

HISTORY OF ESSEX

Founded in 1976, Essex Communities is a full-service provider to the 55+ housing industry, offering expertise in design, development, construction, financing, marketing, property management, acquisitions, and repositionings. We have offered these services for nearly one billion dollars' worth of communities totaling several thousand units, for both Essex-owned communities and via fee-for-service agreements with other ownership groups and organizations. Essex has developed and operated communities with active adult, independent living, and assisted living units utilizing rental and buy-in financial models; and Essex has developed and operated communities with for-profit and not-for-profit ownership.

As a several-decade leader in the senior living industry, Essex's foundation of success has been built upon our experience, focus on the 55+ market, proven processes, industry-respected leadership, and an unwavering dedication to provide comprehensive quality services to our business partners and the residents we serve.

LEADERSHIP

Essex's four executives have nearly 100 years of experience in the industry and are nationally recognized as forward-thinking leaders dedicated to the 55+ industry. Our leadership team offers considerable experience, extensive expertise, and valued insights that have earned Essex and its leaders respect throughout the industry. This is evidenced by their regular speaking engagements at the industry's premier conferences and interview requests by the industry's media publications. Additionally, Essex has a deep bench of experienced, enthusiastic, and hard-working professionals and industry partners supporting the objectives and vision of its leadership.

THE ESSEX ADVANTAGE

EXPERTS IN TARGETING THE UNTAPPED AND UNDERSERVED MIDDLE MARKET

Given Essex's extensive knowledge and experience in the 55+ industry, we understand what it takes to be successful in consistently producing both satisfied residents and bottom-line results. True to our legacy as a leader in the 55+ industry, we are continually evolving so Essex can remain pioneers in the industry using innovative solutions and cutting-edge technologies that benefit our residents, partners, and stakeholders. We are committed to creating active living environments that encourage our residents to pursue a vibrant and engaged lifestyle that is meaningful to them,

which in turn creates well-reputed communities that perform strongly across all metrics.

Additionally, as a full-service provider offering proven expertise in site selection, design, zoning, financing, development, construction, sales and marketing, property management, acquisitions, repositionings, consulting, and more, Essex can create efficiencies and cost controls that allow our thoughtfully designed and programmed communities to offer tremendous value for our residents and strong returns for our partners.



ESSEX-OWNED/ MANAGED COMMUNITIES:

- 1. THE ARBORDALE - URBANDALE, IA
121 UNITS
- 2. BLOOMFIELD - OMAHA, NE
95 UNITS
- 3. CARMEL OAKS - LAKEWOOD, CO
81 UNITS

- 4. CARRIAGE GLEN - LINCOLN, NE
51 UNITS
- 5. CARRIAGE OAKS - ST. CHARLES, IL
80 UNITS
- 6. REGENCY OF CLINTON, IA
28 UNITS
- 7. REGENCY OF KEARNEY, NE
34 UNITS

- 8. THE RESERVE OF GENEVA, IL
66 UNITS
- 9. THE LODGE OF NORTHBROOK, IL
156IL/8A UNITS
- 10. THE HOMESTEAD AT MORTON GROVE, IL
82 UNITS
- 11. MISSION SQUARE - MISSION, KS
55 UNITS

COMMUNITIES COMING SOON

- 12. THE PARKWOOD - SIOUX FALLS, SD
133 UNITS
- 13. ROARING FORK VALLEY, CO
72 UNITS

FUTURE COMMUNITIES

- 14. PROSPECT HEIGHTS
- 15. OMAHA, NE

SERVICES PROVIDED

DEVELOPMENT & ACQUISITIONS

- Market and site analysis
- Acquisition analysis
- Strategic planning
- Design development
- Zoning and entitlements
- Development pro-formas and operational projections
- Debt and equity procurement

CONSTRUCTION

- General contracting
- Design/build
- Estimating
- Value engineering
- Coordination with government entities

PROPERTY MANAGEMENT

- Accounting services
- Employment and human resources
- Policy, procedures, and systems development and support
- Resident programming and services
- Detailed analytics to optimize occupancy and operational efficiencies
- Relationship management: investors, lenders, residents, community staff, vendors, etc.
- Specific solutions tailored to each community

SALES & MARKETING

- Qualitative and quantitative market analysis
- Marketing plans and budgets
- Staff training
- Digital, print, and media production and review
- Lease-up and re-occupancy
- Lead generation and tracking
- CRM and marketing automation

THIRD-PARTY MANAGEMENT & CONSULTING

Essex's decades of experience and high level of expertise in the 55+ industry make Essex an ideal partner for those seeking third-party management or consulting services. Partnering with the experienced professionals at Essex can lead to successful and profitable outcomes.