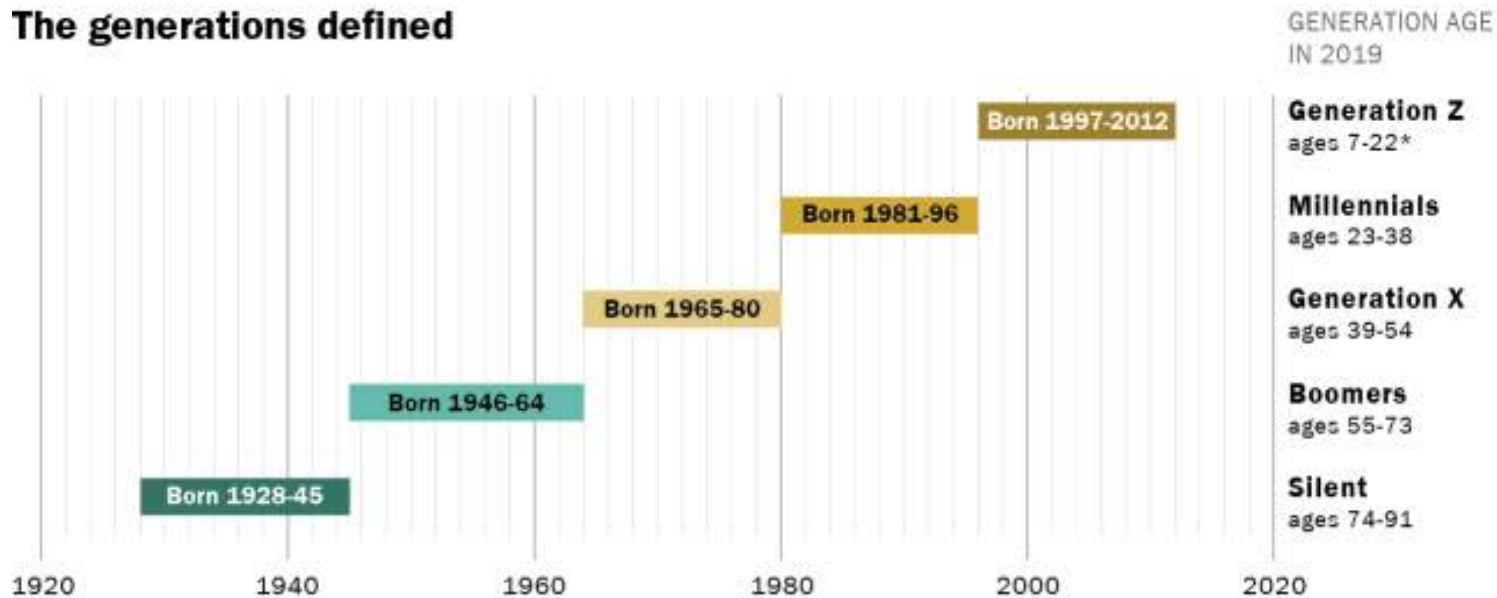


55+ Lifestyle Living Who Is All Involved

The generations defined

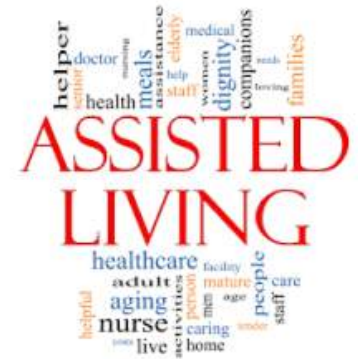


*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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55+ Lifestyle Living Broken Down Into 12 Distinct Living Options

- 55+ Targeted Communities
 - 55+ Active Adult Communities
 - 55+ Restricted Communities
 - Senior Apartments
 - Independent Living Apartment Communities
 - Assisted Living Residential Communities
 - Memory Support Residential Communities
 - Alzheimer's Resident Communities
 - Life Care Communities
 - Skilled Nursing – Physical Therapy – Short Term Residential Communities
 - Board and Care – Congregate Residential Communities
 - Hospice Residential Communities
- 
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55+ Age Targeted Communities

55+ Age Targeted Defined

- 55+ age-targeted communities can be detached or attached, mixed-use, for sale or for rent, affordable or market rate.
- 55+ age-targeted communities have to take everybody, there's no age restriction, but the community will offer amenities that appeal to the active adult lifestyle.
- In an age-targeted community, kids and grandkids can visit for the whole summer, making these types of communities attractive to 55+ buyers who want to host family for extended periods.



55+ Active Adult Communities

55+ Active Adult Defined

- 55+ active adult communities can be detached or attached, mixed-use, for sale or for rent, affordable or market rate.
- 55+ active adult communities can host anyone, there are age restrictions.
- The HOA determines the rules and regulations as to what age the household is and the length of stay for grandkids, etc...
- The community offers amenities that appeal to the active adult lifestyle.
- In a 55+ active adult community, the restrictions are increased making these types of communities attractive to 55+ buyers who want a more adult community with less presence of kids.



55+ Age Restricted Communities

55+ Age Restricted Defined

- 55+ age-restricted communities are only allowed under the Housing for Older Persons Act of 1995.
- 55+ age-restricted communities can be detached or attached, mixed-use, for sale or for rent, affordable or market rate.
- 80 percent of an age-restricted community must be older than the age restriction.
- Some communities will allow a spouse who is younger than the age limit to reside there.
- Certain Length-of-Stay restrictions may be placed in the Community with regards to visiting family members



Senior Apartments

Senior Apartments Defined

- Market Rate Age-restricted multi-unit housing with self-contained living units for older adults, usually aged 55+ who are able to care for themselves.
- Market Rate Rents are across the board.
- HUD Sponsored (Section 202, Tax Credit, Etc...) Affordable Age-restricted multi-unit housing with self-contained living units for older adults, usually aged 62+ who are able to care for themselves.
- Affordable Rents are based on meeting HUD criteria of resident income = 30% to 50% of the area Median Income.



Independent Living Apartment Communities

Independent Living Defined

- A Senior Resident still has the physical and mental capacity to live independently but wants companionship from others his/her age.
- Independent living offer specific services and amenities that cater to Senior Resident and promote active, healthy senior lifestyles.
- Typical Rents for Independent Living are 1/3 to 2/3 more than the typical Market Rate Rents in the same area.



Assisted Living Residential Communities

Assisted Living Defined

- Assisted living is a housing option for Senior Residents who cannot live independently and need help with medication reminders and/or administration and with assistance with two or more Activities of Daily Living (ADL's), bathing, grooming, eating, dressing and going to the bathroom.
- Typical rents for Assisted Living are “needs-based” and average \$5000 per month



Memory Support Residential Communities

Memory Support Defined

- Memory Support is a distinct form of long-term care that specifically caters to patients with dementia and other types of memory impairments/loss.
- Typical Rents for Memory Support are the top end of Assisted Living rents averaging at \$7500 per month



Alzheimer's Resident Communities

Alzheimer's Care Defined

- Alzheimer's Care is a distinct form Memory Support Care and specifically caters to patients with Alzheimer's disease.
- Alzheimer's rents are "needs-based" and similar to Memory Support rents



Life Care Communities

Life Care Communities Defined

- Once called Continuing Care Retirement Communities (CCRC's), a Master Planned Senior Community that provides all levels of care in separate marketable areas within one or several buildings providing Senior Residents to Age-In-Place within the same Community.



Board and Care Congregate Residential Communities

Residential Care Homes Defined

- Residential care homes offer personalized service to small groups of Senior Residents, usually 6 residents or less.
- These homes provide lodging, meal services and assistance with Activities of Daily Living (ADL's) .
- Rents for Group Home are similar to those found in Assisted Living in the same area



Skilled Nursing – Physical Therapy – Short Term Palliative Care Residential Communities

Skilled Nursing– Physical Therapy – Short Term Defined

- Facility licensed by the state that provides 24-hour nursing care, room and board, and activities for Senior and other residents as well as those with chronic and/or long-term care illnesses. One step below hospital care.
- Regular medical supervision and rehabilitation therapy are mandated to be available, and nursing homes are eligible to participate in the Medicaid program.
- No rents but billed through private pay, hospital or Medicaid



Hospice Residential Communities

Hospice Residential Communities Defined

- Philosophy and approach to providing comfort and care at end of life rather than providing heroic lifesaving measures.
- Hospice care can include medical, counseling and social services.
- Most hospice care is in-home, while specialized Hospice Residential Communities also provide these services.



Softening The Blow

Lessons Learned On The Use Of Common Terms

Institutional Language Translated To New Use Language

**Facility,
Institution,
Skilled Nursing
Facility (SNF)**

=

**Residential
Community
or
Home**

**Unit, Hall, Wing
(within a building)**

=

**Neighborhood
Apartment
Home**

**Independent Living,
Alzheimer's Unit,
“Lockdown”, “Locked
Unit”, Levels of Care**

=

**Residential Living
Memory Support
Neighborhood
Secured Neighborhood
Levels of Living**

Cafeteria, Dining Hall

=

Dining Room

Restaurant

Bistro

Cafe

Dietary, Food Service

=

Dining Services

**Patient, Grandma and
Grandpa, Short Term
Rehab Patient**

=

**Resident,
Individual
Older Adult
Guest**

**Admission, New Adult,
Discharge**

=

**Move In
New Neighbor
New Resident
Move Out
Returning Home**

Nurse's Station
=
Resident Concierge
Wellness Staffing

Disabled

=

**Resident
Needing
Support**

A Diabetic, Quad, etc....

=

**A Person Living With
.....whatever the
condition is**

Demented, Dementia
=
**A Person Living with
Cognitive Losses**

“Feeder”

=

**Resident Needing
Assistance with Dining**

“Behavior”

=

**Resident Associated with
an Unmet Need**

Diaper

=

Brief

Bibb
=
Clothing Protector

63-Bed Facility
=
63 Resident Community

Dead, Passed
=
Celestial Departure
(but passed will still do)