



MOMENTUM
**2023 ANNUAL
MEETING & EXPO**

Renaissance Schaumburg
Convention Center - Schaumburg, IL

Transforming the Community of Yesteryear Into
The Community of Tomorrow

Presenters



Rob Love
President &
CEO, Love &
Company



Sara Montalto
Senior Vice President,
Strategic Services,
Love & Company



Jerry Walleck
Principal,
Perkins Eastman



Jay Prince
President/CEO,
Heritage Community
of Kalamazoo

Setting the Stage

Evolving Competitive Environment

Growth of Rental Independent Living Communities



Evolving Competitive Environment

Growth of At-Home Services



Home Care



Telehealth



Continuing Care
at Home

Evolving Competitive Environment


Growth of On-Demand Services




Evolving Competitive Environment

Evolution of Active Adult Communities

Connected Home
by Lennar


EVERYTHING'S
INCLUDED*





Everything's Included®, and every room's connected.


The Connected Home by Lennar is the first Wi-Fi CERTIFIED™ Home Design that keeps you connected to the most desirable technology brand devices, all of which are included with your new home at an outstanding value.


Features include:

- Heat Mapping (Engineering)
- Ruckus 12-port Ethernet switch and wireless access points
- Legrand® Transparent Structured Media enclosure
- Echo Show and Echo Dot
- Activation and support by Amazon for all Connected Home devices
- Baldwin® Evolved smart lock
- Honeywell Lyric Round™ Wi-Fi Thermostat 2.0
- Ring® Video Doorbell
- Samsung SmartThings™ Hub
- Sonos® PLAY:1 wireless speaker
- Lutron Caseta® occupancy sensors, wireless in-wall dimmers, wireless Smart Bridge Pro, Wireless Lamp Module, and Pico Remote with Double Stand
- Leviton® Z-Wave Plug-in Module and Surge Protective Receptacles



Echo Show


Echo Dot


Honeywell Lyric Round™
Wi-Fi Thermostat 2.0


Ring® Video Doorbell

Activation and support by Amazon

LENNAR | 

Lennar.com

Evolving Competitive Environment

Evolution of In-Home Technology

SMART HOME HEALTHCARE

CAGR: 37.3%
(2018-2023)

**Healthcare IT News:
The Elderly Rapidly
Adopting Smart Home
Healthcare Technology;
Market Poised for
Healthy Growth**



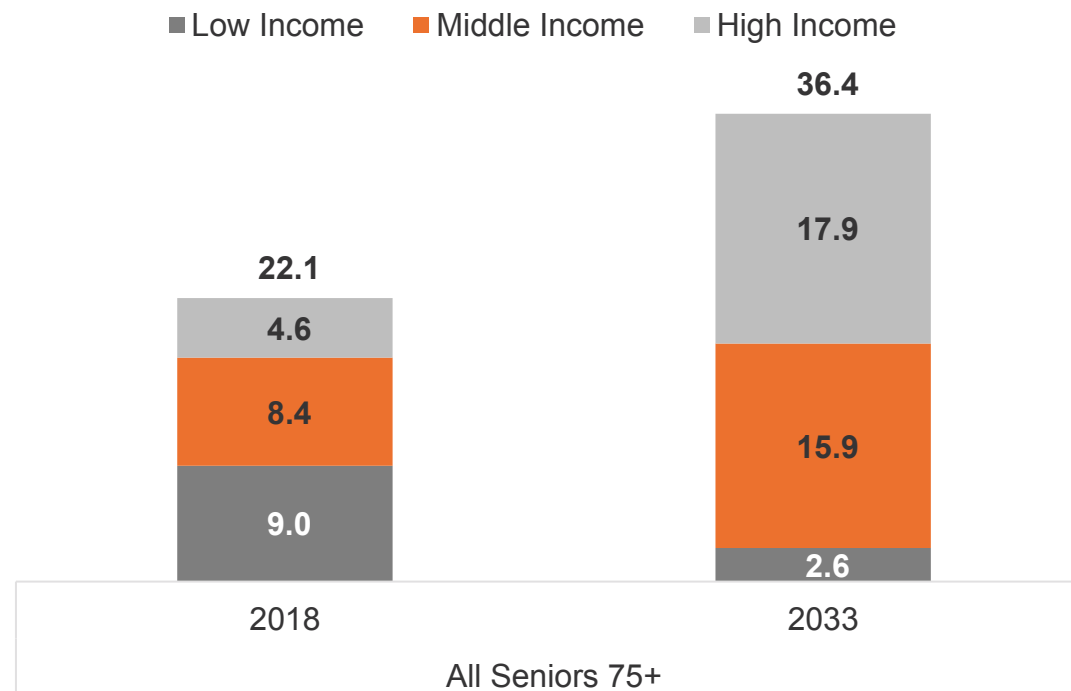
Key Questions

How can Life Plan Communities evolve to stay relevant and viable in the decade(s) ahead; i.e., how do we become the communities of tomorrow?

What can we do meaningfully better than these alternatives?

The overall senior population will increase by 64% from 2018 to 2033

Size of the Senior Population 2018 and 2033, by Age and Financial Resources (Millions)



As the baby boomers age, the size of the population age 75+ will increase by 14.3M.

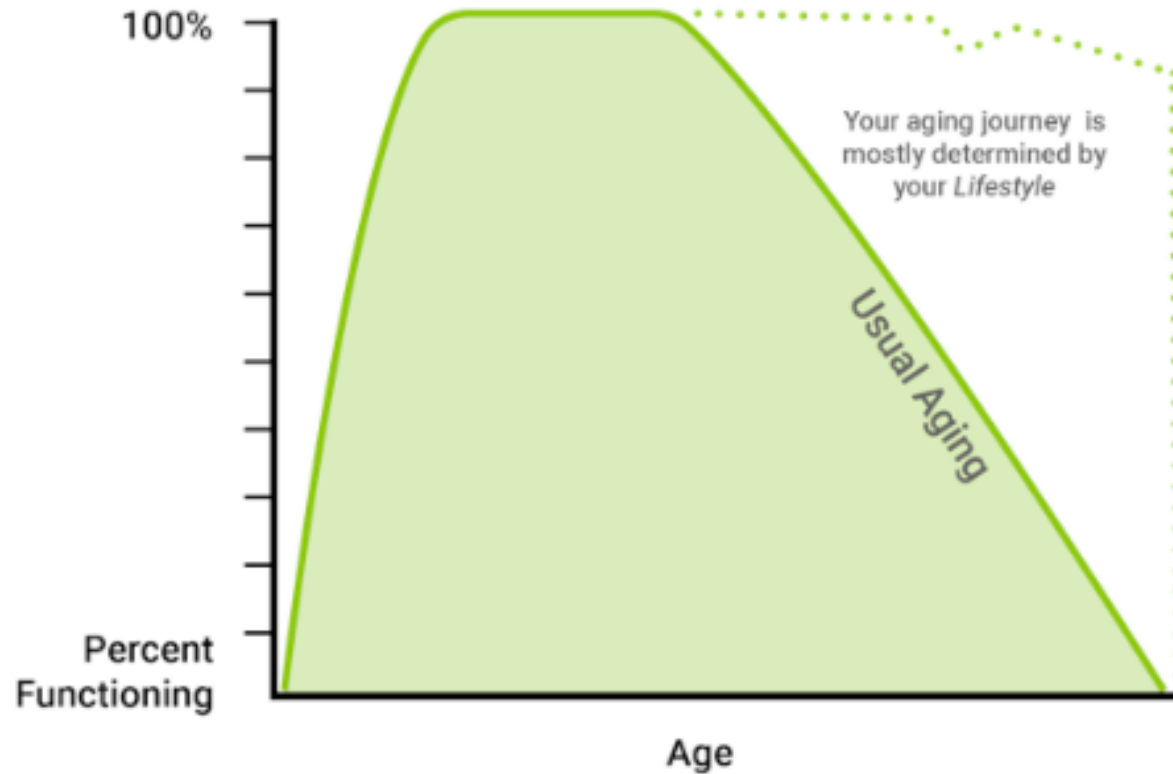
Seniors will also become more affluent with fewer low-income individuals and more high-income people.

What's Important to Boomers?

- ◆ Health and wellness
- ◆ Connectedness (personal and technological)
- ◆ Choice and flexibility
- ◆ Empowerment to live the way they want to live



Ten Tips for Successful Aging from Live Long, Die Short:



Credit: LiveLongDieShort.com

- ✓ Use it or lose it.
- ✓ Keep moving.
- ✓ Challenge your brain.
- ✓ Stay connected.
- ✓ Lower your risks.
- ✓ Never act your age.
- ✓ Wherever you are be there.
- ✓ Find your purpose.
- ✓ Have children in your life.
- ✓ Laugh...a lot.

Dining Today and Tomorrow

- ◆ Influence of nutrition and lifestyle on health status
 - Food as medicine: both preventive and curative
 - Includes avoiding, treating and sometimes eliminating chronic illness
 - Significant growth of interest in plant-based, vegetarian, vegan, gluten-free dining



Life Plan Community Assets

- ◆ Medical/health care
- ◆ Dining/nutrition management
- ◆ Fitness/wellness
- ◆ Social connection/engagement

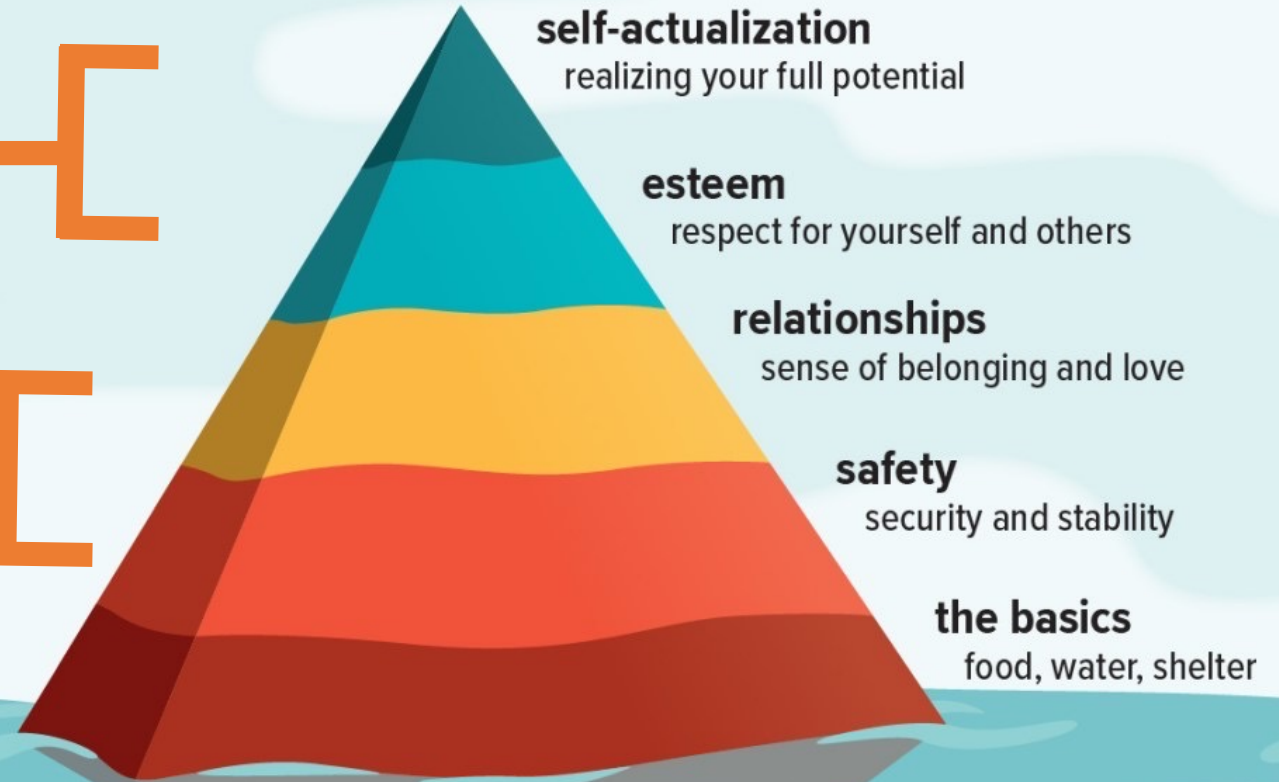
How do we effectively integrate all of this, to maximize health and wellness, and to minimize disease?



MASLOW'S HIERARCHY

Looking forward, we
need to be aiming
here.

Historically, we
have aimed here.



2020 Lead Base Survey

- ◆ 97% of respondents indicated that being able to learn, teach, grow, contribute and have more genuine fun is very desirable or desirable as they contemplate their futures.
- ◆ 85% said they were very interested or somewhat interested in having a plan for the next 10 years that enables them to learn, teach, grow, contribute, and have more genuine fun.





Crafted from a unique perspective



If someone at The Overlook tells you they're having a Senior Moment, you can thank Steve Dragon.

Craft brewing is Steve's passion, and sharing it with others is just one of the ways his vision for creating community comes to life every month.

A home brewer for nearly 40 years, Steve chose The Overlook because it was open to installing a brewing system for him. The Brew Crew he founded does everything from grinding the grain to bottling. The group now boasts dozens of members and produces award-winning beers under the Senior Moment label.

*Some of the most creative aspects
of The Overlook were inspired
by the people who live here—
which is how it should be.*

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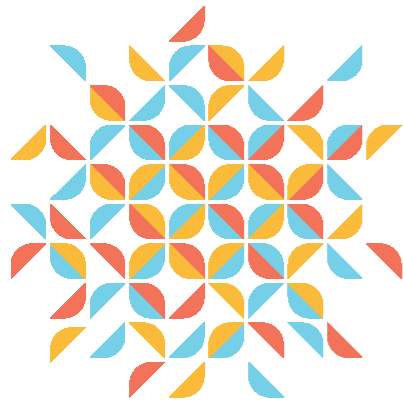
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JOHN KNOX
VILLAGE
A LIFE PLAN COMMUNITY

Pompano Beach, FL

John Knox Village

- Our relationship with JKV began in 2008, due to census challenges
- JKV opened in 1967
- In 2008:
 - 536 apartments in three high-rise towers
 - 204 cottages
 - Census was about 85%.
- The campus was very dated.







Master Planning Started in 2016... Then Re-Started in 2018

- Vision to become a leading community not just locally, but nationally
- Major focus on wellness
- Total reinvention of dining
- Long-term plan to remove most of the old cottages, replace with higher density residential offerings



And In The Future...





HERITAGE COMMUNITY

OF KALAMAZOO

Kalamazoo, MI

Heritage Community of Kalamazoo



History

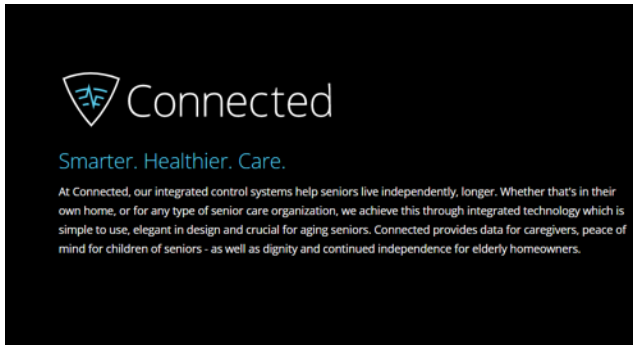
- Established in 1945
- IL: 147
- AL: 105
- Mem: 37
- SNF: 90
- Private Duty HC
- Alz. Research Center
- Smart Home Technology
- Foundation

In 2022

- New IL Revel Creek
- Memory Care Learning Center



Heritage Community of Kalamazoo



Smart Home Automation

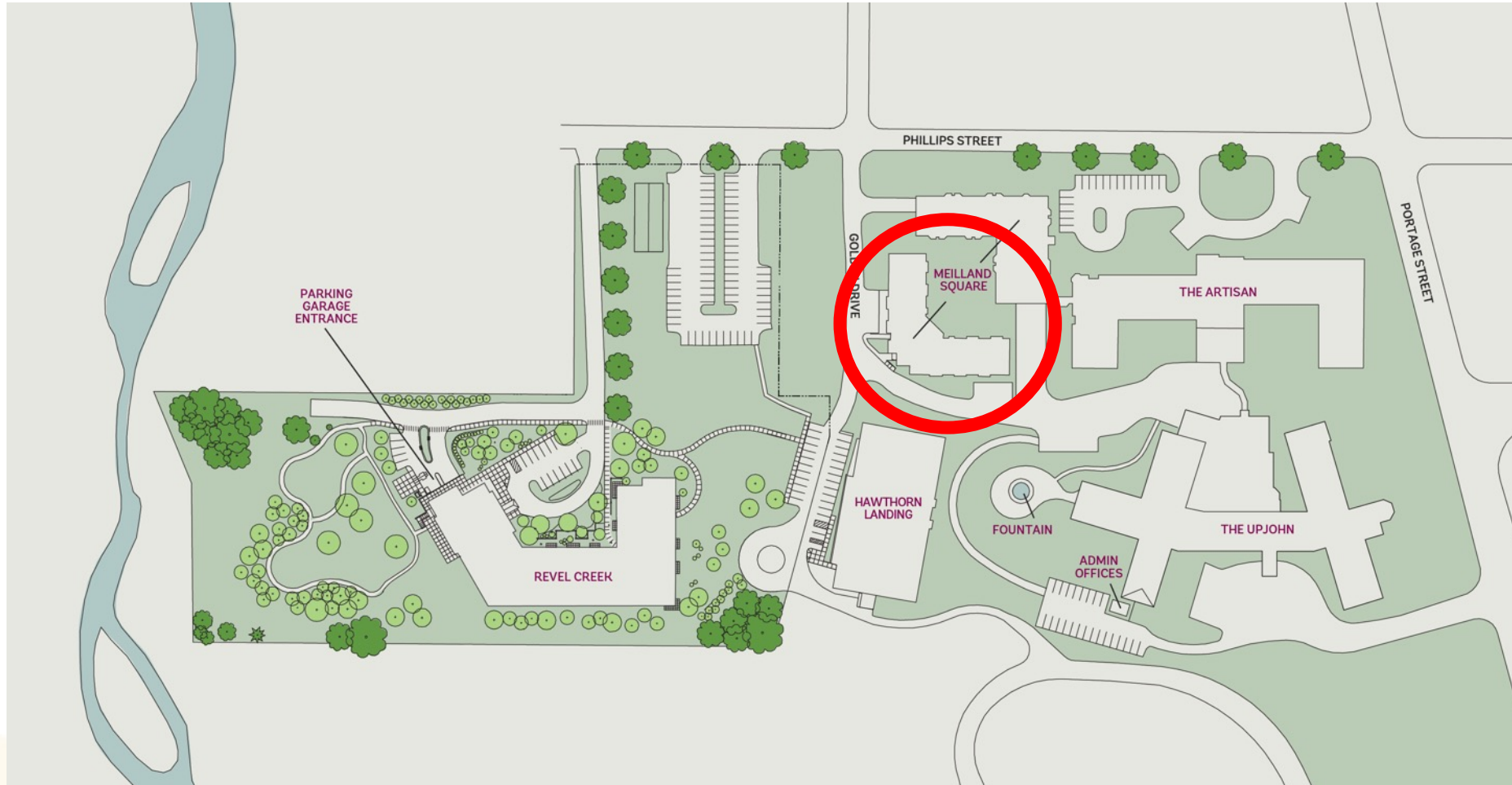
Learning Culture and
Research Integration

Wellbeing Transition

Master Planning



Memory Care Learning Center



Alzheimer's Disease/Dementia Education



The Research Suite



Beginning the Planning Process

People Need Human Connection



How can **I** be
happy and
healthy?



How can **WE** have
a stronger
connection?

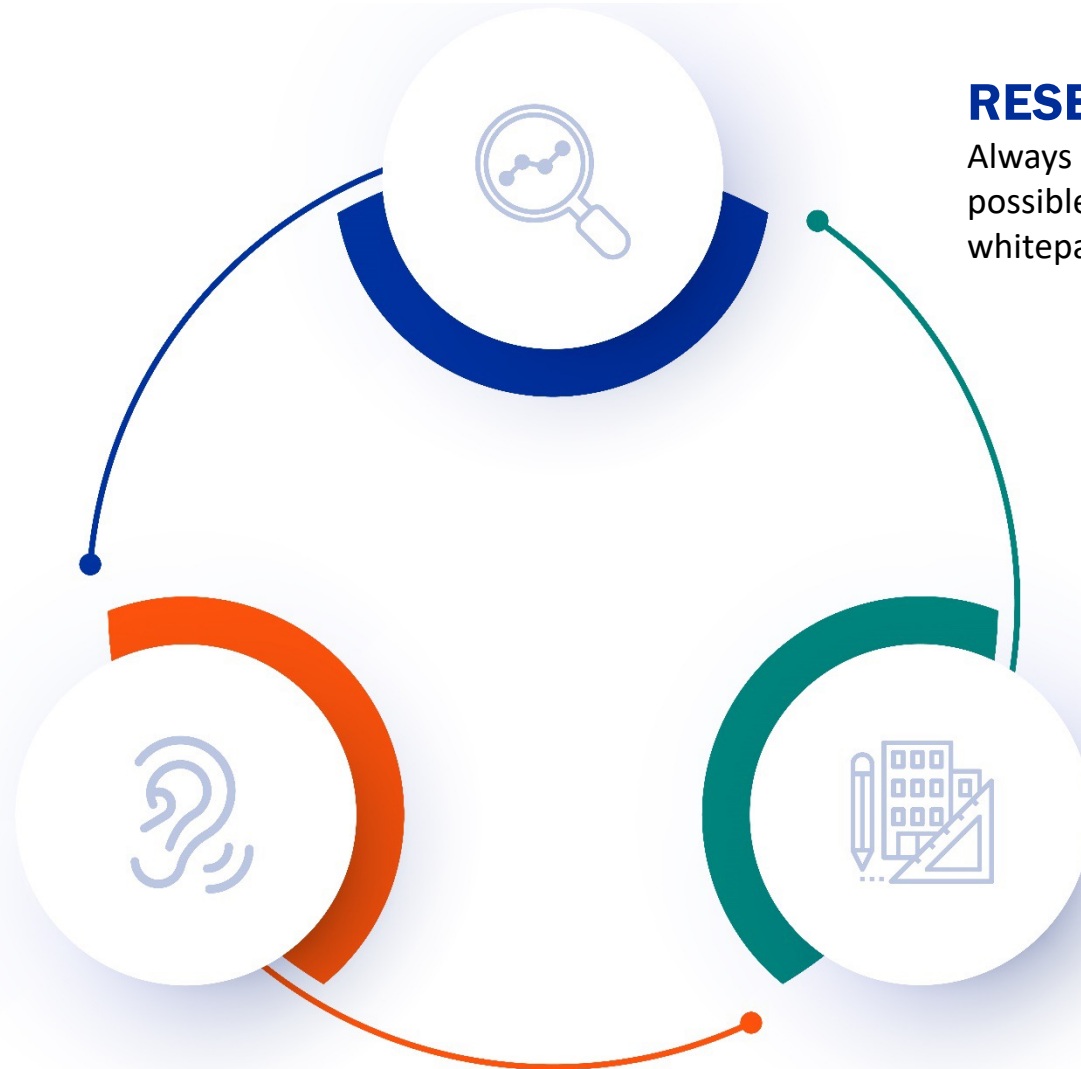


How can our
COMMUNITY
be more robust?

Process

LISTENING

Measuring the impact of our work during and after the process through data-driven post occupancy evaluations and benchmarking



RESEARCH + INNOVATION

Always pushing the boundaries of what is possible through data-driven research efforts, whitepapers, podcasts, and presentations

IMPLEMENTATION THROUGH DESIGN

Working with stakeholders to figure out which innovations and trends make sense for each community on an individual basis

Workshops



Challenges With Older Campuses

- Aging physical plant and costly upgrades to building systems (HVAC, etc.), especially if there's been deferred maintenance
- Significant investments to apartments to bring into alignment with current consumer standards
- Declining occupancy in smaller residences that cannot be combined due to structural constraints of existing buildings



Past, Present, and Future





[Revel Creek Virtual Tour on Vimeo](#)

NextGen Expectations



The Evolution of the Dining Experience



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OF KALAMAZOO



Resort Restaurant Experiences

THE
GALLERY
restaurant

VINTAGE
dining room

THE
VAULT
bar

SIDECAR
bistro

THE
UPPER BANK
terrace



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John Knox Village Dining: Before

- Single, cafeteria-style venue, with limited table service at dinner
- Aging plant, termite problems, termite “dust” floating down from the ceiling
- Rationalization: “It’s what the residents want!” (Except for the termite dust...)



John Knox Village Dining: Before



~ TUESDAY-MENU VII ~

FRENCH ONION _____ OR
JUICE _____

SALAD _____ DRESSING _____

ENTRÉE:
CHOPPED BEEFSTEAK W/ONION RINGS _____
SEAFOOD SCAMPI _____
BAKED CHICKEN _____
White meat _____ dark meat _____
BAKED FISH _____

SIDES
ENGLISH PEAS _____
CAULIFLOWER _____
MACARONI AND CHEESE _____
PENNE PASTA W/MARINARA SAUCE _____

ROLL _____ MUFFIN _____

DESSERT _____
BEVERAGE _____

NAME _____
HOUSE/TABLE # _____

John Knox Village Dining: Now



Located in the Pavilion with indoor/outdoor dining options, Seaglass serves breakfast, lunch and dinner seven days a week. With a largely Mediterranean-themed menu, the cuisine at Seaglass will change seasonally.

John Knox Village Dining: Now



Located in the Pavilion with inside and terrace seating, The Pearl is the most elegant restaurant on the John Knox Village campus. The look and feel are akin to an upscale steak and seafood restaurant or fancy chop house with generous cuts of meat and fresh seafood. Classic dishes include prime rib, lamb chops, surf and turf and more.

John Knox Village Dining: Now



Located in between Seaglass and The Pearl at the Pavilion, Barton's Nautilus Bar is a favorite watering hole on campus, open seven days a week, with a full-service bar offering wine, spirits, draft and bottle beer and daily drink specials.

John Knox Village Dining: Now



Located at the aquatic complex with indoor and poolside dining, Glades Grill offers freshly prepared, healthy fare including fresh fish, salads, burgers, sandwiches, daily specials, and delicious desserts.

John Knox Village Dining: Now



Located in the lobby of the Woodlands with indoor and outdoor seating, Palm Bistro offers a casual and contemporary venue for residents and visitors to enjoy an array of dining options that are made to order from fresh produce and wholesome ingredients.

John Knox Village Dining: Now



Enjoy poolside happy hours and special events at the Poolside Sports Pub. View your favorite televised sporting events on high-definition TVs throughout the pub.

Integrated Wellness & Prevention



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Holistic Approach

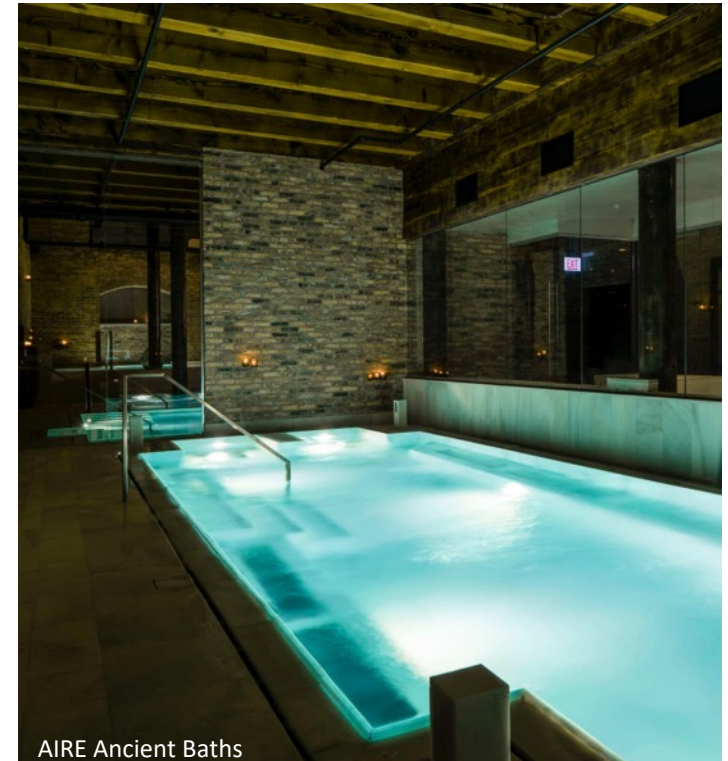
Providers care for older adults by preventing future health issues in their 60s, instead of responding to them in their 80s.



Wellness to Wellbeing



AIRE Ancient Baths



AIRE Ancient Baths



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A LIFE PLAN COMMUNITY

Holistic Programming

At John Knox Village, we recognize that wellness has many facets—some of which are not as well-known.

Because of this, we recognize that healthy looks different for everyone. Each one of us has areas of wellness where we feel strong and others that could use a boost.

That's why our Life Enrichment programs are designed to touch upon each of the seven dimensions of wellness: spiritual, physical, emotional, occupational, intellectual, environmental, and social.

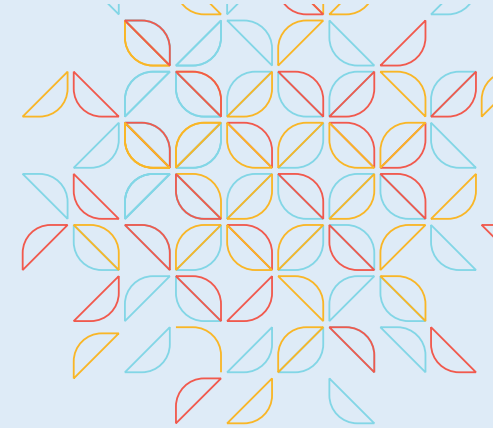
By intentionally engaging in different activities that touch on each of these wellness dimensions, our programs are targeted to bolster the longevity of your physical and emotional well-being.



International Council on Active Aging Recognition

ICAA Pinnacle & Beacon Award

The 2022 ICAA NuStep Beacon and Pinnacle Awards highlight communities that embrace wellness as a way of life by using wellness as a foundation, and partnering with residents, members, clients, and staff to create relevant, meaningful opportunities that empower people to live better longer. According to Colin Milner, ICAA Founder and CEO, “As wellness has continued to grow in the active-aging industry, we are delighted to provide even more opportunities for organizations be honored for their influence and impact. With the ongoing shift to wellness-based models, all of these distinguished award winners serve as shining examples that are leading the way.”



2022 ICAA NuStep Top 5 Pinnacle Award Winner – Senior Living

John Knox Village awarded **2nd place out of only 5 communities** recognized in North America. The top five communities are distinguished with the esteemed Pinnacle Award for their extraordinary achievements.



2022 ICAA NuStep Beacon Award
Winner - John Knox Village has been awarded **2nd place of the top 25 “Best in Wellness”** senior living communities in North America.



Growing Need for Smart Home Technology



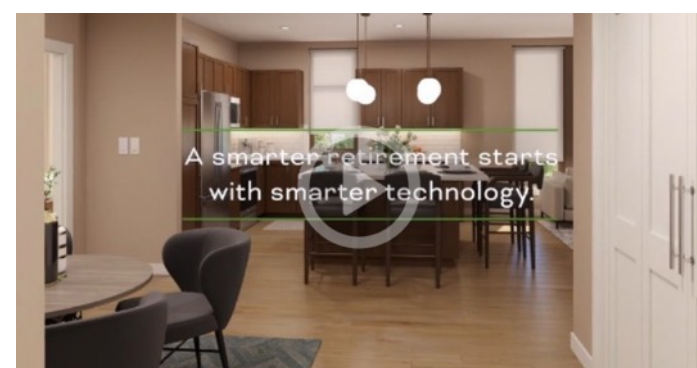
HERITAGE COMMUNITY

OF KALAMAZOO



A *truly* smart home coordinates both home automation and healthcare technologies into a single system that works for you, rather than you having to work to learn them.

60 New Luxury Apartments A True Smart Home Experience



[Revel Creek Technology on Vimeo](#)

Healthcare Environment of Tomorrow

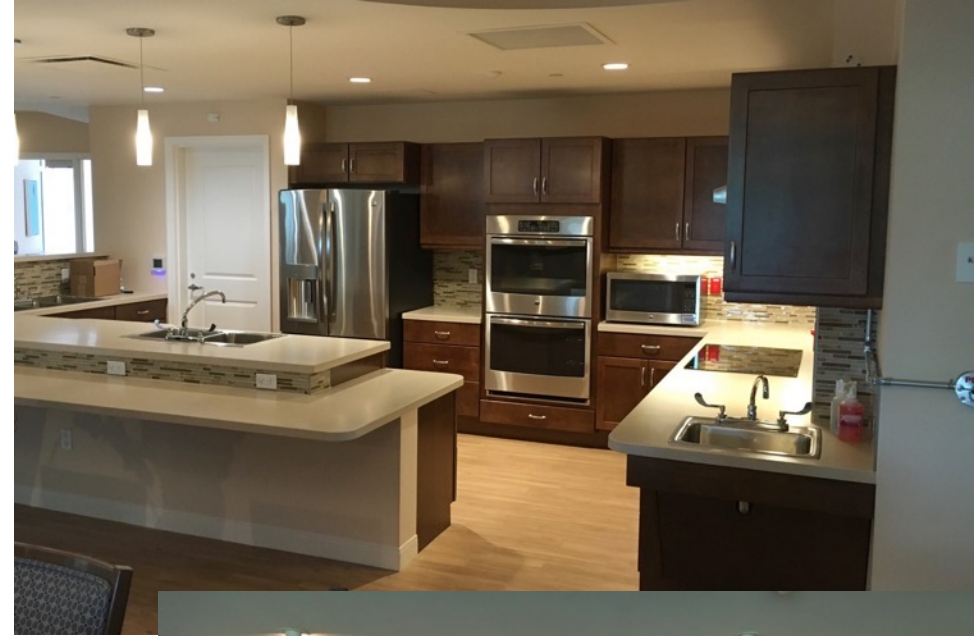


JOHN KNOX
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The Woodlands at John Knox Village

- 144 residences in 12, 12-residence Green Houses®
 - Six stories, two households/story
- Services
 - Rehab/transitional care
 - Long-term care
 - Memory care assisted living







How To Transform Your Community

Important Information To Gather On Your Market

- Market demand analysis
 - Confirm that appropriate demand exists to support growth of senior housing
- Residence size/mix analysis



Important Information To Gather On Your Market

- Competitive pricing analysis
- Competitive positioning (scoring) analysis



The Evolution of JKV's Competitive Scoring

- 2015
 - D
 - 6th out of 7 communities evaluated
- 2019
 - Rating of 6.7 (out of 10)
 - Tied for 1st place
- 2022
 - Rating of 7.5 (out of 10)
 - Tied for 1st place

Overall Score Comparison				
Community	2015	2019	2022	Overall Change
John Knox	D	6.7	7.5	3.5
Abbey Delray	D-	6.6	7.1	3.6
Abbey Delray South	C	5.6	6.3	0.8
Covenant Living	A-	5.9	6.9	-1.1
Edgewater Pointe	B	6.3	6.5	-0.5
St. Andrews Estates	B	6.7	7.5	0.5

Important Information To Gather On Your Market

- Identify demographic and geographic niches with opportunities for growth
- Develop program recommendations



Benefits of Team-Based Planning

- Best thinking; benefit of group “push and pull”
- Faster and more cost-efficient than traditional, linear processes
- Best positions projects for market success



Consumer Validation of Plans

- Consumer research events
 - Series of research events, 35 to 50 households each
 - Highly interactive
 - Quantitative and qualitative research



Benefits/Value of Consumer Research

- Minimize value engineering
 - Confidence to increase pricing rather than take away from the project
 - No “draconian” measures
- Jumpstart priority deposits
 - Most initial depositors came from the consumer research events



Questions/Discussion

Thank You!