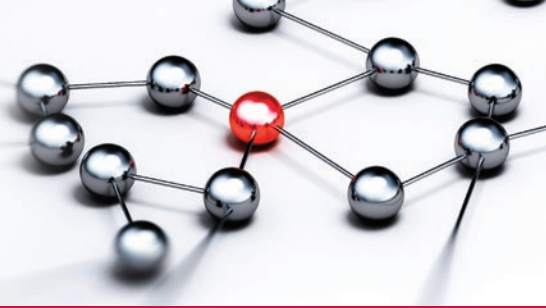


MARKET INTELLIGENCE SERVICES OVERVIEW



Love & Company's Market Intelligence team provides more than numbers on a page; we provide **candor** and **consultation**. We represent the consumer's voice as if we were to be responsible to not only fill the buildings or programs once, but to sustain ongoing occupancy for years to come. If the numbers suggest a project won't sell, we'll tell you so ... and direct you to alternative options.

Ways Love & Company's Market Intelligence helps you grow and thrive

- **Identifying Potential Growth:**

Site Selection identifies optimal new location(s) within a large region for your next community or satellite. It is the most cost-effective way to understand the nuances between your various potential submarkets, tailored to your growth goal. If you already have a site in mind, our **Comparative Market Insights** applies this same standardized research on a granular basis within two specific markets.

- **Expansion/New Site Market Feasibility:**

Our high-level **Market Demand Overview** quickly identifies a market's potential for growth, in general. The **Market Snapshot** captures the market demographics, competitive environment and market penetration to make a "go/no go" decision on a specific type of growth project. Our full **Market Study** goes beyond the snapshot with a detailed competitive analysis based on in-market research and detailed recommendations for testing in a financial feasibility study.

- **Market Niche & Financial Performance:**

Our **Competitive Positioning Analysis** reveals your relative position to key competitors based on the attributes prospects value most; our **Competitive Pricing Analysis** gives an apples-to-apples lifetime cost comparison with your key competitors, adjusting for contract types, refund levels and your actuarial assumptions. Together, these analyses establish your market position and value proposition. Our granular **Internal Pricing & Contract Analysis** and/or an **Individual Residence Pricing Modeling** helps optimize your revenue.

- **Consumer Research & Program/Product Testing:**

Our **Digital & Traditional Surveys**, **Focus Groups** and proprietary **Consumer Research Events** can guide design, refine plans, test and validate proposed concepts, assess pricing and timing, and deliver a blueprint for a successful product. Our large-scale events are uniquely powerful at producing both qualitative and quantitative feedback.

- **Development Team Roles:**

We can fine-tune **residence size and mix**, new residence **pricing**, **floor plans** and **campus modifications** to maximize consumer demand. As a **full-service sales and marketing firm**, we can bring your expansion or new site to market by seamlessly developing your **presales program**, **branding** and all aspects of **marketing implementation** and **sales oversight**, as needed. We call this relationship "[Masterful Planning, Masterful Results.](#)"

ALWAYS THINKING



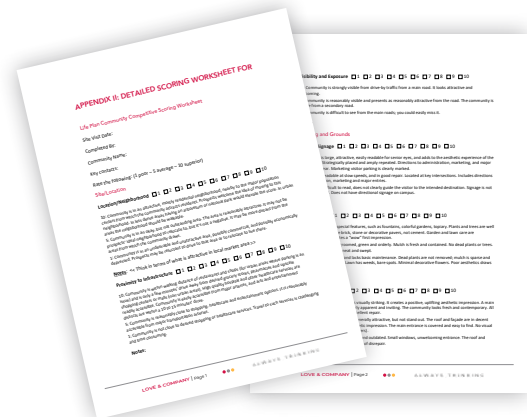
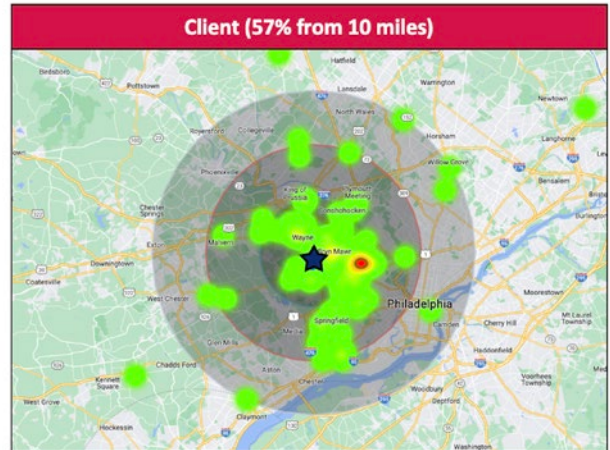
LOVE
& COMPANY

Exceptional analysis requires exceptional data

- **Curated, Tailored Data Tools & Sources:** Analyses are only as good as the data behind them. We leverage the **NIC MAP market research platform**—a powerful geospatial market analysis tool custom built for the senior living field. This gives us real-time insights into resident draw patterns to ensure the primary market area is identified correctly. It's the key that allows us to:
 - Calculate market penetration rates
 - Gauge the impact of your new residences on the market

Our proprietary analytics methodology and **intuitive visualization tools** improve decision-making by helping all your stakeholders grasp the essentials of your report.

- **In-person, In-depth Competitive Data:** In addition to using superior data analysis tools, we collect more detailed competitive data than is typical. Our proprietary competitive **positioning scorecards** evaluate 24 different attributes that impact how a consumer perceives your community. This scorecard reveals how your community compares to its key competitors and how well your product and pricing are aligned.



Helping mission-driven organizations like yours make the lives of seniors better

- [Webinar: Four Research Fundamentals That Avoid Costly Project Mistakes and Redesigns](#)
- [Webinar: Identifying Regional Growth Opportunities: How to Identify and Prioritize New Sites](#)
- [Blog: When Planning For Growth, Take the Time to Get New Development Right](#)
- [Blog: The Site Selection Approach to Senior Living Growth](#)
- [Blog: Your Entrance Fees Are Way Low \(And Here's Why and Here's What To Do about It\)](#)

To learn more, contact **Wayne Langley** at **925-481-8904** or wlangley@loveandcompany.com



Senior Vice President of Strategic Services **Sara Montalto** brings 20+ years' experience, including research leadership roles at two of senior living's leading developers and multi-site operators.

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