

New Solutions Advisors Group to Bring Expanded Senior Living Services Across North America



Solutions Advisors Group

Solutions Advisors Acquires Trilogy Consulting



Scott Townsley

To better serve a growing and diversifying senior living market, Solutions Advisors, based in Princeton, New Jersey, has acquired Trilogy Consulting, LLC. **Scott Townsley**, the founder of Trilogy, has more than 30 years of experience in senior living and will serve as Principal of Trilogy. He previously was the Managing Principal of Third Age, Inc., a nationwide firm dedicated to consulting and strategy for senior living organizations. More recently he was Principal within the senior living practice of CliftonLarsonAllen, LLP.

Tim Ficker joins Townsley as Trilogy Managing Principal. Ficker brings more than 20 years of experience in executive coaching, executive search and leadership development in the senior living field. He formerly was the Managing Director of MHS Consulting and has provided leadership to some of the country's most progressive and successful senior living firms, including Erickson Communities as Vice President of Organization Development and Senior Director of Operations, as Chief Operating Officer of Shell Point Retirement Community and Executive Director of Cypress Cove Retirement Community. Ficker also founded consulting and coaching firm, TDF Resources, Inc.



Tim Ficker

Trilogy provides a dynamic range of consulting services including strategic planning; primary and secondary market research; affiliations and mergers; succession planning; governance and leadership development; executive search; and master planning, among other services.

Founded in 2009 by Kristin Kutac Ward and Lauren Messmer, Solutions Advisors provides strategic marketing, sales consulting and creative services to senior living communities. In 2012, Solutions Advisors formed Solvere Senior Living, which focuses on community management and operations. With the acquisition of Trilogy, the three companies will now come under the umbrella of the “Solutions Advisors Group”.

Solutions Advisors President and CEO Kristin Kutac Ward said: “As the senior living market grows and diversifies, we want to offer more comprehensive and wide-ranging services. The acquisition of Trilogy will help further our mission of creating value-driven, innovative solutions for our senior living clients and partners.”

“With Scott coming on board as strategist, thought leader and innovator in the longevity market and Tim bringing expertise in executive coaching, governance and leadership development, we are able to offer vertical solutions to providers seeking to successfully navigate the increasingly complex senior living market,” Kutac Ward said. “We’ve had tremendous success in helping clients achieve their goals and with Trilogy will be able to bring even more resources to our customers.”

With offices in Princeton, New Jersey, Richmond, Virginia, and a new office opening this spring in St. Petersburg, Florida, the Solutions Advisors Group will serve a broad mix of customers with the full range of senior living services and products to an expanding client base across North America.

“In becoming part of the Solutions Advisors Group, we look forward to creating a senior living powerhouse of consulting, strategy, leadership, marketing, branding, affiliations, mergers and management expertise,” Townsley said.

To learn more visit our new website coming soon on February 5th at SolutionsAdvisorsGroup.com



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