



# **Senior Living Development & Management**

December 6, 2016

Reviewed and Updated July 18, 2017

# Goforth Group LLC

*"Inspired Senior Living"*



# *“Our Vision”*

To lead with innovative commercial real estate,  
attracting passionate and engaging talent &  
inspire commitment  
and perpetuate  
excellence in  
all we do.



# *“Inspiring and Enriching Lives”*

***We put people first.*** We try to respect all who we serve, and let them know that they matter.

***We act with integrity.*** We establish an environment of trust and motivate, inspire, and challenge each other.

***We mind the business.*** We build upon a solid base, carefully manage assets, and translate bottom-line results into even better resident care. We invest in our people and buildings to foster growth and ensure long-term success.

***We listen.*** We seek information out and listen to others—openly, carefully and respectfully.

***We work to be our best.*** We strive to be our best, every day, in every situation.



# *What sets up apart?*

- 5 star service; guest & health service training
- Relationship development with staff, residents & family
- Concierge services & 24 hour security
- Technology which monitors staff & residents
- Higher paid staff; attracts best from local labor
- Extensive staff training using best practices
- Chef prepared; organic cuisine, upscale restaurant style service
- 8:1 resident/staffing ratio





# *“Features and Amenities”*

**Our goal: state of the art senior living communities with amenities like,**

- Dedicated chefs with expertise in specialized diets (vegetarian, gluten-free, others)
- Serving daily; organic food with ‘Farm to Table’ produce, when possible
- Fitness Centers with specialized equipment
- Resort style Luxury indoor spaces and common areas
- Pet friendly with Pet parks where possible
- Culinary Arts Center and Private family dining opportunities
- Community and individual social activities
- Chapel & Meditation area
- Resort-like courtyards
- Salon and Day Spa (full service)
- Wellness Center & Therapy pool/bath area
- Movie theater & Activity room
- Concierge services
- Handicap Bus/Transport with Shuttle Service
- Security – a place to feel safe 24/7



# *We offer:*

*Pampered Salon treatments, Great Movies, Pet Parks, Wellness Center/Spa therapy, etc*





# *We also offer:*

*Concierge Services, 24 hour Security, Resort style Outdoor & Indoor features & services*





# *Dine in, dine out:*

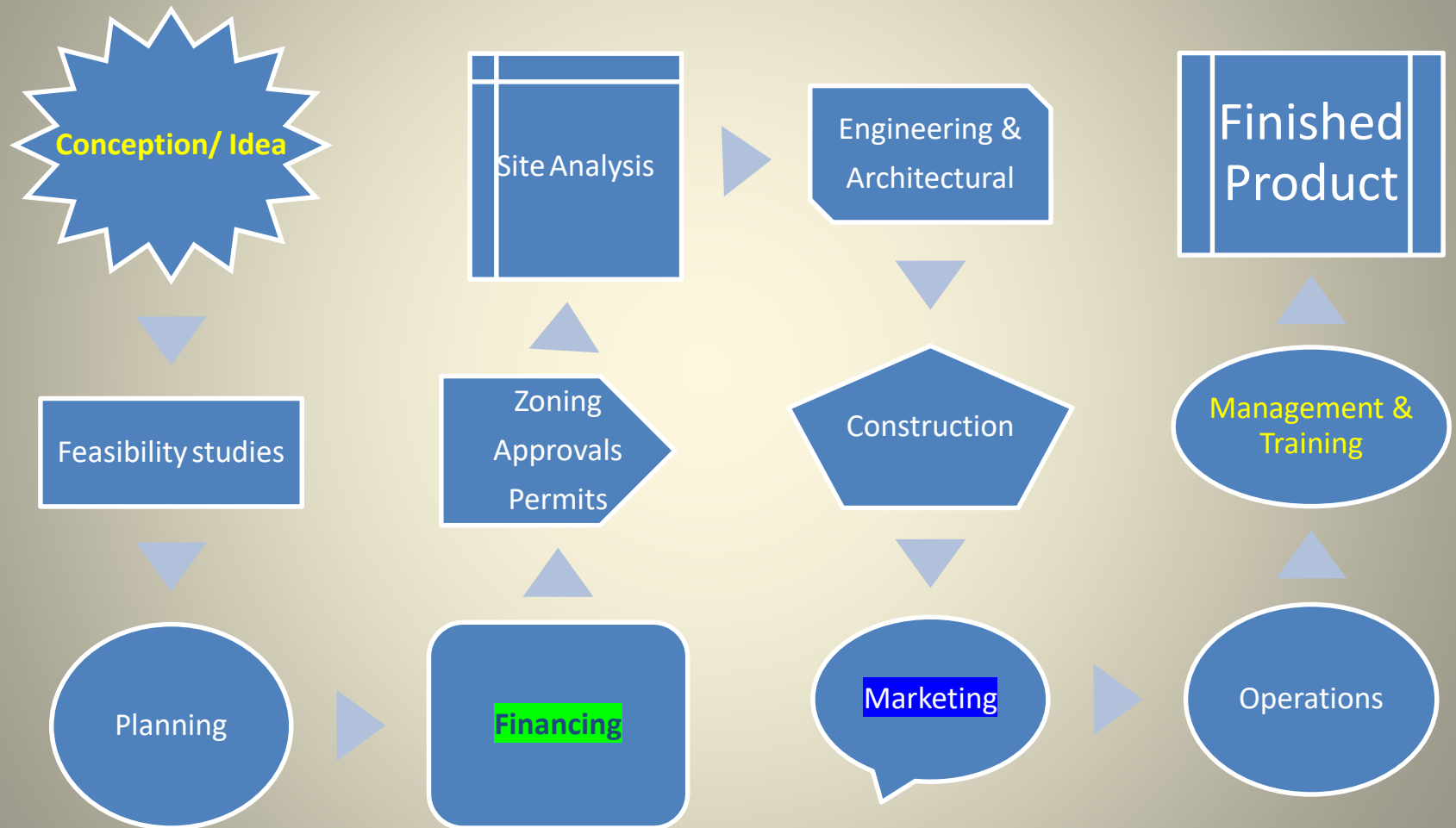


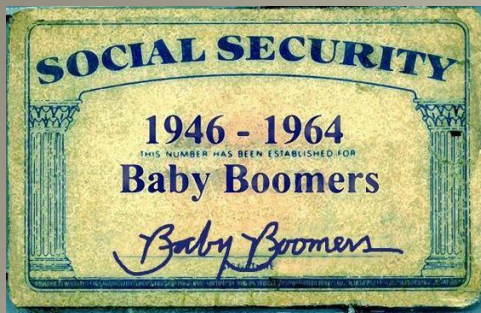
# *Chef prepared Organic & Farm to Table Foods*



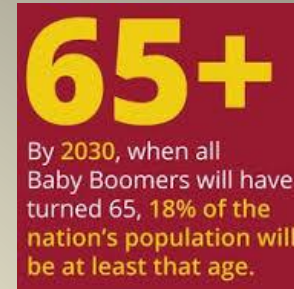


# *What we do with our idea...*





# ***Target Market***

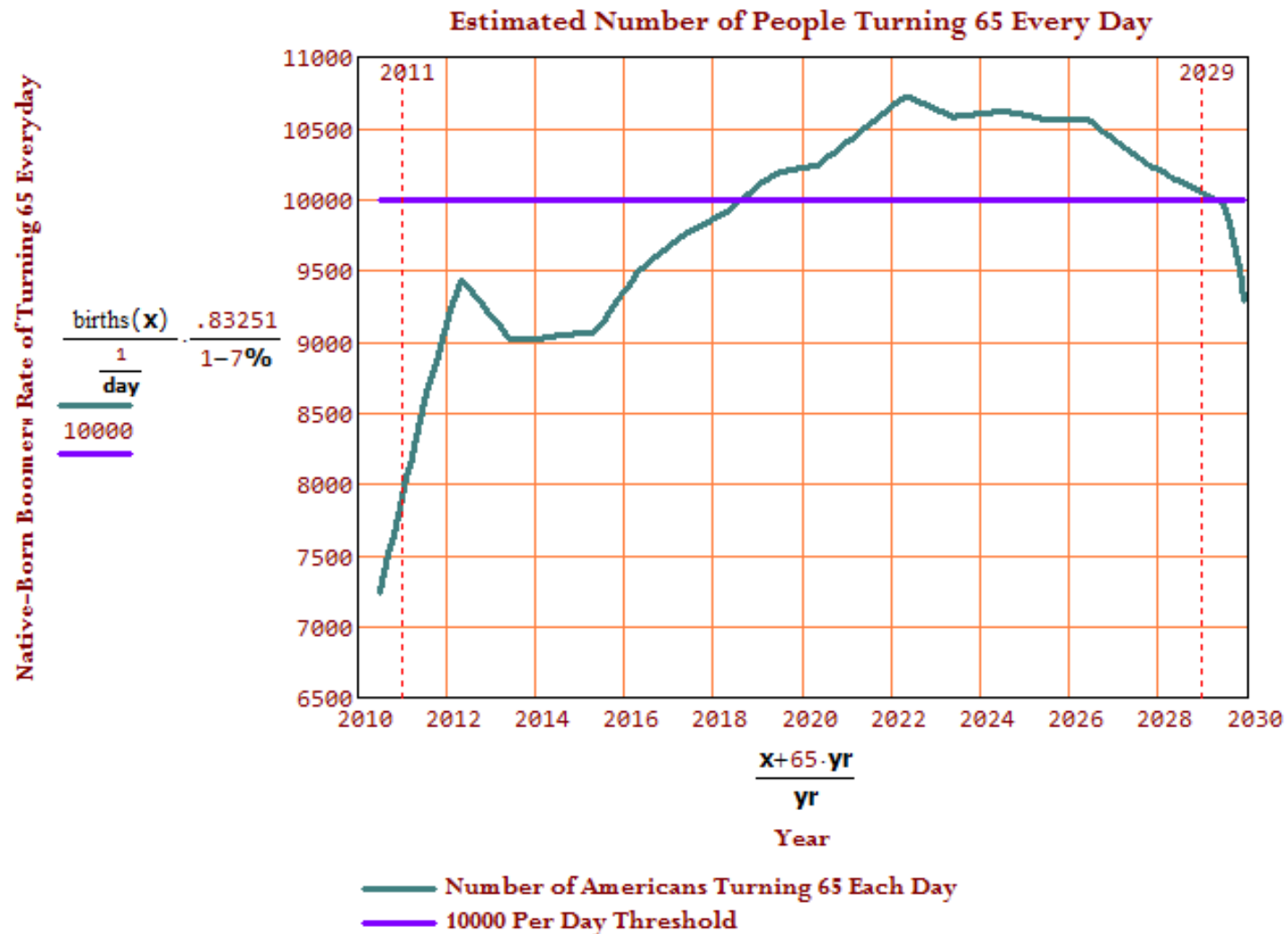


**Our target market is the top 40% of the population of those over 65 years old.**

- The first born Baby Boomers turned 70 in 2016.
- For the next 16 years, 10,000 Baby Boomers will turn 65, then up to 80 years old, each day.
- 76.4 million Baby Boomers are alive in 2016
- Boomers need Independent living facilities now.
- Boomers need for Assisted living and Memory Care facilities will peak by 2026.
- The 80+ year old segment will nearly triple.



# Baby Boomers Turning 65



# Goforth Group LLC

*“Inspired Senior Living Development”*



# *Goforth Website Highlights*

**Goforth Group, LLC, has a 'both win' approach and brings strong business and commercial real estate experience and expertise to every challenge.**

**We do our homework. We know how to analyze and put together the best team – from planning and budgeting to leasing acquisition, financing, sales negotiations, construction, and project marketing and management.**

- **You can put our experience to work with:**
- Development and execution of well prepared real estate strategies
- Our team's negotiating skills always try for 'both win' relationships that can last for years, and help assure positive outcomes
- A long-term perspective for lasting commitments and successful investments...not just short-term gain or quick dollar transactions
- Construction and project management; we focus on the time, quality and expenses



# *Goforth Website Highlights*

We recognize each project's needs and that each project is unique. We analyze and/or prepare each project's business plan, budget, and marketing research while incorporating the goals and development issues. This allows us to create a checklist of detailed objectives that encompasses all aspects of a project from conception to feasibility, budgeting to site analysis and zoning, government approvals/permitting and planning to financing, engineering, legal, construction and finally marketing and operations.

We have an "A" team assembled that coordinates each member's expertise. We help assure all development issues are properly addressed from the initial project, to implementation and exit strategies. Our team provides creative and viable solutions to any challenges and issues that arise.





# *Goforth Website Highlights*

- **Projects vary; yet, the basic formula for a successful project includes:**
- Strategic Planning
- Creative Thinking
- Market Study and Research
- Financial Feasibility
- Site Acquisition and Land Control
- Development Team Assembly
- Planning & Implementation
- Various Permitting & Government Approval Process
- Financing
- Design & Construction Process
- Project Marketing
- Property & Asset Management
- Operations & Exit Strategy



# *Goforth Website Highlights*

- **Development checklist details/examples:**
- Hardscapes and indigenous, low maintenance plantings
- Engineer drainage calculations
- Environmental studies/remediation
- Financing and commitment letter
- Grand Opening event scheduling
- Initial budgets and cost variables
- Insurance/Bonding
- Key construction materials list
- Perform a long term tax analysis
- Perform hydrology and soil testing
- Review marketing issues and costs
- Review draws and obtain lien waivers
- Security system
- Website details & blog
- Zoning code review



# *Bringing a Project to Fruition*



# *Goforth Recent and Current Senior Housing Projects*

## **Recent and Current Projects**

- Senior living project development; 124-bed assisted living and memory care (OH)
- Senior living project development; 110-bed independent facility (OH)
- Adult foster care homes (MI)
- 150-bed independent facility (MI)
- 80-bed assisted living and memory care facility (MI)
- 250 bed "CCRC LITE"; Independent, Assisted, and Memory Care facilities (MI)
- Waterfront mixed use redevelopment; marina, retail, office, industrial, housing (Senior housing included) (MI)
- Residential housing (MI)
- Affordable housing development with specialized needs components (MI)
- Affordable multi-family housing development (MI)
- RV Condo Resort (MI)



# *Goforth Past Project Types*

- Senior Living
- Retail
- Office
- Condominiums and Condo RV Parks
- Apartments and affordable housing
- Hotels
- Industrial
- Self-Storage



# *Goforth People*

## **Steven Larsen J.D., Managing Member**

**Mr. Larsen is the CEO of Goforth Group, LLC and its related companies. He oversees the company's investments and selects its projects. For any new project he, along with key personnel, researches and selects the projects team members (engineering, architectural, legal, financial, marketing, environmental, and other firms). Larsen is an attorney with 30 years legal and business experience; with an emphasis in contracts, leasing, acquisitions, financing, real estate, zoning, and construction; he is certified as a court-ordered mediator.**

**His passion for healthcare and senior living started when he worked as a caregiver and as an assistant to the medical director of a 140 bed skilled nursing facility while in high school and college. He developed and owned his first adult care facility at age 22 and another larger facility in 2006. His goal is to develop, own and operate 10+ assisted living/memory care facilities in 7 years, using 'Best in Class' technology, architectural, construction, legal, financial, marketing and management.**

**Mr. Larsen founded and served as CEO of a Chicago based development and commercial real estate firm for 10 years. While there he was involved in nearly \$1 billion of projects/transactions. Mr. Larsen also served as CEO of a 70 person real estate firm in Michigan, boosting the firm's sales to \$75 million annually. Mr. Larsen attended the night law program at WMU/TM Cooley Law School; he is a licensed attorney in the state of Michigan.**

**He is past president of the South Haven Rotary Club and currently serves as Chairman of the local planning commission (he has served on the commission for more than 15 years). He is a member of Peace Lutheran Church and its worship team.**

**Mr. Larsen is a licensed private pilot. He lives an active and healthy (although not very good) lifestyle; he has competed in more than 36 triathlons, and continues to bike, run, and swim. He also enjoys golf. He lives in South Haven, MI where his children attend school.**

# *Goforth People*

## **Kathleen Byrne, Office Manager**

Kathy is the office manager for the Goforth Group. Kathy oversees most key research activities including, in-house feasibility studies for potential projects.

Kathy earned her Master's degree in August 2015; her classes included Foundations of Senior Adult Learning Theory, Community-Based Senior Adult Education, and Multicultural Strategies for the Senior Adult.

Kathy is a member of Lifebridge Church of South Haven, and participates in community projects with the church.

She currently resides in South Haven, MI and has three grown children and five grandchildren.

# *Goforth People*

## **Andrew Domino, Marketing and Communications for Senior Living**

Andrew concentrates on the marketing and technology activities at the Goforth Group. Andrew creates and delivers on marketing and communication's plans and does research and development for the group's projects. He has been involved in the senior living site research and technology research activities for the last 18 months.

Andrew graduated from Western Michigan University. He is also licensed for insurance and securities activities. Andrew is a professional journalist and blogger. He has written for multiple newspapers, magazines, and TV news programs. Andrew lives in Kalamazoo with his wife and son.



# *Goforth People*

## **Sarah Brownell, Accounting and Bookkeeping**

Sarah serves at Goforth Group as bookkeeper and assists with other company projects; including senior living. She is responsible for all receivables, payables, and the company's payroll. Sarah has a Bachelors of Science from Western Michigan University. Sarah works part-time for AESOP as a substitute teacher In Van Buren County, MI. She resides in Bloomingdale with her husband and three daughters.

# *Randall Residence People*

- Christopher Randall
- *Chief Executive Officer*
- Besides learning about senior care while growing up, Christopher earned his B.B.A. in Healthcare Management at Andrews University, and an M.B.A. from the University of Notre Dame. Christopher is responsible for the overall leadership and direction of Randall Residence, including all financial and development aspects. In addition to his position with Randall Residence, Christopher served on the Van Buren County Board of Commissioners for 14 years and continues to serve his community through community agencies and organizations.

# *Randall Residence People*

- Chuck Randall
- *Founder*
- Following his service in the United States Army, Chuck began his career in senior living working for Manor Care, now HCR-Manor Care, and Videre before purchasing White Oaks in 1975. Chuck currently is responsible for the leadership development of the Executive Director team. He is also closely involved in all acquisition and development opportunities. For more than 28 years Chuck volunteered his time as the LakeView Community Hospital Board Chair.