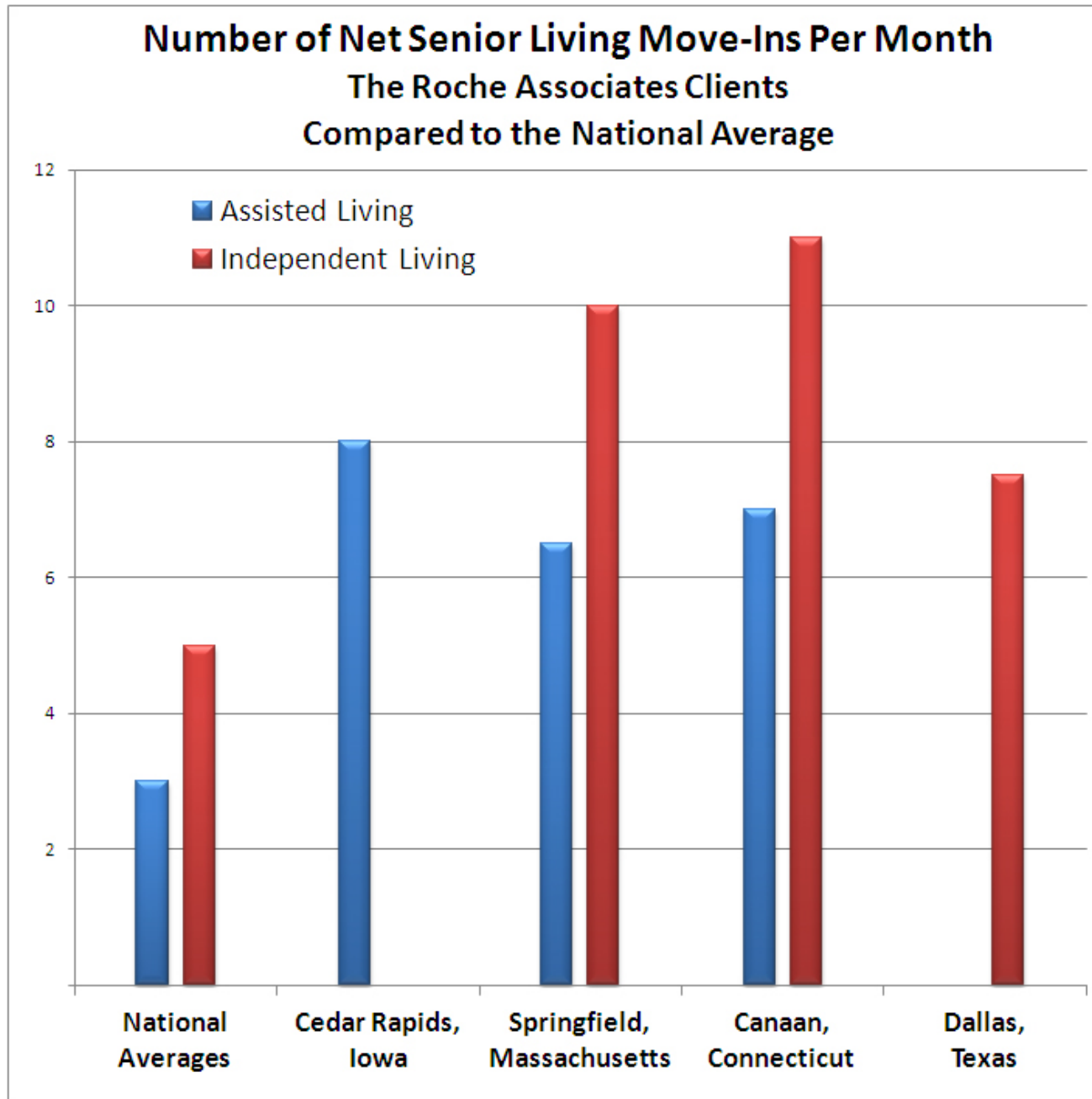




**Marketing Results in Filling and Achieving
Stabilized Occupancy Goals for Senior Living
Communities Nationwide**

The Roche Associates' Background and Capabilities

- Full-service true marketing company specializing in senior living and long-term care.
- 36 years of experience with over 600 distinct planning, marketing and sales campaigns.
- Marketing, planning consultants for senior living and nursing care center projects for which over \$3.5 billion in capital expenditures have been at stake.
- Trained over 25,000 senior living and nursing care center professionals in more effective and proven marketing and sales strategies, tactics, methods and techniques.
- Generated over 200,000 age- and income-qualified prospective residents and customers to attend sales traffic functions and programs for its senior living and nursing care center clients.
- Most importantly, helped its senior living and nursing care center clients capture over 20,000 residents who moved into client communities and facilities.



As this chart shows, senior living communities that retained The Roche Associates for their marketing efforts have consistently experienced fill-up rates that are substantially higher than the national monthly average for IL and AL communities.

Successful Pre-Sales, Fill-Up & Occupancy Results Orchestrated by The Roche Associates for New Start-Up Projects Over Past 10 Years

<i>Community Name & Location</i>	<i>Number of Units</i>
Geer Village, Canaan, CT	122 IL/AL/MC
Keystone Woods, Springfield, MA	187 IL/AL/MC
Providence Place at Ingleside, Holyoke, MA	120 IL
Keystone Commons, Ludlow, MA	100 IL/AL/MC
Brentwood, Elkhart, IN	88 IL
Renaissance West, Cincinnati, OH	122 IL/AL/MC
Legacy Ridge, Westminster, CO	160 IL/AL/MC
Blairs Ferry, Cedar Rapids, IA	77 IL
The Tradition-Prestonwood, North Dallas, TX	220 IL
The Tradition-Lovers Lane, Dallas, TX	311 IL/AL/MC
The Village on Pheasant Ridge, Roanoke, VA	95 IL
Keystone Cedars, Cedar Rapids, IA	75 AL/MC
Summit Point, Macedonia, OH	150 IL/AL/MC
Villa Grande at Sarasota, Sarasota, FL	108 IL
The Regent, Wichita, KS	115 IL
The Crossings at Bon Air, Richmond, VA	194 IL/AL/MC
Keystone Place at LaValle Fields, Hugo, MN	100 IL/AL/MC



Filled 100% of independent living units and 50% of the available assisted living units for Geer Village, a 122-unit senior living community in rural Canaan, Connecticut, within 90 days of its opening. Due to the marketing plan created and implemented by The Roche Associates for Geer Village, this senior living community had a waiting list of over 40 parties for its independent living apartments and achieved its goal of 95% occupancy for its assisted living units within a year of its opening.



Keystone Woods, a 187-unit senior living community located in Springfield, MA, filled at 16.5 net units per month as a result of the orchestration, implementation, and management of its marketing and sales by The Roche Associates. Keystone Woods' net fill-up rates of 10 IL units and 6.5 AL units per month were twice the national average fill-up rates for senior living communities as reported by the National Investment Center.



Summit Point, Macedonia, OH. Pre-leased 55% of Summit Point's 150 IL & AL units and filled 70 units within four months of receiving both its CO & Assisted Living Certification. Summit Point's IL apartments filled up at a rate of 6 net move-ins per month, above the national average of 5 units per month for IL communities, and its AL apartments filled up at a rate of 5.5 units per month, which was nearly triple the national average of 2 move-ins per month for AL communities as reported by the National Investment Center.



Within a year of opening The Tradition-Prestonwood, a 220-unit start-up independent living retirement community located in Dallas, Texas doubled occupancy. The Tradition-Prestonwood achieved 97% occupancy, filling-up at an average of 7.5 net units per month, approximately twice the national average for IL fill-up. Currently, The Tradition-Prestonwood is operating at 100% occupancy with numerous parties on its waiting list.

Other Examples of Successful Achievement of Pre-Sales, Opening, Fill-Up & Occupancy Goals as a Result of The Marketing & Sales Assistance Provided by The Roche Associates

- ***Renaissance West at North Bend Crossing, Cincinnati, OH:*** Achieved 100% occupancy in March 2012 at Renaissance West at North Bend Crossing, a start-up 122-unit independent living, assisted living and memory care community located in Cincinnati, Ohio.
- ***Keystone Commons, Ludlow, MA:*** Sustained 98% occupancy at the 90-unit Keystone Commons independent living, assisted living and memory care community in Ludlow, Massachusetts, despite turning over 39% of its units (35 units) in 2011.

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- ***The Village on Pheasant Ridge, Roanoke, VA:*** Orchestrated marketing and sales efforts which led to The Village on Pheasant Ridge quadrupling its occupancy. When The Roche Associates was retained to turn around The Village on Pheasant Ridge, it only had 15 units occupied, with no deposits and a handful of leads. Through the combined efforts of The Roche Associates and Harmony Senior Services and the excellent on-site management and sales team, The Village on Pheasant Ridge soon had 60 units occupied, gained scores of new deposits and increased its lead base fivefold, from 200 to 1,000+ leads.

Other Examples of Successful Achievement of Pre-Sales, Opening, Fill-Up & Occupancy Goals as a Result of The Marketing & Sales Assistance Provided by The Roche Associates

- ***Villa Grande at Sarasota, Sarasota, FL:*** Obtained 80% reservations and 75 move-ins at Villa Grande at Sarasota, a high-end 108-unit Active Adult Independent Living Retirement Community in Sarasota, Florida, one of the toughest housing markets in the U.S., within eighteen months of all of the units being available in September 2011.
- ***Keystone Place at Legacy Ridge, Westminster, CO:*** Obtained 98% occupancy in May 2012 at Keystone Place at Legacy Ridge, a start-up 160-unit independent living, assisted living and memory care community located in Westminster, Colorado. The property averaged 8 net move-ins per month in its final phase of fill-up between February and May 2012, despite turning over 3 units a month during this time.

Other Examples of Successful Achievement of Pre-Sales, Opening, Fill-Up & Occupancy Goals as a Result of The Marketing & Sales Assistance Provided by The Roche Associates

- ***Brentwood Senior Living Apartments, Elkhart, IN:*** Obtained \$800,000 in increased cash flow and revenues for Brentwood Senior Living Apartments by boosting its occupancy to 96% (81 of 85 available apartments occupied). Before working with The Roche Associates, occupancy rate at Brentwood was at less than 20%.
- ***Keystone Cedars, Cedar Rapids, IA:*** Pre-leased 70% of the units and achieved 95% occupancy of the 48-unit Phase I of Keystone Cedars, a new assisted living community located in Cedar Rapids, Iowa, within months of its opening. As a result of the marketing foundation established by The Roche Associates during Phase I, Keystone Cedars achieved 95% occupancy for its overall 78-unit assisted living community within 10 months of its opening, translating into approximately 8 net assisted living move-ins per month, almost triple the national average.

What Sets The Roche Associates Apart From Other Firms

- Breadth of in-depth experience gained over its 36-year history in retirement housing, senior living community and nursing care center planning, market research and successful marketing of hundreds of projects across the United States.
- Specialization in the marketing and sales of rental independent living, assisted living and memory care communities.
- Sophisticated analytical ability with respect to development of effective market positioning and strategy for retirement living and senior living communities.
- National recognition as one of the top firms in the U.S. for generating sales traffic for senior living communities.
- The unique, proven ***Direct Impact™*** Test Marketing and Pre-Sales Program developed by The Roche Associates.
- Possession of both in-house, market research and telemarketing departments.
- In-house, unparalleled Direct Marketing Resources which offer the roll-out of cost-effective, integrated direct mail, and follow-up telemarketing campaigns designed to generate the ongoing significant infusion of sales leads for our clients.
- Hands-on, “in the trenches” marketing campaign experience comparable to orchestration and implementation of all aspects of successful business and political campaigns (e.g. market research, field organization, preparation of the full spectrum of effective advertising and promotional materials, data management, and sales supervision and monitoring).
- The Roche Associates is a true marketing firm that bases its compensation on clearly identified fees for services, not on mark-ups of advertising expenses, discounts or commissions paid by media outlets.



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