

Left Brain.



Right Brain.



Two great partners.
One unique approach for the senior living industry.

2014 Success Stories

As we look forward to the New Year, Solutions Advisors and our partner Retiring by Design take a quick look back at one of the most successful years in our firms' short histories. In just over 5 years, we have worked with dozens of great clients from coast to coast and are pleased to have contributed in some way to their success. Here are just a few success stories from 2014:

Fountainview at Gonda, Los Angeles, California

Within 11 months of opening the sales center, this 175-apartment luxury CCRC was 70% pre-sold and is now 96% pre-sold. Solutions Advisors and Retiring by Design handled the sales and marketing effort including sales coaching, direct mail and event planning. Construction began on schedule this past September with an anticipated late-2016 opening.



Franciscan Oaks, Denville, New Jersey



Solutions Advisors and Retiring by Design were hired in March 2014 to help this 285-unit CCRC whose occupancy had slumped to a low of 76%. We placed one of our own consultants there to manage the sales process and developed direct mail campaigns and a strategic event plan, resulting in a dramatic increase in both deposits and move-ins. Results average over 5 sales per month, nearly double that of prior years, even disclosing the pending sale of the community.

Medford Leas, Medford, New Jersey

Solutions Advisors and Retiring by Design were hired in early 2014 to provide sales and marketing management for this CCRC with strong roots in the Quaker tradition. A more strategic approach to working the lead base, a restructured and refocused sales team, plus the creative use of events heralding the uniqueness of the location and culture, increased leads by 24% (from 38 in 2013 to 47 in 2014) and increased the inquiry to move-in ratio 80%, from 5% to 9%. In the 2014 fiscal year, the community nearly doubled their move-ins from 23 in 2012 to 43 in 2014, and is on track to exceed that performance in the current fiscal year.



MEDFORD LEAS

Vinson Hall, McLean, Virginia



**Vinson Hall
Retirement
Community**

Established to serve commissioned military officers and government employees of a certain rank, Vinson Hall began a 75-apartment expansion project and hired Solutions Advisors as part of its development team to manage the sales. The expansion was 100% sold prior to opening earlier this year while at the same time maintaining strong occupancy of the existing community.

The Clare, Chicago, Illinois

This stunning 53-story high-rise community in the heart of Chicago's famed Gold Coast was experiencing low occupancy following a financial restructuring and new ownership. When Solutions Advisors and Retiring by Design were hired in July 2014 to drive the sales and marketing, occupancy was 117 of 248 apartments, or less than 50%. A restructured and stabilized sales force coupled with 7-day coverage of the sales office and descriptive creative coupled with a strategic event plan contributed to a successful second half of 2014. Prior to



THE CLARE

Gold Coast Retirement Living. Your Way.

SA's involvement, the community had only 10 move-ins. In the second half of 2014, The Clare has scheduled 18 move-ins, an 80% increase.

New clients in 2014

We welcomed other sales and marketing clients on board this past year:

Applewood
Freehold, New Jersey

Atherton
Alhambra, California

Crista Senior Living
Seattle, Washington

Judson Meadows
Schenectady, New York

Meadow Ridge
Redding, Connecticut

The Overlook
Charlton, Massachusetts

The Pines at Whiting
Manchester, New Jersey

The Summit at Brighton
Rochester, New York

Taylor Community
Laconia, New Hampshire

SA MANAGEMENT

This past year also saw the addition of new management contracts including The Ambassador, an upscale assisted living community in Scarsdale, NY; Gull Creek, a senior living community with independent living, assisted living and memory care in Berlin, MD; and the rebranding and repositioning of Spring Meadows in Lansdale, PA, a new management contract that began in December 2103. We are actively seeking new management contracts for 2015.

New team members in 2014

2014 saw our combined companies' staff increase from 19 to 30 people. We welcome the following new associates who came on board this past year:



Bonita Patteson
Executive Vice President



Christian Gibbs
Executive Vice President
of Investments &
Business Development



Jim Weinberg
Chief Financial Officer



Paula Schatz
Regional Director of
Sales & Marketing



Alexis Martini
VP, Director of
Sales & Operations



Laura Kislowski
Senior Market
Research Consultant



Philip Decyk
Senior Sales Specialist



Lois Ayers
Account Manager



Deb Lyons
Production Specialist



Cecelia LaForge
Director of



Brian Halko
Controller

In Memoriam

Laurel Toole Smith, Vice President

Sadly, we said goodbye to one of our own, Laurel Toole Smith, Vice President, who passed away in September. Among her many responsibilities as a Vice President for Solutions Advisors, Laurel was instrumental in helping to turn around Spring Meadows, an assisted living community in Lansdale, PA. To honor her memory, the staff and ownership made the decision to name the new memory care wing to open in 2015 "Laurel Meadows," and will plant the state's flower, the Mountain Laurel, around the community. To know her was to witness a rare blend of kindness, strength, independence, humor and love. She is greatly missed and will be remembered every day.



Thank You!

Our sincere gratitude and thanks to all of our former and current clients,
and our best wishes for the New Year to all!