We develop Senior Care and housing in small towns.

Target middle American values.

Middle income.

Principal has developed in excess of 15 similar properties, all using conduit bond financing.

We are great neighbor
little traffic-no school burden-no emissions
Middle Market – middle American

• *The Forgotten Middle* –
  Too Wealthy for Government support

• Yet not enough income for many current upscale developments

• This will represent over 40% of total seniors with incomes between $30,000 and $90,000

• Estimated that 60% of seniors will not be able to afford senior care in 10 years.

• Most developers focused on wealthy markets and customers or tax credit financed projects for lower income seniors.
### Definition of Middle-Income Based on 2014 Annual Financial Resources

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Middle-Income Range</th>
<th>Excluding Housing Equity</th>
<th></th>
<th>With Housing Equity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Mean</td>
<td>Median</td>
<td>Mean</td>
<td>Median</td>
</tr>
<tr>
<td>75+</td>
<td>41st - 80th Percentile</td>
<td>$44,326</td>
<td>$40,774</td>
<td>$57,187</td>
<td>$51,801</td>
</tr>
<tr>
<td>75-84</td>
<td>$25,001 - $74,298</td>
<td>$42,865</td>
<td>$39,685</td>
<td>$53,642</td>
<td>$49,483</td>
</tr>
<tr>
<td>85+</td>
<td>$24,450 - $95,051</td>
<td>$47,756</td>
<td>$43,108</td>
<td>$65,505</td>
<td>$58,706</td>
</tr>
</tbody>
</table>
Current Assisted living costs are approaching $5,000 per month.
Financial profile of Our Typical Customer

- 80+ age
- Female
- $2,000-$3,500 month income
- $175,000 assets
Our projected Rates

• Independent living  $2,100 - $3,500
  – Average $2,980

• Assisted Living  $2500 - 5500
  – Average $4561 (includes $800 in care)

  – Note VA will pay $1,700 in benefit for licensed assisted living and $1,100 to surviving spouse
Icons of Our Customers' Lives

- Betty Crocker
- Lawrence Welk
- Ford, Chevy, Buick
- Mayberry, Andy Griffith
- Church
Typical Exterior
Standard Studio Private
Herold Rd. Site
Independent living

- Will be moderate priced HOUSING with hospitality support services, 3 meals, safety oversight, activities, transportation, emergency call etc. Generally ambulatory.
  - Estimated rents @$2,100-$3,500
  - Typically 75-80 year old customer
Assisted Living-Licensed

- Alternative to nursing home for most.
- Nurses on staff, doctors office
- Care staff 24 hours
- 3 meals, activity, transport, beauty shop
- 120 Days Skilled nursing per year
- 3 + Activities of daily living – frail
- Incontinence care, Med administration & Hospice, wander guard
- 80-85+ age
- Base rate Start $2,500
- Avg. $3,200+levels of care
Facts & Figures

- Job Creation:
  - 50-70 FTE
  - $2 million payroll $
  - 35K-40K+ avg wage
- Sqft    77-80,000 sqft
- Units   61 Assisted,.. 55 IL
- Cost    approx. $20 M development
Mom wants to stay in Huber Heights but needs more help than I can give.

And then I heard about LanePark, Huber Heights’ first and only Assisted Living Community.

LanePark offers a real alternative between living without enough care on the one hand and too much care on the other.

Where personal matters!

937.236.1800  6200 Bellefontaine Rd.
laneparkhuber.com  Huber Heights, OH 45424
<table>
<thead>
<tr>
<th>HOTEL COMPARISON</th>
<th>Services</th>
<th>Daily Rate</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Inn</td>
<td>Room only</td>
<td>$129</td>
<td>$3.921</td>
</tr>
<tr>
<td>Hampton Inn</td>
<td>Room only</td>
<td>$159</td>
<td>$4.833</td>
</tr>
<tr>
<td>HCR ManorCare</td>
<td>Semi-private room and board, respite</td>
<td>$240</td>
<td>$7.200</td>
</tr>
<tr>
<td>Right at Home</td>
<td>Not licensed, companion, care for 6 hrs/8 hrs</td>
<td>$180/ $360</td>
<td>$3.600/ $10.800</td>
</tr>
<tr>
<td>Lane Park</td>
<td>24 hour nursing, medication administration, emergency call system, assistance with bathing, dressing, ambulation, etc., 3 meals per day, all utilities, transportation</td>
<td>$143</td>
<td>$4.365</td>
</tr>
</tbody>
</table>