** Communicate at the top levels of Maslow's Hierarchy.
- **Identify:** Who is your community for?
- **Demonstrate:** What positive change will it make to a prospect to move to your community?
- **Be authentic:** Strip away the marketing veneer.

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Designs for the Future



Margaret Yu
RLPS Architects



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<https://longevity.stanford.edu/the-new-map-of-life-report>

100 years to thrive...are you ready?

- life expectancy **doubled** from 1900 to 2000
- age 100 will be commonplace by **2050**
- the first person to live to **150** has been born

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planning for the 100-year life

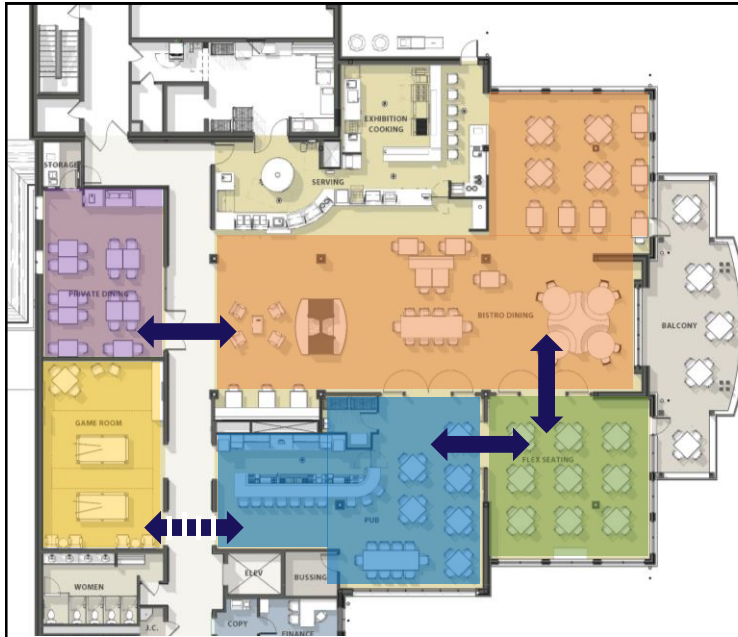
- multiple generations living in LPCs simultaneously
- bingo vs. happy hour!

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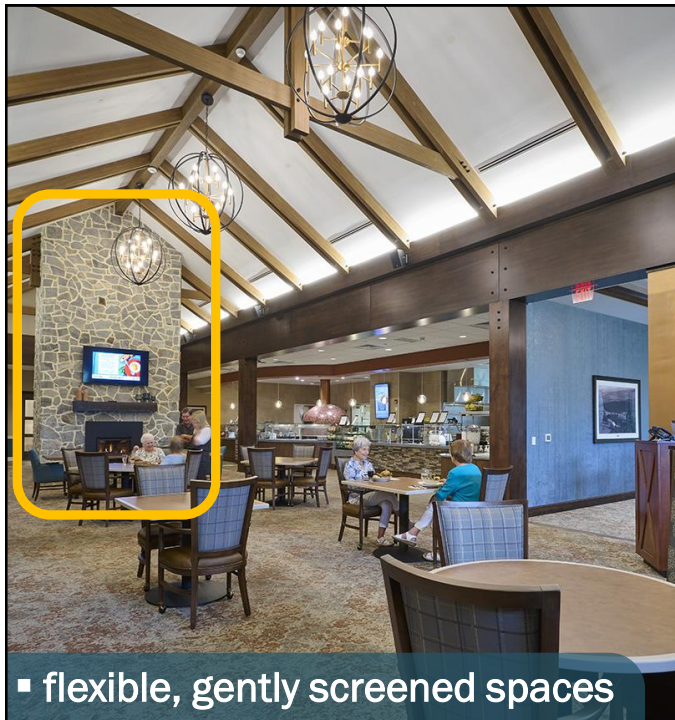
16



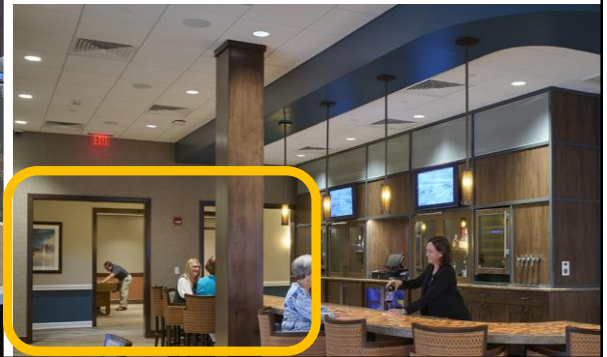
▪ flexible, gently screened spaces



17



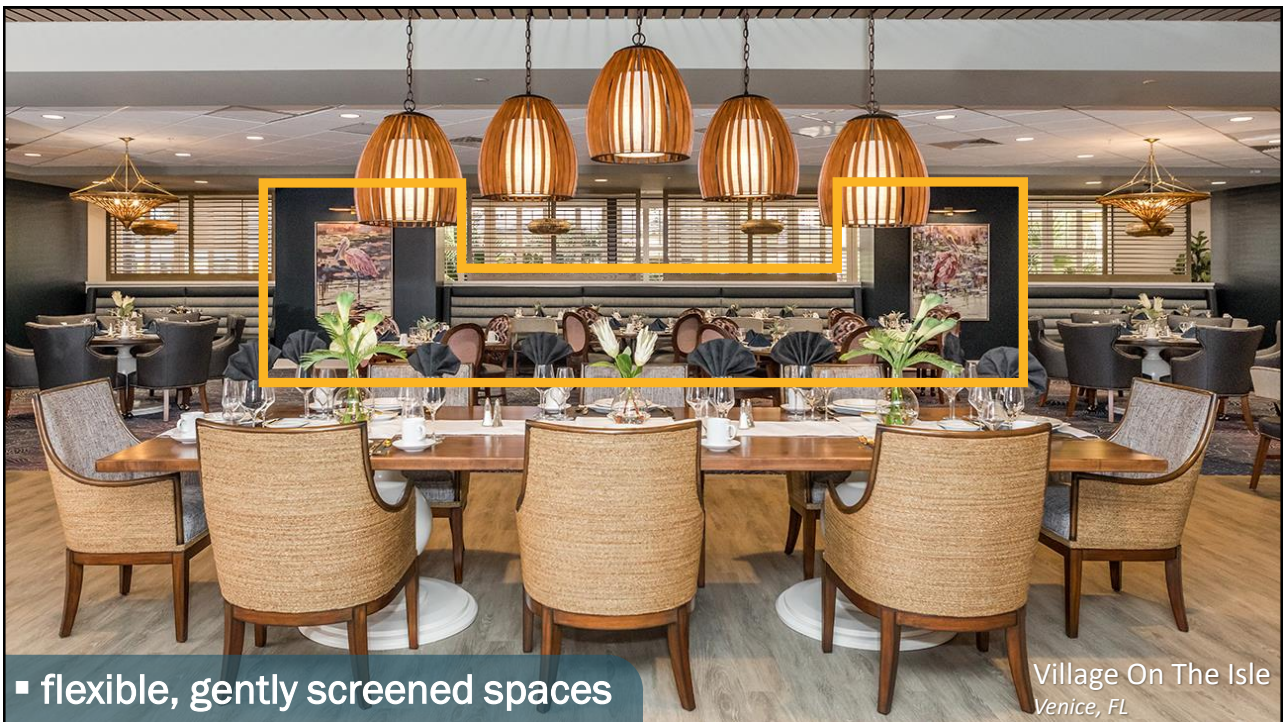
▪ flexible, gently screened spaces



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planning for the 100-year life

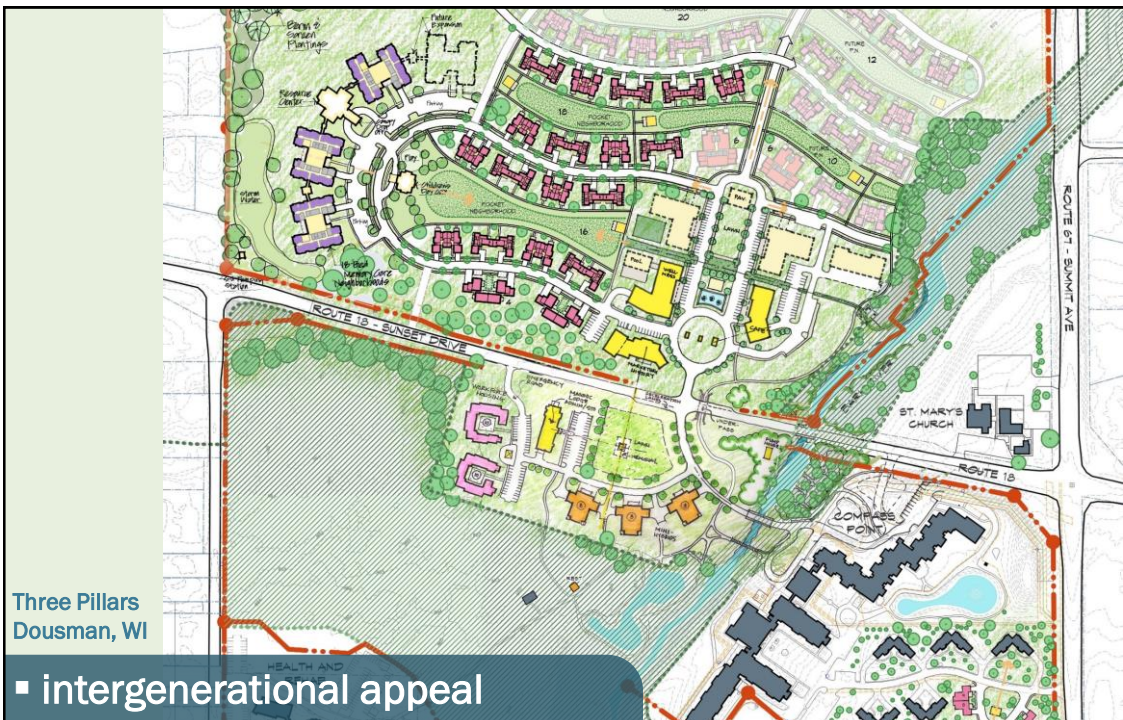
- multiple generations living in LPCs simultaneously
- create intergenerational appeal

Rose Villa
Portland, OR

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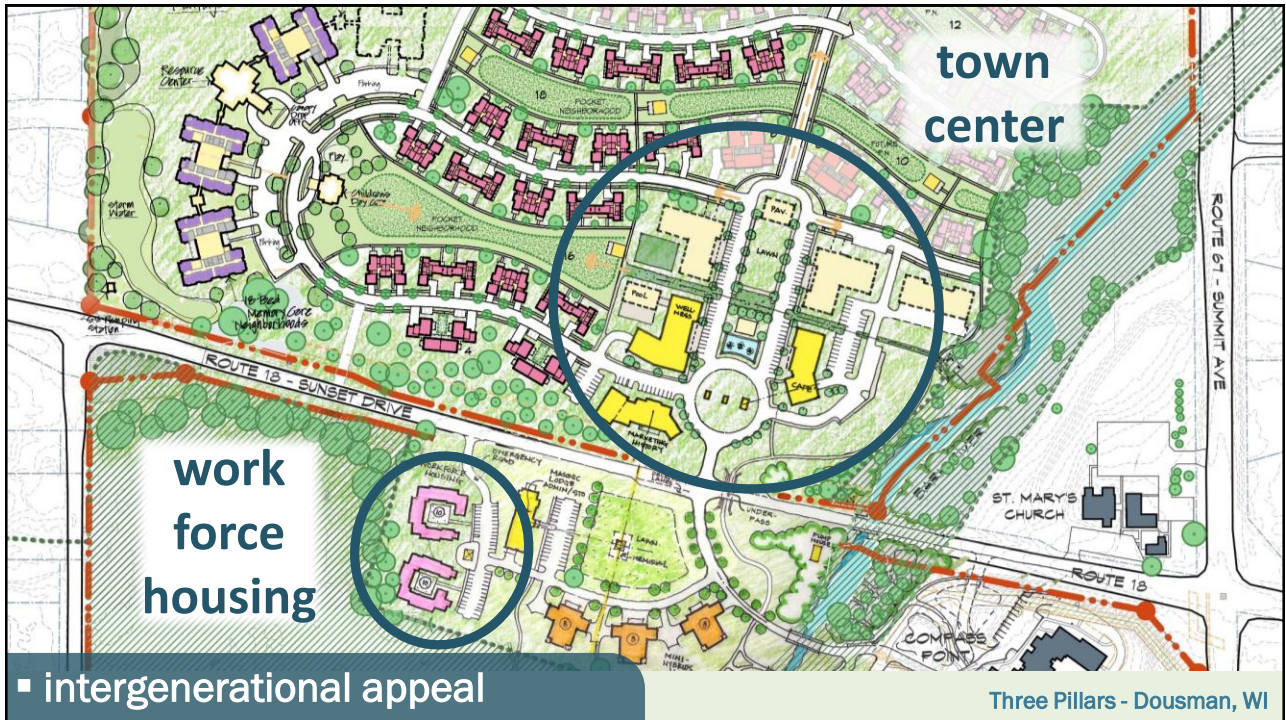
21



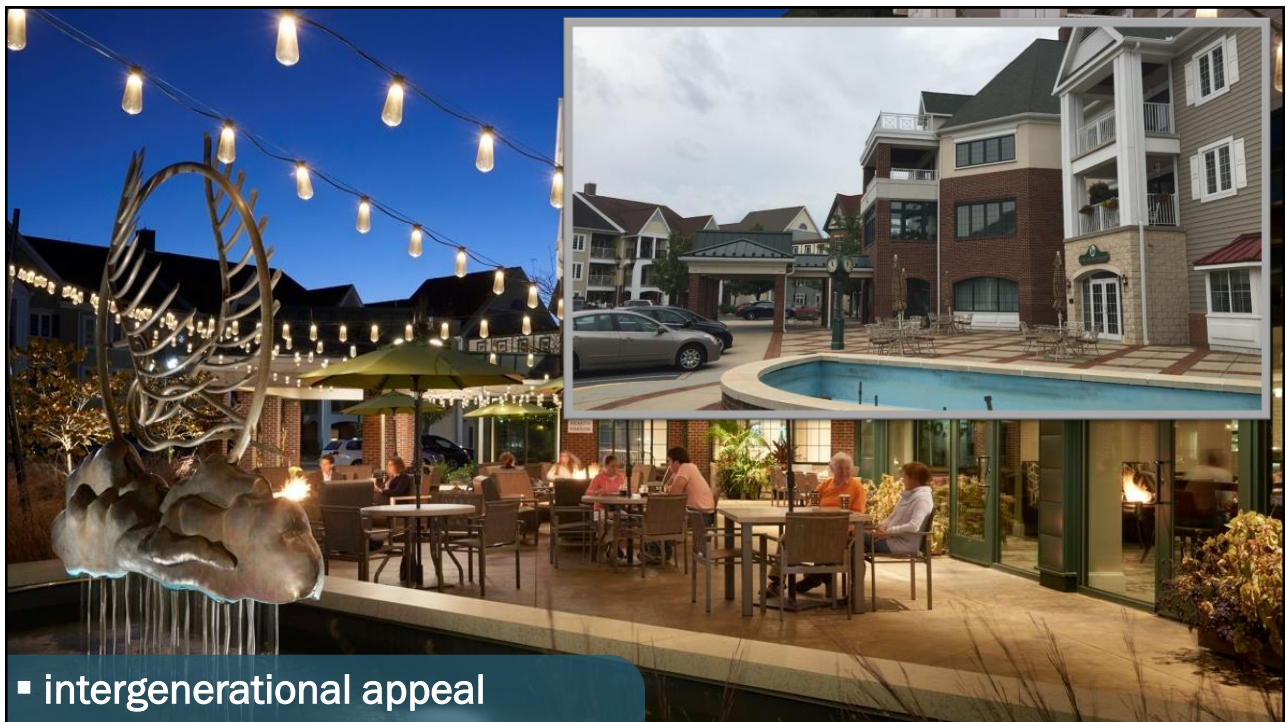
Three Pillars
Dousman, WI

- intergenerational appeal

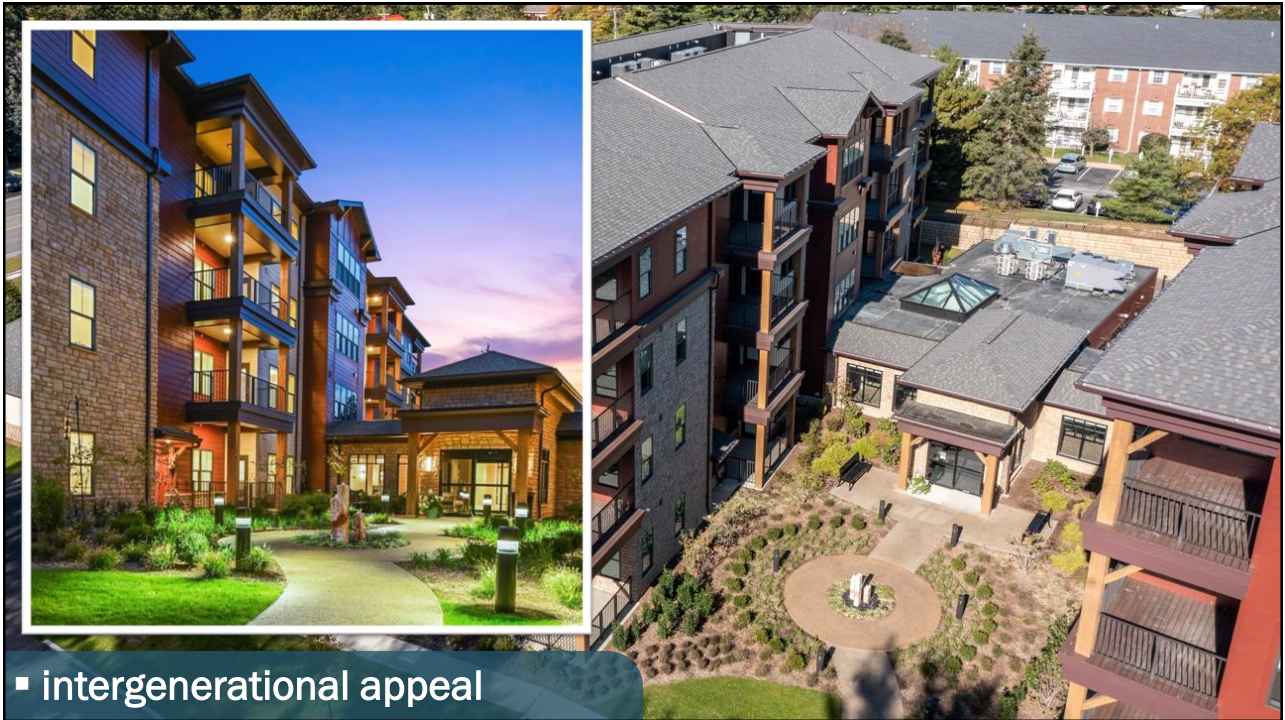
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23



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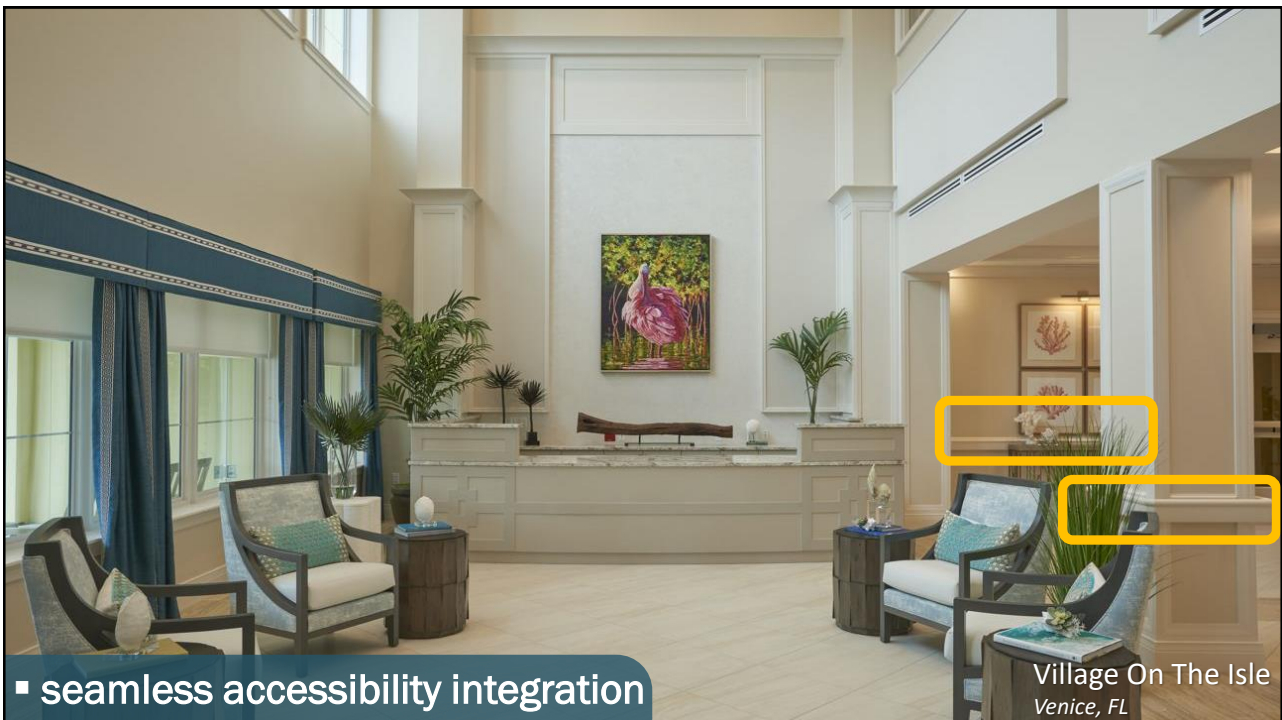
planning for the 100-year life

- multiple generations living in LPCs simultaneously
- seamless ADA integration

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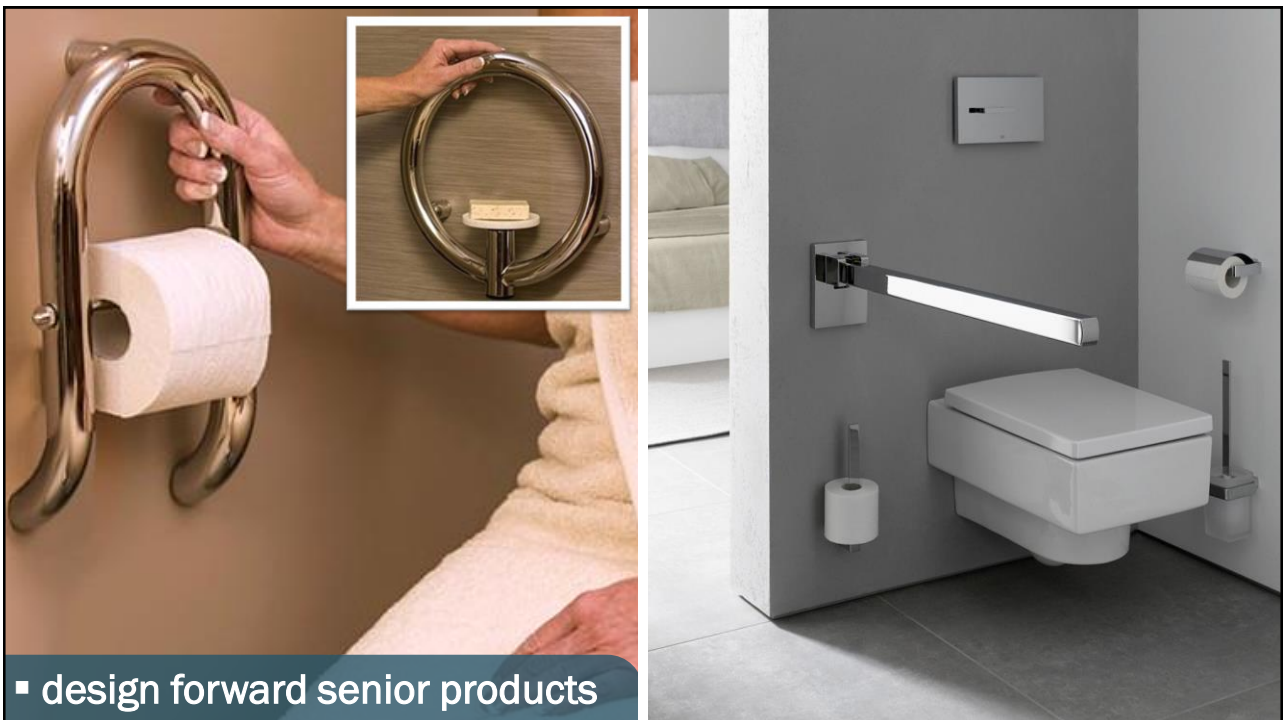
▪ seamless accessibility integration

Village On The Isle
Venice, FL

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other influences
55+




READY FOR MORE?

It's all here.

- Boulevard Welcome Center
- Farmers Market
- Happy Tails Dog Park
- Fishing ponds with dock
- Scenic trail system
- Outdoor amphitheatre
- On-site concierge and lifestyle director
- Local produce and milk delivery

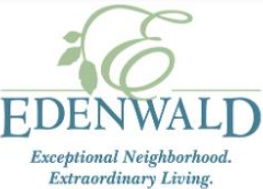




Amblebrook - Gettysburg, PA

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other influences
ubrc



To Schedule a Visit: 410-339-6290
For All Other Inquiries: 410-339-6000
800 Southerly Road, Towson, MD 21286

NEWS

ABOUT US ▾ LIFESTYLE ▾ RESIDENTIAL LIVING ▾ HEALTHCARE

EXCITING ANNOUNCEMENT FOR THE FUTURE OF EDENWALD!

Dear residents, staff, family, and friends of Edenwald,

I am pleased to share with you that Edenwald Senior Living and Goucher College have signed a letter of intent to explore the potential for our two organizations to jointly develop a University-Based Retirement Community (UBRC).

Edenwald Senior Living – Towson, MD

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other influences

downtown



It's a
flavorful
life at
Mosaic

THE CITY IS YOURS
DOWNTOWN 55+ LIVING
BY WILLOW VALLEY COMMUNITIES

Mosaic by Willow Valley - Lancaster, PA



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other influences

downtown



Landis Communities - Lancaster, PA



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A Report from The Stanford Center on Longevity
APRIL 2022

THE NEW MAP OF LIFE

*100 years to thrive...we are in this **together***

- reach out to the **broader community**
- reach out to **industry partners**
- reach out to **each other**

<https://longevity.stanford.edu/the-new-map-of-life-report>

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Provider Example



Bayley
AT GREEN TOWNSHIP
Life in Every Moment

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Bayley

AT GREEN TOWNSHIP

Life in Every Moment

Overview of Bayley at Green Township



Adrienne Walsh
Bayley

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Why Bayley at Green Township?

- Strategic Plan – planning for future need and preferences
- Market Demographics, Market Segment and Mission
- Expanding the Bayley continuum of lifestyle options and services



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What is Bayley at Green Township?

- Bayley at Green Township is a satellite expansion of the Bayley Campus in Delhi. The expansion represents the opportunity to expand the Sisters of Charity of Cincinnati's mission of support and care of the senior population in the Cincinnati area.
- Residents at Bayley at Green Township will have priority access to the Health Care at Bayley in Delhi. It is a five-star-rated community and operates as a non-profit organization.

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A collage of logos for various organizations. At the top left is the 'MOMENTUM' logo in large, bold, orange and white letters. To its right is the 'LeadingAge Ohio' logo in a serif font. Below these is a line of text: '2022 Annual Conference and Trade Show · August 30 – September 1, 2022'. In the center is the text 'Partners on Bayley at Green Township Project' underlined. Below this are several logos: 'CHAMPLIN ARCHITECTURE' with a green and blue square icon; 'FIFTH THIRD BANK' with its blue and green logo; 'plante moran LIVING FORWARD' with a green house icon; 'TANDEM SENIOR LIVING ADVISORS' with a blue and orange logo; and 'Turner' in a large, bold, blue serif font.

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CAMPUS MAP


Bayley
AT GREEN TOWNSHIP
MAIN ENTRANCE
5121 North Bend Road

- 1 Porte Cochère & Front Lobby
- 2 Living Room
- 3 Dining Room, Bar & Conservatory
- 4 Chapel
- 5 Activity Room
- 6 Conservatory Patio & Veranda
- 7 Fitness Room (2nd Floor)

5121 North Bend Road | Cincinnati, Ohio 45211

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What is
Bayley at
Green
Township?

Bayley at Green Township is a Life Plan Community that will feature

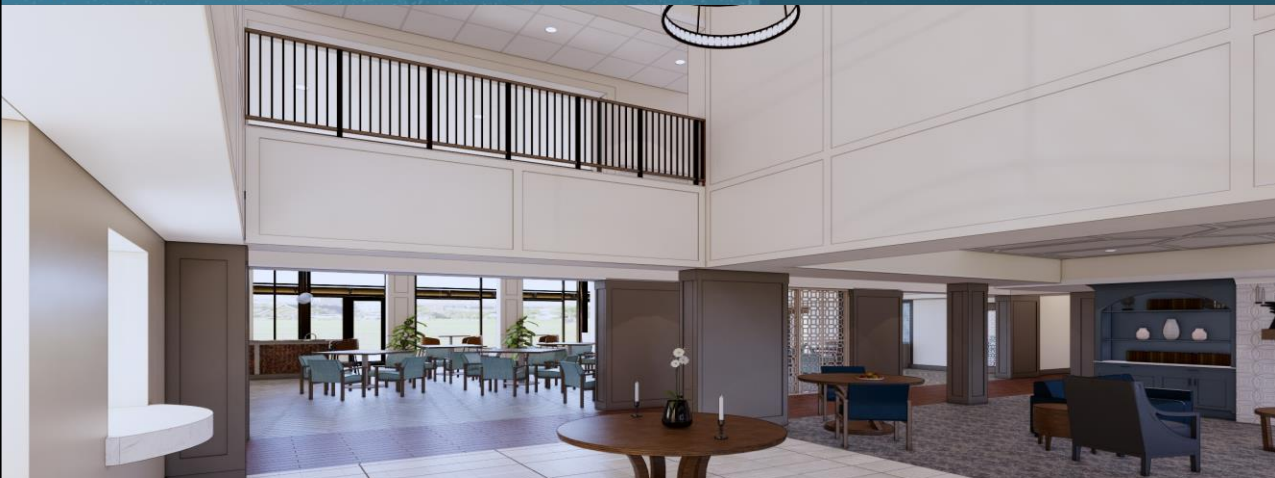
- 80 independent living apartments
- Under building parking
- Dining venue
- Chapel
- Fitness center
- Conservatory with a lounge and hospitality bar area
- An adjacent patio and veranda,
- A multi-purpose room for movies, lectures, book clubs, Catholic masses as well as nondenominational worship services.
- Small common areas for libraries, as well as card and board games on the second through the fourth floors

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Two-story Lobby Entrance

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Dining Room



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Events and Activity Room



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What is Bayley at Green Township?
Continued

- The apartment choices include one bedroom, 1.5 baths; one bedroom, 1.5 baths with a den; and two-bedroom, two- bath styles. Each apartment has a deck or patio, a fully equipped kitchen with range, refrigerator, dishwasher, microwave, disposal as well as a full-sized washer and dryer.
- Residents of Bayley at Green Township will have priority access to assisted living, memory support, rehabilitation services, and skilled nursing at the Bayley at Delhi campus.

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What is Bayley at Green Township?
Continued

- Services include dining services, bi-weekly housekeeping, maintenance of the building and apartments, landscaping and snow removal, urgent call system, utilities, real estate taxes, scheduled transportation, extended cable service individual Wi-Fi for each apartment and scheduled transportation.
- Residences are expected to be move-in ready by late 2023.

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FIRST LEVEL

THE LAUREL
1 BEDROOM • 1.5 BATH • 780 SQ. FT.

THE CHESTNUT
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.

THE SCARLET
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.

THE CHERRYBARK
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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(513) 347-1470 | BayleyExpansion.org

Bayley.
AT GREEN TOWNSHIP

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SECOND LEVEL

THE LAUREL
1 BEDROOM • 1.5 BATH • 780 SQ. FT.

THE CHESTNUT
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.

THE SCARLET
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.

THE CHERRYBARK
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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THIRD LEVEL

- THE LAUREL**
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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FOURTH LEVEL

- THE LAUREL**
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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THE LAUREL
1 BEDROOM • 1.5 BATH • 780 SQ. FT.



*See Model Elevations

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THE LAUREL
1 BEDROOM • 1.5 BATH • 780 SQ. FT.



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AT GREEN TOWNSHIP


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THE CHESTNUT
 1 BEDROOM + DEN + 1.5 BATH + 1,029 SQ. FT.




*On-Model Elevations



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THE CHESTNUT
 1 BEDROOM + DEN + 1.5 BATH + 1,029 SQ. FT.







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Bedrooms with bright, airy windows

- Each Apartment has
- Hard surface countertops in kitchen and baths
- Under cabinet lighting in kitchen
- Full sized-appliances including range, refrigerator, microwave, disposal, dishwasher plus washer and dryer
- Step in shower(s)
- Comfort height toilets
- Underbuilding assigned parking

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THE SCARLET
 2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.





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 AT GREEN TOWNSHIP

THE SCARLET
 2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.




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 AT GREEN TOWNSHIP

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THE CHERRYBARK

2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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AT GREEN TOWNSHIP

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