



# *Our Acquisition Strategy*

-Our processes, customized ramp up plan, and past results-

**the hearth**  
premier senior living

# Ramp Up

## Past Performance Overview

88%

Hearth Management has a 32-year history of successful and purposeful lease up, with an average lease up schedule of 33 months and an average occupancy of 88%.



We strongly believe that training all newly acquired team members is crucial to ensure all team members understand your mission, vision and values and are in alignment.  
Culture + Planning = Margin



Whether we're building in underserved locations, or areas with a great deal of competition, Hearth's strategy is to use experience and knowledge of each market to customize every entry/acquisition strategy



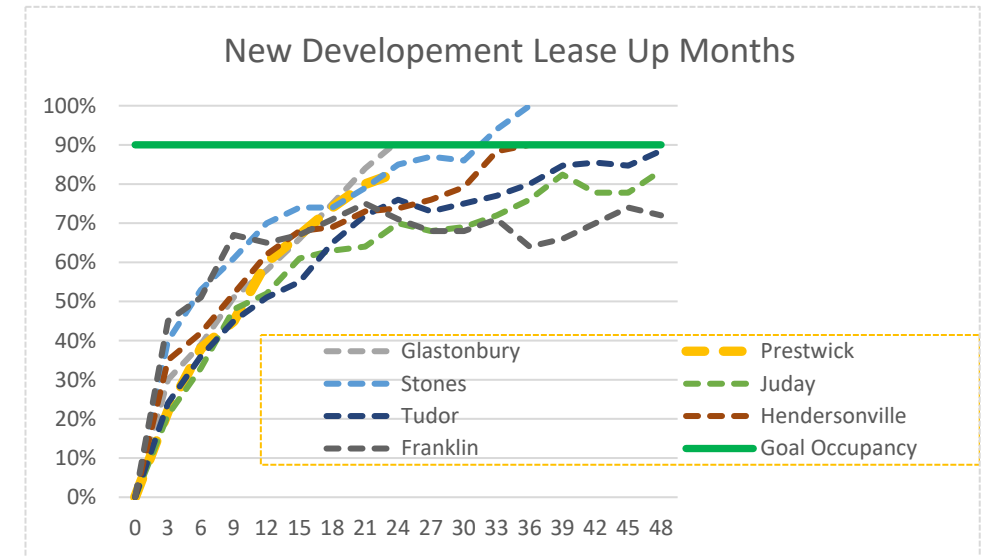
In addition to Hearth's long history of success and sustainability, we work hard to recruit seasoned senior living professionals who live and breathe customer service and want to surround themselves with those equally committed to high standards and helping families in need.



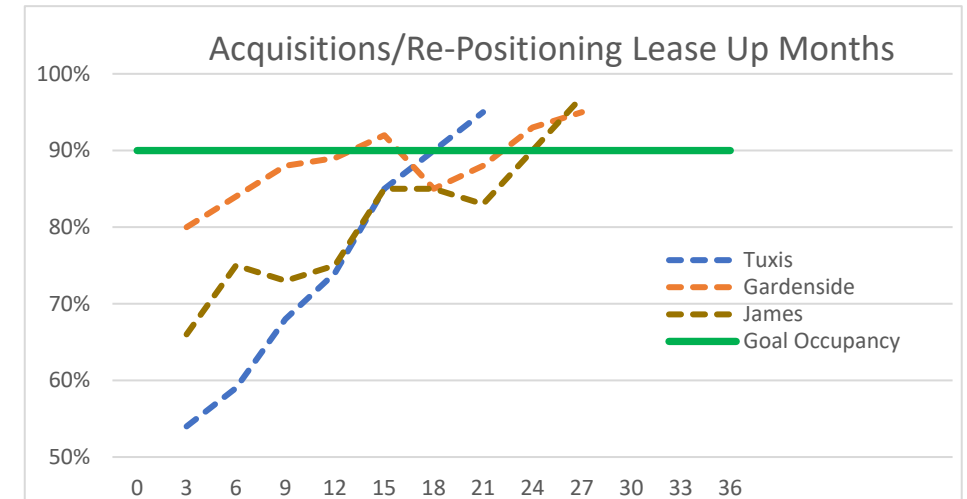
# Ramp Up

## Case Studies Fahs Construction & Hearth Management

- Throughout our history, The Hearth has remained successful in ramping up occupancy by following our formula of high touch, meaningful support from key team members being on site daily during ramp up, and weekly support nearing stabilization.
- An early example of this process played out in 2003, during The Hearth at Prestwick's opening. Starting from an empty building, our community and support staff were able to lease the building to 83% in <24 months. Prestwick was on track to be stabilized by 27 months, before being sold in early 2006.
- More recently, this successful strategy was demonstrated at The Hearth at Glastonbury in late 2014. Glastonbury hit stabilization in 24 months, thanks to the constant support of our key management team, who again used our all-hands-on deck approach to hit all occupancy targets.
- Overall, our time to stabilization has averaged **37 months for new developments** and **23 months for acquisitions/repositions**.



Average Lease-Up Period to Goal: 37.28 months



Average Lease-Up Period to Goal: 23 months

# Management Success

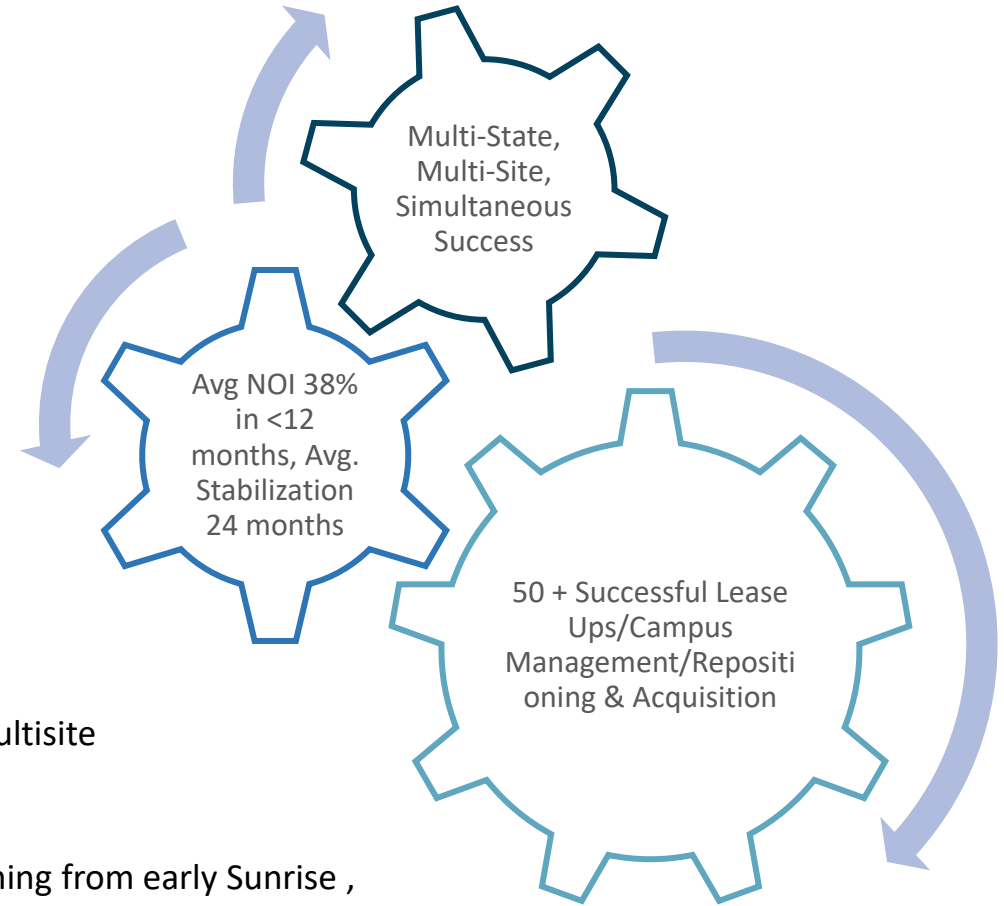
## Case Studies 50+ sites

### Score Board: Acquisition, Development, & Repositioning Experience

- Jay Kroft: Majestic – 20; American Senior Communities – 11
- Kevin Hunter: Sterling Glen – 12 Atria – 12 Sunrise – 10 Greenfield - 9
- Jonathan Barbieri: Sunrise – 3 Greenfield – 22 Heritage - 2

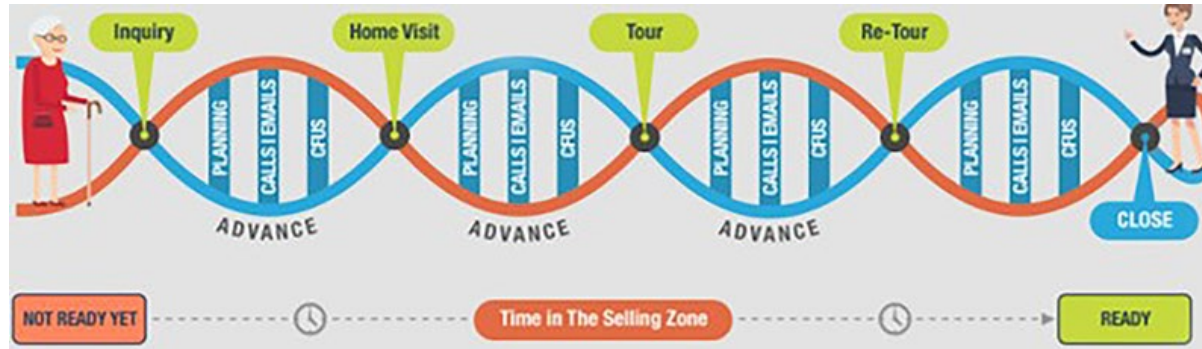
### Personal Acquisition Details:

- Jay Kroft: brings extensive repositioning and acquisition experience hosting multiple multisite acquisitions in new markets nationally IL, AL, Rehab, & Skilled (IA, OH, IL, TN)
- Kevin Hunter : brings executive leadership in multisite acquisitions and start ups stemming from early Sunrise , to ultra high-end boutique care at Sterling Glen, to troubled turnarounds at Greenfield Senior living IL, AL, MC, & CCRC. All reaching and exceeding stabilization in (NY, CT, FL, WA, VA, MD, TN, TX, PA, NJ)
- Jonathan Barbieri: brings executive and onsite leadership support and management of 22+ troubled asset repositions from complete ground up development, to functioning repair efforts to achieve stabilization and maximum NOI. (PA, NJ, VA, TX, TN, MD)



# Relentless Sales Support

## Daily Oversight & Weekly Coaching



Our support model layers direct weekly support from:

- Support Center Experts who specialize in a multitude of disciplines
- Sr. Directors of Community Relations
- RVPs of Operations
- Regional Nursing Teams

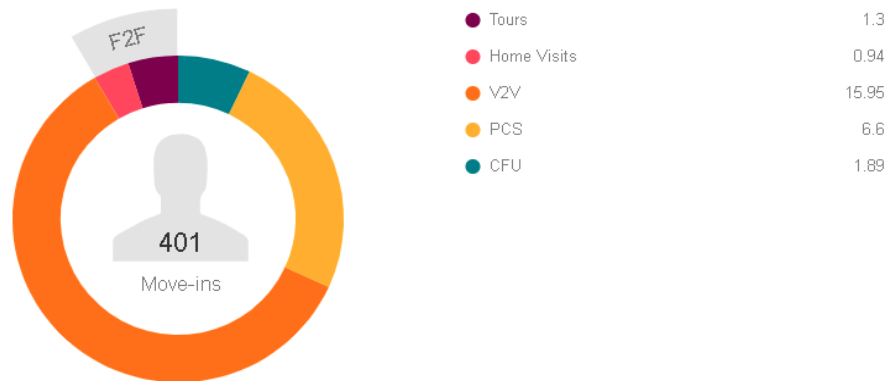
Frequent multidisciplinary meetings (weekly or daily, depending on both need and cycle,) ensure we constantly manage the funnel, the move-in process, as well as the post move-in experience.

# Relentless Sales Support

## Daily Oversight & Weekly Coaching

	Typical* Inquiry to Visit	Prospect Centered Selling**	Typical Visit to Close	Prospect Centered Selling
Independent Living	35%	70%	20%	51%
Assisted Living	45%	75%	22%	65%

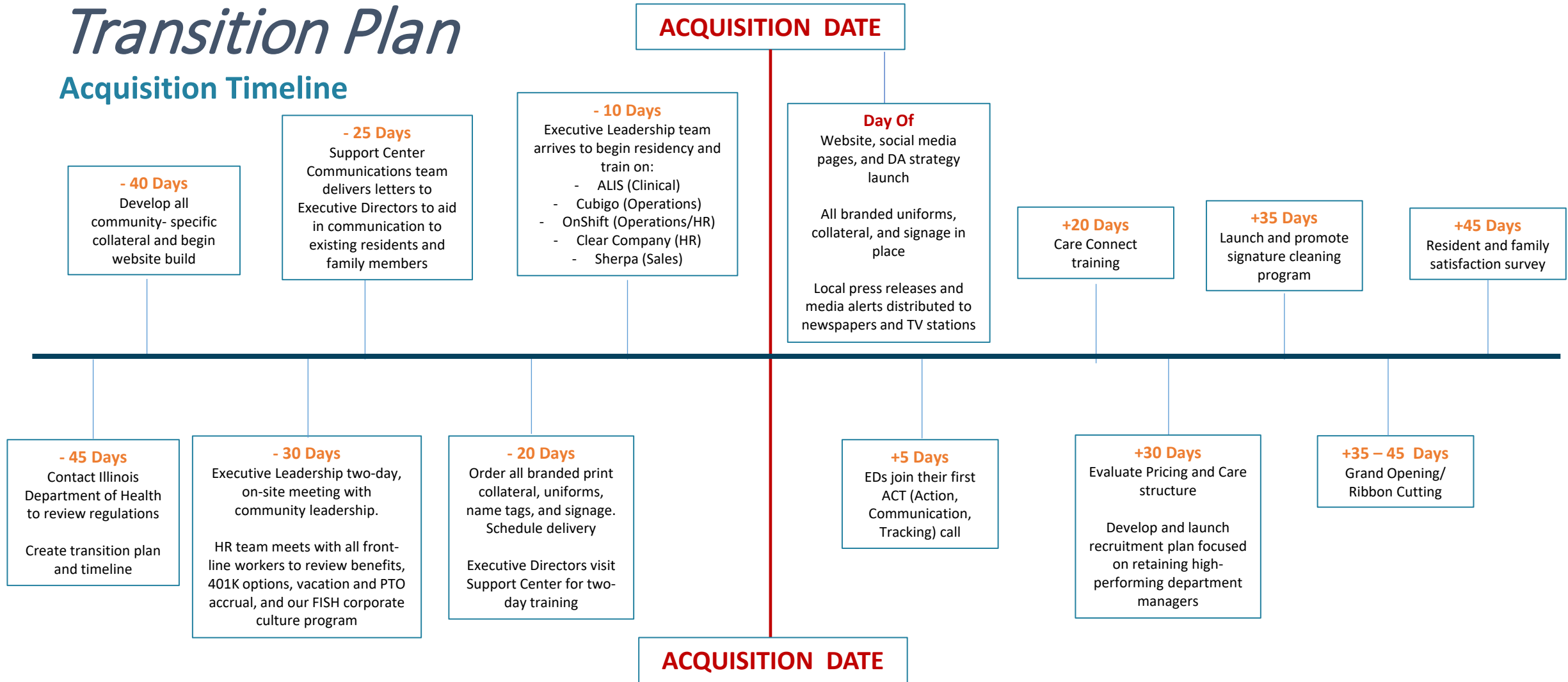
Key Performance Indicators Per Move-in



- Prospect Centered Sales produces higher short, medium, and long-term conversions.
- Measurement of micro-metrics allows for real-time measurement from lead analysis, call recordings, time measurement, development, planning, next steps, advances, tours, deposits, sales, and every insight in-between. This provides a highly coachable, trackable, and predictable platform for sales performance.
- Realtime data provides in the moment insights to measure and guide in reach, outreach, and marketing planning. This perpetual feedback loop allows for real-time adjustments to impact short and long-term goals.
- Daily planning meetings, weekly metrics reviews, and in market coaching helps good sales professionals achieve great results.

# Transition Plan

## Acquisition Timeline





*Ready to learn more?*

Contact Jonathan Barbieri at (610) 864-2805) or [jbarbieri@thehearthllc.net](mailto:jbarbieri@thehearthllc.net)

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