

FOUNTAINBROOK ASSISTED LIVING & MEMORY SUPPORT
11510 SE. 15th Street ▲ Midwest City, Oklahoma
Opened November 1, 2011

CS Management hired Achievis Senior Living Associates in February 2011 to provide consulting and hands-on services for its new assisted living and memory care community in Midwest City, OK. The slab for the facility was poured and soon NE Construction would be completing yet another project on time and in budget. Outlined below is a summary of Development, Marketing, and Management services ACHIEVIS provided for FountainBrook Assisted Living & Memory Support the past year.

BUILDING A SOLID FOUNDATION



✦ Increased proposed rent rates to generate at least \$858,600 / year more than projected (100% occupancy comparison). This was done after performing a competitive analysis and strategizing on services and amenities to offer at FountainBrook. A rent structure was designed to maximize revenue. A care level was added with the attainment of the higher fire code rating Achievis facilitated.



✦ Calculated development and operation costs and proformas. Stabilized 95% occupancy will produce approximately \$321,128 annual net profit. Profit is likely to be significantly higher if the number of second residents / unit and acuity levels continue to be elevated.

✦ Evaluated and contracted with vendors and suppliers to provide top-notch quality and services. An example is the hiring of Carson's Catering to manage food service as a restaurant. Working together, Carson's and Achievis created an open dining concept that gives residents control over when and what they eat. This freedom of choice has been a huge marketing and competitive advantage.



✦ Developed and carried out a marketing and advertising plan. With the assistance of Kathy Tisland's enthusiasm and charisma, Achievis generated leads and relationships with referral sources and prospective residents. Public seminars, group presentations, cold calls, focused advertising, press releases, and individualized tours / meetings produced above average quantity of reservations and resident move-ins.

- ✦ Changed the community name from one that was correlated with a low-income property.

- ✦ Recommended a number of building design modifications to increase staff productivity, comply with regulations, improve marketability, raise resident quality of life, and to achieve a higher fire code rating. Troy Downing of Richard R. Brown & Associates (architect), Andre Nicholas and Michael White of NE Construction, Mike Piland of CS Management, and Joyce Clark of Achievis Senior Living Associates were a united team dedicated to forging a premium product at an affordable construction cost. The



investment in these enhancements *resulted in significantly boosting revenue and profit as well as the selling value* of the property.

STRUCTURING FOR SUCCESS

- ✦ Monitor and ensure compliance with state rules and regulations.
- ✦ Worked closely with Mike Piland, a talented construction manager at CS Management, on the bidding and selection of vendors providing help-call, communications, cameras, door locks, security, telephone, internet, and alarm monitoring,



- ✦ Worked with interior designer and made recommendations of furnishings, interior décor, and appointments in regards to styles, colors, resident suitability, and placement.
- ✦ Successfully handled the assisted living licensure application and process.

- ✦ Wrote text and worked with designer and printer to make brochures, post card mailers, and other marketing and collateral materials.
- ✦ Provided customized policies and procedures, job descriptions, employee handbook, forms, agreements, and emergency / disaster plan.

TURNING THE KEY

- ✦ Recruited, hired, and oversaw training of all staff.
- ✦ Managed the purchasing and installation of all administrative, residential care, activities, dietary, housekeeping, and other supplies, materials and equipment.
- ✦ Ensured processes and procedures were in place for daily operations, hiring, billing, and regulatory compliance.



- ✦ Set up three model apartments which are also used to generate revenue and service families by being guest bed and breakfast suites.



- ✦ Approximately 400 people attended the grand opening celebration. Renowned classical guitarist, Edgar Cruz, entertained guests while they sampled hors d'oeuvres and toured the community. A variety of politicians, HUD representatives, business owners, referral sources and seniors made the drive to join in on the commemoration.

POST OPENING MANAGEMENT

Now that FountainBrook is open, Achievis oversees the property. Its staff reports directly to Joyce Clark, who serves as coach, consultant, and quality assurance captain. Services are structured to help the owners achieve 100% occupancy, minimize deficiencies, and maintain and improve the general level of resident care.



“My company is Oklahoma’s largest apartment developer. The Cornerstone team is skilled at apartment management and real estate development but I knew that an industry expert was needed to help open my first assisted living center. I could not have made a better decision than hiring Joyce Clark of Achievis Senior Living. The value she added and savings she generated more than made up for her fee in multiples.

Joyce was responsible for the entire project ranging from licensure and FFE purchases to leasing and staffing. She exceeded all my expectations and I highly recommend her to anyone seeking senior housing or long-term care expertise”.

**Gary Brooks
Owner**

**Cornerstone Development, CS Management, and
FountainBrook Assisted Living & Memory Support**

