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Preliminary Case Study
Overture Senior Housing Development

Senior Consulting, LLC (SC) is a developer of Senior Housing (SH) and Senior Living including Independent Living (IL), Assisted Living (AL) and Memory Care (MC) projects. Various organizations, including the National Investment Conference on Senior Housing (www.NIC.org), confirm SC's findings that many major metro markets have become saturated in AL and MC development. According to NIC data released January 10, 2019, the national occupancy rate for AL/MC fell to an all-time low of 85%. Notwithstanding, IL occupancy remains strong at 90%.

Over the last several years, SC has begun to focus its development efforts more on IL and SH. Unlike AL, IL is not licensed and therefore tends to be broadly defined by both consumers and developers. According to standard industry definition, IL is an apartment community for residents at least 55 or 62 years of age that offers a variety of amenities (such as those typically found in SH), but also one to three meals per day and housekeeping and laundry included in monthly rents. Active Living, as part of SH, is defined by multistory elevator buildings with fitness, common areas, and transportation, and may have activities similar to IL. Active Living is sometimes confused with, but is distinct from, Active Adult Communities, which are typically age restricted single family homes within a residential development.

As referenced in various articles and white papers published by SC, including "Emerging Trends in Independent Living," originally published in early 2018 and having since been updated to account for changes in the market, creative developers across the United States are blurring the boundaries between Active Living, IL and SH. Some Multi Family Developers are turning to Active Adult development, including OneStreet Residential and, to a lesser degree, Alliance Residential. Integrated Real Estate Group(www.integratedreg.com), headquartered in Southlake, Texas has been very successful with Active Living modeling. Its communities offer a *la carte* services and meals to residents, as well as bundled packaging, such as one meal per day and housekeeping/laundry provided every two weeks for an added fee to the monthly rent.

Within the aging Baby Boomer demographic, which is still relatively young for residency in Senior Living (of which IL is a part), many Boomers are now turning to Active Living projects. SC's development focus includes several current projects that are branded as Active Living. They offer amenities to residents, and while meals and services are not included in their rents, they available on an optional basis. Hence, Active Living projects are a direct competitor of IL communities. Additionally, Active Living residents may have the option of one or more on site restaurants available to residents.

Overture

Based on these market developments, SC completed this case study of Overture, a subsidiary of Greystar Real Estate Partners (Greystar.com), headquartered in Charleston, South Carolina. Greystar has three divisions—Development and Construction, Property Management, and Investment Management—and has established itself as a leader in the real estate rental market. In 2018, Greystar was the #1 largest apartment developer in the U.S., according to the National Multifamily Housing Council, with 13,324 units developed in the years 2016 and 2017. Greystar was also the 19th largest owner, with 49,487 units.

Founded in 1993 by Chairman and CEO Bob Faith, Greystar has over 12,000 employees and more than 30 offices in the U.S., Europe, Latin America and Asia Pacific. The company oversees a global portfolio of more than 480,000 conventional units and student housing in over 150 markets. In its business portfolio, as of June 2018, Greystar had \$26 billion in gross assets under management, including more than \$9.7 billion of development. The company manages property worth over \$3.3 billion, with over 45,000 student housing units in Europe.

Greystar's entry into the Active Living market is relatively recent in the company's history. As one of the largest multifamily owners, developers and operators, and with the involvement of its Investment Management division, Greystar is uniquely positioned to capitalize for rapid expansion. In just a few years of accelerated development, it has become a clear leader in the Over 55 market with its Overture brand, targeting the upper middle income demographic, and, to a lesser extent, the middle income demographic. In shunning a replication approach to building design from one project to the next, Overture selects locations and designs that accommodate geographic distinctions (whether in the south, north-central or western states), differences in population of a locality (high density or suburban), size of property, affluence of the local area (based on the zip code in which the project is located), and walkability of the area.

Through its Overture brand, Greystar has been the most aggressive developer of Active Living projects in the United States. Overture currently has 37 projects either in operation or under construction in 13 states. Its predominant presence is in Texas, where 11 projects are operating, many of which compete head to head with Integrated Real Estate Group projects. North Carolina is second as a targeted state for development, with five projects and two more being planned. Overture also has four projects in Nevada and three in each of South Carolina and California, with one or two projects apiece in eight other states. Greystar has aggressively expanded the Overture brand since 2017, although its projects targeting more of a middle income demographic date at least as far back as 2010. Most of Overture's more recent communities are upscale, with many quality amenities.

Differences in Modeling and Variances in Project Characteristics

The following are brief profiles of the 16 Overture projects that SC has researched, four of which are scheduled to open in 2019. They are subdivided into three types of modeling: High Density, Suburban, and Other. In these profiles, SC researched project characteristics including the size

and price of land on which Overture projects have been built, size of rooms, rental rates, and other key datasets. The profiles include information on parking, with many much more costly structured parking, which is more and more expected of upper middle income seniors. Smaller properties in older suburbs and related modeling typically includes structured parking, and suburban modeling typically includes surface parking. Land acreages vary significantly, from a low of 1.75 acres to a high of 11.02. Sales prices of land purchased by Greystar vary widely, too, from about \$444,000 to \$1.96 million per acre.

SC's process for obtaining land sales data was to visit the county GIS website in which each Overture project is located, then use property IDs to research property records. The available GIS and property records data varied from one county/state to the next. In six of the 16 cases, SC could not obtain sales prices. SC also looked for information from city and/or state records, as well as site plans filed with municipal zoning boards. In cases where land sales data were unavailable, SC instead used published data on real estate tax assessments of the subject property. Since the majority of projects were opened in 2017 or later, the real estate assessed value of lands is likely the purchase price. See Overture projects below, with about half of their current portfolio in three categories below.

Urban or Higher Density per Acre Suburban Projects

These projects are located in more urbanized or older more mature suburbs, typically smaller property and sites that are more costly.

Overture Domain (Austin)

Location: 3100 Kramer Lane, Austin, TX 78758

Opened: 2016

Acreage: 2.13; Real Estate Tax Assessment, \$4,175,226 (\$1,960,200 per acre), as of tax year 2019.

Unit count/floors: 189 units, four floors

Unit sizes: Studio, 685 to 907 sq.ft.; 1BR, 677 to 907 sq.ft.; 2BR, 1,109 to 1,347 sq.ft.

Unit rates: Studio, \$1,775 to \$2,570; 1BR, \$1,750 to \$2,620; 2BR, \$1,995 to \$3,805

Parking: Structured, five levels

Local demographics (78758 zip code)

Population: Total, 46,618; 16.4% ages 55 and over

Population within 10 mile radius: 627,762

Income: MHH income, \$50,018, based on Census Bureau 2017 five year estimate

Average home value: \$296,400, as of June 10, 2019

Overture Buckhead South (Atlanta)

Location: 658 Lindbergh Drive NE, Atlanta, GA 30324

Opened: 2018

Acreage: 2.23; Confirmed land purchase price: 6/10/15, \$2,703,000 (\$1,212,108 per acre)

Unit count/floors: 190 units, four floors

Unit sizes: 1BR, 618 to 1,040 sq.ft.; 2BR, 1,042 to 1,797 sq.ft.
Unit rates: 1BR, \$1,595 to \$2,300; 2BR, \$2,695 to \$3,250
Parking: Structured

Local demographics (30324 zip code)
Population: Total, 26,521; 20.3% ages 55 and over
Population within 10 mile radius: 1,038,190
Income: MHH income, \$66,748, based on Census Bureau 2017 five year estimate
Average home value: \$406,000, as of June 10, 2019

Overture Crabtree (Raleigh)

Location: 4408 Marriott Drive, Raleigh, NC 27612
Opened: 2017
Acreage: 3.39; Confirmed land purchase price: 2/12/16, \$3,850,000 (\$1,135,693 per acre)
Unit count/floors: 203 units, five floors
Unit sizes: 1BR, 660 to 989 sq.ft.; 2BR, 1,044 to 1,288 sq.ft.
Unit rates: 1BR, \$1,875 to \$2,575; 2BR, \$2,325 to \$3,225
Parking: Structured, five levels with 282 spaces

Local demographics (27612 zip code)
Population: Total, 37,384; 28.6% ages 55 and over
Population within 10 mile radius: 438,455
Income: MHH income, \$73,402, based on Census Bureau 2017 five year estimate
Average home value: \$358,300, as of June 10, 2019

Overture Kierland (Scottsdale)

Location: 7170 Tierra Buena Lane, Scottsdale, AZ 85254
Opened: 2018
Acreage: 1.97; Real Estate Tax Assessment: \$2,400,000 (\$1,218,274 per acre), as of tax year 2017.
Unit count/floors: 170 units/five floors
Unit sizes: 1BR, 621 to 987 sq.ft.; 2BR, 1,048 to 1,447 sq.ft.
Unit rates: 1BR, \$1,780 to \$3,090; 2BR, \$2,900 to \$4,490
Parking: Structured, ground level

Local demographics (85254 zip code)
Population: Total, 45,973; 33.2% ages 55 and over
Population within 10 mile radius: 390,147
Income: MHH income, \$90,398, based on Census Bureau 2017 five year estimate
Average home value: \$496,700, as of June 10, 2019

Overture Providence (Charlotte)

Location: 6805 Walnut Branch Lane, Charlotte, NC 28277

Opens: Fall 2019

Acreage: 3.51; Confirmed land purchase price: 3/14/17, \$3,770,000 (\$1,074,074 per acre)

Unit count/floors: 175 units, five floors

Unit sizes: 1BR, 678 to 1,044 sq.ft.; 2BR, 1,045 to 1,223 sq.ft.

Unit rates: 1BR, \$1,800 to \$2,450; 2BR, \$2,395 to \$3,245

Parking: Covered and surface

Local demographics (28277 zip code)

Population: Total, 70,582; 21.5% ages 55 and over

Population within 10 mile radius: 379,611

Income: MHH income, \$101,490, based on Census Bureau 2017 five year estimate

Average home value: \$353,100, as of June 10, 2019

Overture Virginia Beach

Location: 3317 Ocean Shore Avenue, Virginia Beach, VA 23451

Opened: 2017

Acreage: 7.47; Confirmed land purchase price: 12/8/15, \$6,250,000 (\$836,904 per acre)

Unit count/floors: 172 units, five floors

Unit sizes: 1BR, 683 to 1,018 sq.ft.; 2BR, 1,060 to 1,456 sq.ft.

Unit rates: 1BR, \$1,695 to 2,850; 2BR, \$2,536 to \$3,950

Parking: Structured, ground level

Local demographics (23451 zip code)

Population: Total, 43,447; 30.4% ages 55 and over

Population within 10 mile radius: 507,462

Income: MHH income, \$65,881, based on Census Bureau 2017 five year estimate

Average home value: \$410,900, as of June 10, 2019

Suburban

These projects are typically built on the suburbs of metropolitan areas, have larger acreages, and they are more likely to have surface parking.

Overture Dr. Phillips (Orlando)

Location: 6410 Sand Lake Sound Road, Orlando, FL 32819

Opened: 2018

Acreage: 5.71; Confirmed land purchase price: 10/9/17, \$6,840,000 (\$1,197,898 per acre)

Unit count/floors: 185 units, four floors

Unit sizes: 1BR, 675 to 990 sq.ft.; 2BR, 1,045 to 1,391 sq.ft.

Unit rates: 1BR, \$1,795 to \$2,800; 2BR, \$2,795 to \$3,595

Parking: Structured

Local demographics (32819 zip code)

Population: Total, 28,301; 28.7% ages 55 and over

Population within 10 mile radius: 605,206
Income: MHH income, \$62,918, based on Census Bureau 2017 five year estimate
Average home value: \$321,100, as of June 10, 2019

Overture Fair Ridge (Washington, DC Metro)

Location: 3955 Fair Ridge Drive, Fairfax, VA 22033
Opened: 2017
Acreage: 6.94; Confirmed land purchase price: 12/4/15, \$7,500,000 (\$1,080,692 per acre)
Unit count/floors: 200 units, four floors
Unit sizes: 1BR, 675 to 1,008 sq.ft.; 2BR, 948 to 1,277 sq.ft.
Unit rates: 1BR, \$1,900 to \$3,400; 2BR, \$2,500 to \$3,870
Parking: Structured and covered parking

Local demographics (22003 zip code)
Population: Total, 40,255; 19.8% ages 55 and over
Population within 10 mile radius: 801,141
Income: MHH income, \$110,519, based on Census Bureau 2017 five year estimate
Average home value: \$469,900, as of June 10, 2019

Overture Cotswold (Charlotte)

Location: 4830 Randolph Road, Charlotte, NC 28211
Opened: 2017
Acreage: 6.01; Confirmed land purchase price, 3/2/17, \$4,125,000 (\$686,356 per acre)
Unit count/floors: 158 units, three floors
Unit sizes: 1BR, 649 to 994 sq.ft.; 2BR, 1,133 to 1,285 sq.ft.
Unit rates: 1BR, \$1,800 to \$2,150; 2BR, \$2,500 to \$3,350
Parking: Surface, approx. 198 spaces

Local demographics (28211 zip code)
Population: Total, 30,760; 27.7% ages 55 and over
Population within 10 mile radius: 591,130
Income: MHH income, \$77,369, based on Census Bureau 2017 five year estimate
Average home value: \$503,300, as of June 10, 2019

Overture Arboretum (Austin)

Location: 10600 Jollyville Road, Austin, TX 78759
Opened: 2017
Acreage: 11.02; Real Estate Tax Assessment: \$5,765,076 (\$523,146 per acre), as of tax year 2019.
Unit count/floors: 184 units/five floors
Unit sizes: 1BR, 619 to 689 sq.ft.; 2BR, 1,045 to 1,342 sq.ft.
Unit rates: 1BR, \$1,675 to \$3,150; 2BR, \$3,075 to \$3,850
Parking: Surface

Local demographics (78759 zip code)

Population: Total, 41,847; 27.6% ages 55 and over

Population within 10 mile radius: 632,549

Income: MHH income, \$76,749, based on Census Bureau 2017 five year estimate

Average home value: \$459,100, as of June 10, 2019

Overture Centennial (Raleigh)

Location: 600 Bilyeu Street, Raleigh, NC 27606

Opens: Winter 2020

Acreage: 9.58; Confirmed land purchase price: 4/25/18, \$4,265,303, for three combined properties (\$445,230 per acre)

Unit count/floors: 181 units (94 1BR, 87 2BR), three floors

Unit sizes: 1BR, 598 to 1,161 sq.ft.; 2BR, 1,102 to 1,537 sq.ft.

Unit rates: 1BR, \$1,485 to \$2,435; 2BR, \$2,385 to \$3,285

Parking: Surface, 228 spaces

Local demographics (27606 zip code)

Population: Total, 46,321; 15.4% ages 55 and over

Population within 10 mile radius: 450,636

Income: MHH income, \$50,540, based on Census Bureau 2017 five year estimate

Average home value: \$288,000, as of June 10, 2019

Overture Daniel Island (Charleston, SC)

Location: 7770 Farr Street, Charleston, SC 29492

Opens: Summer 2019

Acreage: 8.6; Confirmed land purchase price: 12/7/17, \$3,819,177 (\$444,090 per acre)

Unit count/floors: 197 units, four floors

Unit sizes: 1BR, 678 to 1,091 sq.ft.; 2BR, 1,051 to 1,331 sq.ft.

Unit rates: 1BR, \$1,800 to \$3,100; 2BR, \$3,000 to \$3,500

Parking: Surface

Local demographics (29492 zip code)

Population: Total, 12,629; 24.4% ages 55 and over

Population within 10 mile radius: 268,763

Income: MHH income, \$103,822, based on Census Bureau 2017 five year estimate

Average home value: \$493,900, as of June 10, 2019

Overture Highlands (Arlington, TX)

Location: 250 W. Arbrook Blvd., Arlington, TX 76014

Opened: 2017

Acreage: 3.80; Real Estate Tax Assessment, \$1,323,976 (\$348,415 per acre), as of tax year 2019.

Unit count/floors: 167 units, five floors

Unit sizes: 1BR, 724 to 1,094 sq.ft.; 2BR, 1,055 to 1,273 sq.ft.
Unit rates: 1BR, \$1,645 to \$2,450; 2BR, \$2,400 to \$2,900
Parking: 168 surface parking spaces

Local demographics (76014 zip code)
Population: Total, 35,235; 19.1% ages 55 and over
Population within 10 mile radius: 735,734
Income: MHH income, \$50,916, based on Census Bureau 2017 five year estimate
Average home value: \$175,300, as of June 10, 2019

Other

The following projects, classified as “Other,” deviate in one or more ways from the more typical Overture projects profiled above.

Overture Yorktown (Suburban Chicago)

Location: 55 Yorktown Shopping Center, Lombard, IL 60148
Opens: 2019
Acreage: 1.75 (property is, in effect, “carved out” of the much larger shopping center property);
Confirmed land purchase price: 6/17, \$6,500,000 (\$3,714,285 per acre) although may have been other considerations based on Purchase Price.
Unit count/floors: 175 units, seven floors
Unit sizes: 1BR, 707 to 1,112 sq.ft.; 2BR, 1,118 to 1,327 sq.ft.
Unit rates: 1BR, \$1,695 to \$3,680; 2BR, \$2,995 to \$4,920
Parking: Structured, six level parking deck (234 spaces)
Additional information: According to the Village of Lombard, a second phase to the project planned by Greystar will be located adjacently on a 5.95 acre lot. This market rate apartment project will be called Elan and open at approximately the same time as Overture Yorktown. Two other projects, a commercial building and convenience center, will adjoin to form a four parcel complex called Yorktown
Commons.(<https://www.villageoflombard.org/DocumentCenter/View/1080/2018-Chamber-Presentation-PDF?bidId=>)

Local demographics (60148 zip code)
Population: Total, 60,148; 29.1% ages 55 and over
Population within 10 mile radius: 1,046,380
Income: MHH income, \$75,250, based on Census Bureau 2017 five year estimate
Average home value: \$261,100, as of June 10, 2019

Overture Riverwalk (Riverside, CA)

Location: 4725 Sierra Vista Avenue, Riverside, CA 92505
Opened: 2010
Acreage: 7.16; Real Estate Tax Assessment: \$5,915,090 (\$826,130 per acre), as of tax year 2018.

Unit count/floors: 204 units/three floors
Unit sizes: 1BR, 637 to 739 sq.ft.; 2BR, 908 to 934 sq.ft.
Unit rates: 1BR, \$1,450 to \$1,710; 2BR, \$1,790 to \$2,000
Parking: Multi car surface garages

Local demographics (92505 zip code)
Population: Total, 50,110; 18.1% ages 55 and over
Population within 10 mile radius: 560,452
Income: MHH income, \$62,232, based on Census Bureau 2017 five year estimate
Average home value: \$402,300, as of June 10, 2019

Overture Rancho Santa Margarita (Extended Los Angeles Market)

Location: 30824 La Miranda Lane, Rancho Santa Margarita, CA 92688
Opened: Originally built in 2006 and opened as Buena Vida at Town Center, an age restricted community
Acreage: 3.09; Real Estate Tax Assessment: \$1,600,000 (\$517,799 per acre), as of tax year 2018.
Property sold by previous owner in December 2017 for \$34.8 million. Assume that Overture was the purchaser, but unconfirmed.
Unit count/floors: 115 units/three floors
Unit sizes: 1BR, 540 to 660 sq.ft.; 2BR, 885 to 965 sq.ft.
Unit rates: 1BR, \$1,815 to \$2,015; 2BR, \$2,525
Parking: Surface and covered parking
Additional information: The property includes the building in which Overture Rancho Santa Margarita is located. It has a real estate assessed value for \$1,850,000, for a total property value of \$3,450,000.

Local demographics (72688 zip code)
Population: Total, 45,062; 18.8% ages 55 and over
Population within 10 mile radius: 366,328
Income: MHH income, \$103,215, based on Census Bureau 2017 five year estimate
Average home value: \$657,900, as of June 10, 2019

Key Findings

From the profiles, following are key findings about Overture's Active Living projects based on SC's findings:

- With six of the 17 projects are in relatively high-density areas having smallish tracts of land available for development, Overture has countered this limitation with buildings that are five floors stories of more and more related cost than most than insuburban location.
- The property sales prices or appraised real estate assessed value of lands per acre are generally much higher in older suburbs and more urban than suburban locations. Five of the six properties in more urban or older suburban areashad sales prices or real estate assessed value of lands of over \$1 million per acre).

- Of a total of seven Suburban projects, Overture Dr. Phillips and Overture Daniel Island are in localities with divergent levels of affluence, measured by median household income of their respective zip codes. Overture Daniel Island is in an exclusive, high income area (MHH of \$103,822), while Overture Dr. Phillips is in a much more middle income zip code (\$62,918). Part of Overture Dr. Phillips’ lower income is due to the fact that it is in a lower income state, i.e. Florida. Additionally, the project is located in the southern portion of Dr. Phillips, a newer more destination area where 11 different real estate projects recently got underway. This reflects flexibility that Greystar is willing to take in considering sites and markets, as long as top 25-50 major metros and their suburbs.
- In the “Other” category, the Overture Yorktown project has the most unique location of the 17 projects, being on the grounds of a shopping mall, and it has the smallest acreage, at 1.75. According to GIS data, Greystone paid the most for any of the Overture projects that SC researched, over \$3.7 million per acre although may have been other considerations as within an existing regional mall. An existing building on the tract was either repurposed or demolished before rebuilding. Additionally, despite the fact that the shopping center has parking spaces surrounding the project, Overture Yorktown has built a six level parking deck for the privacy and convenience of residents.
- Additionally, in the “Other” category are samples of older and/or smaller projects that target a middle income clientele and early Overture modeling and/or acquisition. Overture Riverwalk, in Riverside, California, was built in 2011 and has an atypical Overture footprint, with four residential buildings rather than all residences being “under one roof.” Additionally, it has only six floorplans (compared with Overture Fair Ridge, for example, which has 15). Overture Rancho Santa Margarita, in California, was purchased in 2017 from an age restricted multifamily operator, according to online reports. It has just 115 units on three floors, only four floorplans, and with smaller size units than typical Overture projects.
- Despite the wide variations and customizations from project to project, Overture projects are mostly similar in other respects. With the exception of Overture Rancho Santa Margarita, the capacities deviate only moderately from the median of about 180 units, ranging from a high of 203 to a low of 158 units; minimum rentals for 1BR units range from \$1,450 to \$1,875, with the average being about \$1,750; and, minimum room sizes range from 598 sq.ft. to 724 sq.ft. (Except Overture Rancho Santa Margarita), with the average being about 675 sq.ft.
- By SC’s assessment, Overture Crabtree, which became operational in 2017, is a Best of Class project. It has the largest capacity of the 17 projects in this case study, three structured parking garages surrounding the residential units for short walking distances for residents, is within walking distance of upscale shopping (Crabtree Valley Mall, only 13 minutes away on foot), has an interior courtyard with swimming pool, and has numerous other best of class amenities that is deserving of best of class designation. See Exhibit A for a listing of amenities. It is important to note that SC has connected detailed market analysis in the Northern Raleigh market and visited over 20 Independent Living

projects and several other over 55 and only one other would be considered clearly Best of Class, a step up in offerings the Overture Crabtree.

- In other ways, each project is unique. Building exteriors vary in color, design, courtyards and natural areas, parking types and access; and interior areas in diverse mixes and sizes units, common areas and amenities spaces.

Conclusions

Based on Greystar's substantial assets and ability to finance projects, it has the capacity to take on a numerous projects concurrently and handle related risks better than small to midsize and even some larger competitors. As an example, in developing multiple projects in the Raleigh area, if one project is not financially viable, the success of other projects can balance that out and make Overture's venture into the Raleigh market profitable overall.

Overture has been aggressive in executing its development plan over the last several years, which has enabled it to become an established leader in the Active Living market. Reliable sources have advised SC that many and potentially most of the newer Overture projects include a commercial kitchen that is roughed out but not fully finished close to large common areas, with the potential to be converted into dining room(s) in the future. Hence, many Greystar/Overture projects are positioned for conversion to Independent Living later on as Baby Boomers overall become more of a Senior Living targeted market and the project's own residents age in place.

Overture Crabtree, has taken the additional step of offering continental breakfasts and Sunday brunch to residents enabling it to better compete in Raleigh's well established and competitive IL market, where many offer flexibility in meals and services. In SC's "mystery shopping" of Overture Crabtree, it has determined that the average resident's age in the community is about 72 to 74 years, much closer to the average age of 78 to 80 for brand new IL only projects.

In targeting markets that have income demographics ranging from middle income to upper middle income and even best of class on occasion, Greystar/Overture is further positioned to grow overall and establish economies of scale and presence in a particular metro(s). While Greystar/Overture presence (existing or planned) must be considered in market analysis and development, larger metro markets like those where they target have a deep base of aging Boomers that expect different options in housing and locations. That includes neighborhoods that are walkable including mixed use projects with retail/restaurants and over 55 housing.

SC has spent much time in identifying sites in mature older suburbs of major metros and sites of this size are difficult to find. Hence, even with the resources of Greystar/Overture from manpower to financial wherewithal to pay higher prices in high barrier to entry older neighborhoods, most of their projects are much more suburban in nature. While Overture has demonstrated design flexibility, all completed and announced developments in the last few years range from 158-203 units. Most Independent Living communities are 120-140 units and Independent Living and Active Living are somewhat competitive projects.

Many regional and local multifamily developers and owners like Greystar are entering the Active Living development space with varied models. While that includes some larger urban projects, the overwhelming majority of other active living/over 55 housing being developed are smaller than Overture models. As just one of many examples, Riverwalk at Cranford, Cranford NJ (NTC Metro) has 108 total units in two buildings, with rents topping out at over \$3,800 per month in a high income very walkable small city of \$23,000. Many Active Living opportunities remain for Overture and all developers as boomed continue to age.

Exhibit A
Amenities and Services at Overture Crabtree



Amenities

Rooms

- Modern kitchens featuring stainless steel appliances
- Designer lighting throughout
- Granite countertops and custom wood cabinetry
- Center kitchen islands
- 9' ceilings with ceiling fans
- Contemporary plank-style wood-style flooring
- High quality carpet in bedrooms
- Luxury baths featuring standalone showers and soaking tubs
- Double vanities and linen closets
- Side-by-side washer/dryer

Community

- Sizable clubroom with fireplace lounge
- Demonstration kitchen in the clubroom
- Professional concierge desk
- Coffee bar and bistro
- Private dining or resident meetings
- Movie room
- Fitness center with state-of-the-art equipment
- Yoga studio
- Nail and hair salon
- Billiards and game room
- Swimming pool
- Outdoor poolside grilling area
- Bocce ball court

Services

Provide activities and events that encourage residents to be active and social, including aerobics classes, card games, and social hours.