

Enhanced Active Living Overview

Enhanced Active Living, LLC (EAL) is affiliated with Senior Consulting, LLC (SC). SC and its principal have over 30 years of experience in Senior Living operations and development. Over the last several years, SC has focused on Active Living development and its "Enhanced Active Living" brand.

Various industry sources, including the National Investment Center for Seniors Housing & Care (www.NIC.org), define Independent Living (IL) as over-55 apartments where residents receive at least one meal per day with options for other meals, with laundry and bi-weekly housekeeping included in the rent. However, IL has different meanings for consumers, let alone for many operators or owners. Plus, most IL facilities are not strictly IL, but part of a campus with Assisted Living (AL) and Memory Care (MC) that allows residents to age in place. Like IL, Active Living has different meanings to consumers and developers alike. Most Active Adult/Active Living projects are developed by Multi-Family developers, and few projects include restaurants or Wellness Centers. Health Agency (HHA) or a Hospital-Based Outpatient Clinic (HBOC).

What is Enhanced Active Living?

- "Enhanced" is defined as "an increase or to improve the quality or value." Residents at our Enhanced Active Living communities will have added layers of attention to their needs including physical, mental, and emotional well-being. Services are available as a bundled package, or on a pay-as-you-go/as-needed basis that presents a better financial value.
- Of course, Active Living means being more physically active. Active Baby Boomers prefer living in locations with great walkability: Master-Planned communities with trails, or neighborhoods with restaurants and amenities close to their community.
- Residents at Enhanced Active Living projects can age in place because of the optional availability of high-end, full-service dining facilities, other services (including housekeeping, laundry, and transportation), and an on-site Wellness Center staffed by a HHA or HBOC that will, with a physician's order, provide care similar to Assisted Living on a case-by-case-basis.
- The Wellness Center will provide services that allow residents to stay in the community versus relocating to an Assisted Living facility or a Skilled Nursing Facility (SNF). An RFQ/RFP is required when Medicare reimbursement is offered in addition to Private Pay. This will include hospital-owned HHA's or HBOC and others as a third party to provide AL services with a doctor's order. Personal care providers will also be available for residents.
- A Lifelong Learning Center will be available for residents and open to the public with a full spectrum of scheduled events and classes. The Lifelong Learning Center will also include a broad range of Intergenerational Programs that will primarily match youth and children with residents, as well as with seniors in the extended community.
- Technology is an important factor in the quality of life as we age. Senior residents can look forward to wide access to the Internet and other technology. Environmental and lighting controls, optional GPS tracking to monitor health and well-being, touchless controls, and other features help

improve the quality of life and better protect residents from viral or bacterial concerns.

- Unlike Independent Living, Enhanced Active Living projects will offer a “Culinary Experience.” Two restaurants (as well as a separate pub served by the same commercial kitchen) will have an extensive restaurant-style menu (versus the 2-3 dinner choices typically available at IL facilities). Depending on the market and the operator/manager, residents will receive a monthly \$700 meal credit to be used at the restaurants, as well as discounted additional meal packages available for purchase.
- An upscale Salon/Spa will offer massages, facials, manicures/pedicures, hair, and waxing services.
- In addition to the storefronts, other third-party services or management-provided services include:
 - Concierge services (if not provided by the community manager).
 - Professional entertainment.
 - Pool and Fitness Center management and/or maintenance.
 - Personal transportation.

Customizing the Enhanced Active Living Model in Compelling Locations

SC targets affluent, high-density areas in major metros and then identifies appropriate off-market sites. As a result, SC seldom works with real estate brokers. Compelling high-income, high-density major metro suburbs rarely have suitably zoned Multi-Family or Senior Housing sites. SC makes a strong case to rezone a site that creates considerable added value in these high barrier-to-entry locations based on the following:

- Restaurants, Wellness Center, and Salon/Spa. These uses are necessary at an IL facility (and to a lesser degree as an AL alternative). The spaces are only slightly upsized since they are also open to the public. Each is a separate storefront with individual signage.
- Master Plans or Minor Subdivisions/High Traffic Locations. Most of SC’s sites are in Master Plans that have walkability, while others are in minor subdivisions. As an example, one Enhanced Active Living project is in the East Village Master Plan that has 800 residential units in Phase I-IV while our inclusion in Phase V includes a grocery store, bank and many restaurants. Another is part of a 100-acre Master Plan that is anchored by a hospital and has many retail/commercial and restaurants. Zoned highly visible sites can often be rezoned as Mixed Use with a Special Use Permit or other legal means such that the governing entity does not set a precedent for rezoning a compelling location.

Conclusion

Baby Boomers have different and more demanding expectations than their parents when selecting a Continuing Care Retirement Community (CCRC), an Independent Living facility, or an Assisted Living facility. Baby Boomers are living longer and healthier lives, and they want more services and on a predominately optional basis. Business centers with video conferencing and state-of-the-art technology are important, as is a desire to live in large apartments versus living in smaller Assisted Living units like their family members may have done.

Moreover, the overwhelming majority of the components of an Enhanced Active Living community are applicable to senior housing of all income levels.