



*Country Place*<sup>SM</sup>  
LIVING

Do Well While Doing Good.<sup>SM</sup>



# Aging with Dignity. Living Life to the Fullest!



## It's home

Country Place Living, a place where seniors truly feel at home and maintain their dignity. Enter any of our residences and you'll sense something special too. Innovative design, quality construction, and an empowering and professional staff make Country Place Living residences a place where families can be secure in the fact that their parent or loved one is receiving quality and progressive care.

Country Place Living residences were conceived out of a desire to "do good" in the community while doing well from a business perspective. The quality of the investment is surpassed only by the quality of life for our residents, and we are now taking this proven model to rural communities across the nation.

*Smaller residences and home-like settings offering families a better alternative to nursing homes or in-home care.*



## A better alternative for assisted living

Country Place Living has created a better alternative for senior living while at the same time providing a great franchise opportunity for entrepreneurial people seeking a great *business*. At a time when affordable assisted living is missing in many smaller communities, a Country Place Living franchise meets the needs of a growing population of rural seniors who need a helping hand and a caring community, but who don't yet require nursing home care.

According to a 2006 study conducted by AARP, the population of mature seniors 85 and older will increase by nearly 50 percent. The youngest seniors, age 65 to 74, will increase by 70 percent. Country Place Living is poised to serve this growing population. Country Place Living expands the options for aging seniors, enabling them to remain independent in a residential, rather than institutional setting. Country Place Living is a better alternative to meet the residential needs of a rising population of aging seniors.



*In recent years, demand for assisted living residences has outstripped demand for skilled nursing residences by nearly 2 to 1.*

— National Center for Assisted Living

## Growing senior population creates huge demand

Senior housing, especially for 80+ aged, is in the highest demand ever. An aging population and a demand for new and unique services make assisted living the most rapidly growing type of senior housing in the country.

A recent study from MetLife cites a 48 percent increase in the number of assisted living facilities in the United States and yet most rural communities remain underserved. This tremendous growth is also fueled by a desire

among a growing number of seniors seeking to maintain independence and live in an environment that provides a home-like setting. Country Place Living meets the growing demand with warm and professional assisted care.



Being in business for yourself can be more rewarding than you would ever expect.

### Owning your own Country Place Living residence

You can truly do good things for seniors and the community while doing well as an investor. Our franchise system allows you to develop a great business and live a successful lifestyle, while fulfilling an important and meaningful need for our growing senior community. Country Place franchises are a vital part of each rural community they serve and strengthen the fabric of families, friends, and society. Many owners choose to live onsite as part of the home-like culture.

A Country Place Living franchise brings a rewarding return on investment as well. We focus on rural locations, so owners take advantage of land values and benefit from a unique niche in the market. Assisted living real estate at our corporate locations has appreciated over time while other commercial investments tend to devalue, so your principal will grow along with your profits.

### One community at a time

Country Place Living is seeking financially qualified investors believe that the best business is one where you can help others. We specialize in small-group residences – consisting of either 18 apartment residences (Senior Living) or 8 bedroom residences (Home Plus) – in order to promote social interactions and a more intimate environment, while at the same time preserving the privacy and dignity of our residents. We require that each franchise owner use the utmost care to maintain warm and welcoming residences where seniors can continue successful lives built on well-being and self-reliance and feel good about themselves.

*We are looking for people with hearts much larger than their pocketbook.*

Our best franchise owners are altruistic by nature and profit-minded by design. We look for owners with a strong business or financial acumen who at the same time are caring, helpful and enthusiastic individuals. We expect honesty and integrity in our franchise partners, as well as a willingness to collaborate, work hard, and be accountable to the exacting standards of the Country Place Living organization.



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# Understated Elegance Combined with Unequaled Service.

## It's a place where you would want to LIVE

We design each residence to exude a feeling of understated elegance. Attention to detail is the rule when it comes to the quality and layout of each of our residences, including the location and line-of-sight to bathrooms. There are many comfortable areas designed for a variety of activities; residents can read a book by the brick fireplace, listen to music by the grand piano, or enjoy the company of friends on the outdoor patio.

Nutrition and health are paramount. Our professional kitchen creates delicious meals specially made for the nutritional needs of seniors, and our Seniorcise program is

a lighthearted form of physical therapy designed to foster the ongoing health of our residents.

Each thoroughly trained staff consists of experienced and caring senior living professionals, including nurses and direct care staff who provide service and support with skill and enthusiasm. A special emphasis is placed on helping residents successfully navigate the events and challenges of daily living while providing an enriching and empowering environment.

Our 18 apartment Senior Living residences are designed for active



*Country Place*<sup>SM</sup>  
SENIOR LIVING  
*Life as you want it...Care as you need it*<sup>SM</sup>

18 APARTMENT RESIDENCES  
APX. 12,000 SQ. FT.  
AVERAGE INVESTMENT \$1.8M – \$2.3M

seniors, while our 8 bedroom Home Plus residences are created especially for those seniors who may need additional specialized care. Our Adult Day Services program is available at most of our residences. Adult Day

Services gives seniors a great place to be during the day and affords at-home care-givers a much needed break from what can be a “24/7” responsibility while affording franchisees a great incremental revenue stream.



## Real Estate Investments and Benefits

### Real property – Real growth

Country Place Living is a great real estate venture. Most owners enjoy a healthy return on their investment. Our corporate locations land values have steadily appreciated over

time. Our real estate advisors help you find locations that become the newest, most stylish, and most professional residence in the community.

### Site Requirements:

- Proximity to health care providers
- Access to town infrastructure
- Land pricing/value
- Demographic profiles
- Local competition

# Meeting the Needs of Seniors.

## Sometimes smaller is better

The founder and developer of Country Place Living, Jack West, has been in the assisted living industry for over 25 years.

He observed that most assisted living residences feel overly large and institutional, so he set out to create



– Jack West  
Founder & CEO  
Country Place Living, LLC.

a smaller and more intimate living environment; one uniquely suited to aging seniors 75 years and older.

We develop upscale senior living residences in rural areas that are welcoming and well-designed, and focus on the specific needs of aging seniors. We stress



*Country Place*<sup>SM</sup>  
HOME  PLUS  
*Life as you want it...Care as you need it*<sup>SM</sup>

8 BEDROOM RESIDENCES  
APX. 3,800 SQ. FT.  
AVERAGE INVESTMENT \$600K – \$1M

individual care and comfort, and are staffed to provide whatever level of assistance is necessary for our residents. Each residence is constructed to exacting standards of quality, and our modern and elegant

interiors are designed to help seniors feel self-reliant, confident, and comfortable. Once land is secured, residences are typically completed between 6-12 months.

## Turn-Key Construction Development

Our turn-key construction development allows franchisees to take advantage of experienced construction staff that is familiar with the economies of constructing a Country Place residence. Alternatively, our

plans can be site adapted as we work with your architect and general contractor to ensure that construction meets our strict standards.

### Comprehensive Services:

- Site selection and real estate services
- Turn-key construction
- Exterior and interior design
- Materials acquisition



# Learning. Growing. Sharing. Caring. Franchising.

## You'll be ready for business

Country Place Living is an innovator in the assisted living industry. The only way to achieve that success is to create a superior educational and support system for our franchise owners. We provide each franchisee with a comprehensive training program to get your Country Place Living residence off to a successful start. In-depth franchisee and director's training is held with corporate staff and prepares you with proven operations, marketing techniques and standards of care that help ensure your residence continues to thrive. In addition to our initial training, we provide numerous ongoing educational opportunities.

Here's what you can expect...

- Proven assisted living residence design & development program
- Site selection and construction assistance
- Comprehensive franchisee, management and nurse training
- Comprehensive operations and marketing manuals
- Proven marketing program, training and professional marketing tools
- Regularly scheduled field support visits, teleconferences, and regional owner's meetings
- A network of Country Place franchise owners

*Each franchisee will learn how to operate and succeed in the business using proven techniques, protocols and procedures for day-to-day operations.*

## Your Future

Country Place Living is a great opportunity for a franchise owner or director to live at the residence and work on behalf of seniors, helping them maintain their dignity and truly LIVE. We also like to keep the wealth in the family. As we open up new franchise markets, our best franchisees will be the first to have an opportunity to participate. Investing in Country Place Living is a great investment in your future and many of our existing investors have gone on to secure ownership in multiple residences.



## A national network of owners sharing success

As the family of Country Place Living franchisees continues to grow, we gain the business acumen and knowledge of every new owner. We encourage owner communication through a national network of franchise owners via teleconferences, regional meetings, an intranet and other special events.

## On-going support

Country Place Living provides all of our franchisees with tremendous support; not only at the beginning of your business but as you grow as well. Every franchise owner is assigned a support services team member that will visit regularly to ensure that you

get the kind of consistent guidance needed for continued success. At Country Place Living, the support never stops – we are here for the life of your business with an executive team that truly cares about each franchisee and your success.



# Integrated Marketing Approach.

## Good news travels fast

News travels fast in the rural communities we serve and referrals typically begin before we break ground. Historically, Country Place Residences maintain very high occupancies and it is common to have a new resident waiting list. Our residents are among our best sources of referrals, they like to live with their friends.



Marketing is one of the biggest concerns for anyone starting a business. We provide a complete marketing tool kit that includes a variety of marketing collateral and public relations strategies that get each new franchise up and running to serve their community. Our proven marketing techniques and successful brand materials drive an effective one-on-one marketing approach. In addition, Country Place Living conducts regional advertising as well; increasing awareness of the brand and positioning Country Place Living as an innovator in the industry providing the best possible alternative to living at home.

## Referral support

Country Place Living provides ongoing support and training to assist you in gaining referrals from doctors, clinicians, therapists, and other medical professionals. We help you analyze current market demand and potential income streams. Our reliable collaboration helps you maintain occupancy and build the success of our established Seniorcise and Adult Day Services programs, as well.

## Recruitment support

As with most businesses, finding qualified staff is a difficult task. Country Place Living is partnering with national recruitment firms that will assist our franchisors local staffing. Once hired, our corporate training teams provide hand-ons training to ensure that our standards for excellence are maintained.



## If you were to picture the perfect future...

### Building success in a rural market

Our focus on rural communities provides several advantages over investing in larger metro markets. Our residences are always the newest, most modern, and most professional facilities in the markets we serve. Residents come from the local community, and our business model emphasizes programs to keep them strong and healthy. As our seniors live longer and happier lives, each franchise builds upon the equity of the business and its standing as part of the social fabric of the local environment. You become a living and contributing member of the local community!



*“I wanted to make sure my mom was secure, so I now own the Country Place where my mother lives.”*



### Reliable revenue, predictable expenses

Country Place Living residences enjoy a reliable revenue stream that is not as cyclical as many other business models. Much of the ongoing operating expenses, like labor, food cost, and utilities, tend to be semi-fixed. Since you can manage your operating cash flow in a predictable manner your ability to be profitable is improved as a result. Our Adult Day Services and Seniorcise programs are available at most Country Place Living residences and help differentiate your business from competing services that may be offered in the area.



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