



Freedom Senior MANAGEMENT



*Enriching
The Lives
of Seniors
Everyday!*



Setting the Standard for Excellence

When you turn to Freedom Senior Management for assistance in managing your property, you can be assured that our goal will never be to simply meet your expectations. *Our goal is to exceed them!*

Our aim is to bring our vast experience and expertise to bear in establishing a new standard of excellence, not only for the property we manage, but also for the community in which it resides, elevating your property to a new standard by which all others are measured.

*Now that's a goal we all can be
proud to bring to fruition.*

*"It's about creating an atmosphere of love, respect,
support, and security that allows every resident
to make their years with us the best of their lives.
Ultimately it's about being a family."*

*Steve Roskamp
Freedom Senior Management*



Freedom Senior MANAGEMENT

Experience. Expertise. Excellence.

"The business of managing senior housing
is more than a vocation, it's our life's work."

A Solid History of Success ~

You should know that when you team with us, you team with a group of seasoned professionals who have a solid record of achievement dating back to the early 1980s. Over the years we have served the needs of over 10,000 residents and managed more than 3,000 employees. We have been instrumental in the market evaluation, design, financing, development, building and operation of senior communities in Florida, Arizona, Pennsylvania and Michigan. All of them continue to operate successfully because the principles on which they were built were fundamentally strong. We will bring those proven principles to your development.

For a Small, Select Group ~

In selecting a management group to oversee your property, you should make a careful determination in who you choose. We're careful about our choices too. We believe in taking a hands-on approach, knowing the people with whom we work and providing each one with the highest level of personal, individualized attention. Everyday. From our experience, that's what makes a partnership successful. So for us, that means working with a select group of senior care providers who share our philosophy.

Who We Serve ~

We serve only senior living and senior care facilities, including Independent Living, Continuing Care Retirement Communities, Assisted Living Communities and Skilled Nursing Centers. Concentrating on our areas of expertise allows us to deliver the most effective solutions.

We believe in accessibility. We don't want closed doors on our offices or gates on our communities. We're very hands on. That's a constant."

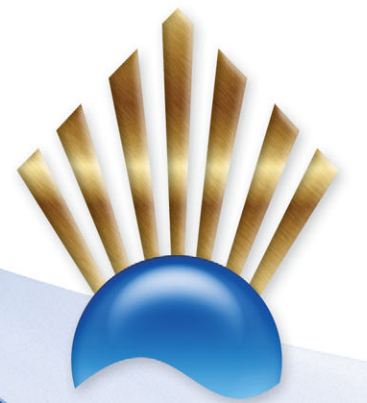
*Greg Patterson
Freedom Senior Management*

The Reality of Today's Market ~

For independent operators of senior living communities, declining real estate values and seniors having difficulty selling their primary residence, coupled with the reduced values of their financial portfolios, have turned many properties into sub-performing assets. Managing a turn-around for this very specific type of property can prove to be an overwhelmingly complex matter, beyond a company's internal resources in terms of both talent and capital.

A Strategy for Turnaround ~

Turning a property around requires a management company with vast experience and proven expertise at managing senior living communities. A company that understands the very unique set of challenges these communities face, particularly in this economy. A company ready to tackle those challenges, which include every aspect of successfully moving and transitioning new residents into your community's life. A company with the wisdom to understand each situation is unique, the flexibility to address each facility's specific needs and the talent to see the task through to a successful conclusion – once again making it a healthy, performing asset and a welcoming, happy home for its residents.



A Full Set of Services ~

You expect the management group you hire to provide complete management services. We do. What we won't do is provide a one size fits all set of solutions. Working together, we'll examine your operation and determine your specific needs. We'll evaluate your staff, your operating procedures and infrastructure. Then we'll create an individualized action plan that will first improve resident care, service and satisfaction. When that happens, a better return on investment follows.

To Achieve Those Goals:

We supervise all day-to-day operations...

From the maintenance of the property to the food and beverage operations, from the front desk greeting and other staff procedures to the work of the housekeeping staff – every part of daily operations is worthy of our attention and best effort.

We take care of staffing needs and human resources...

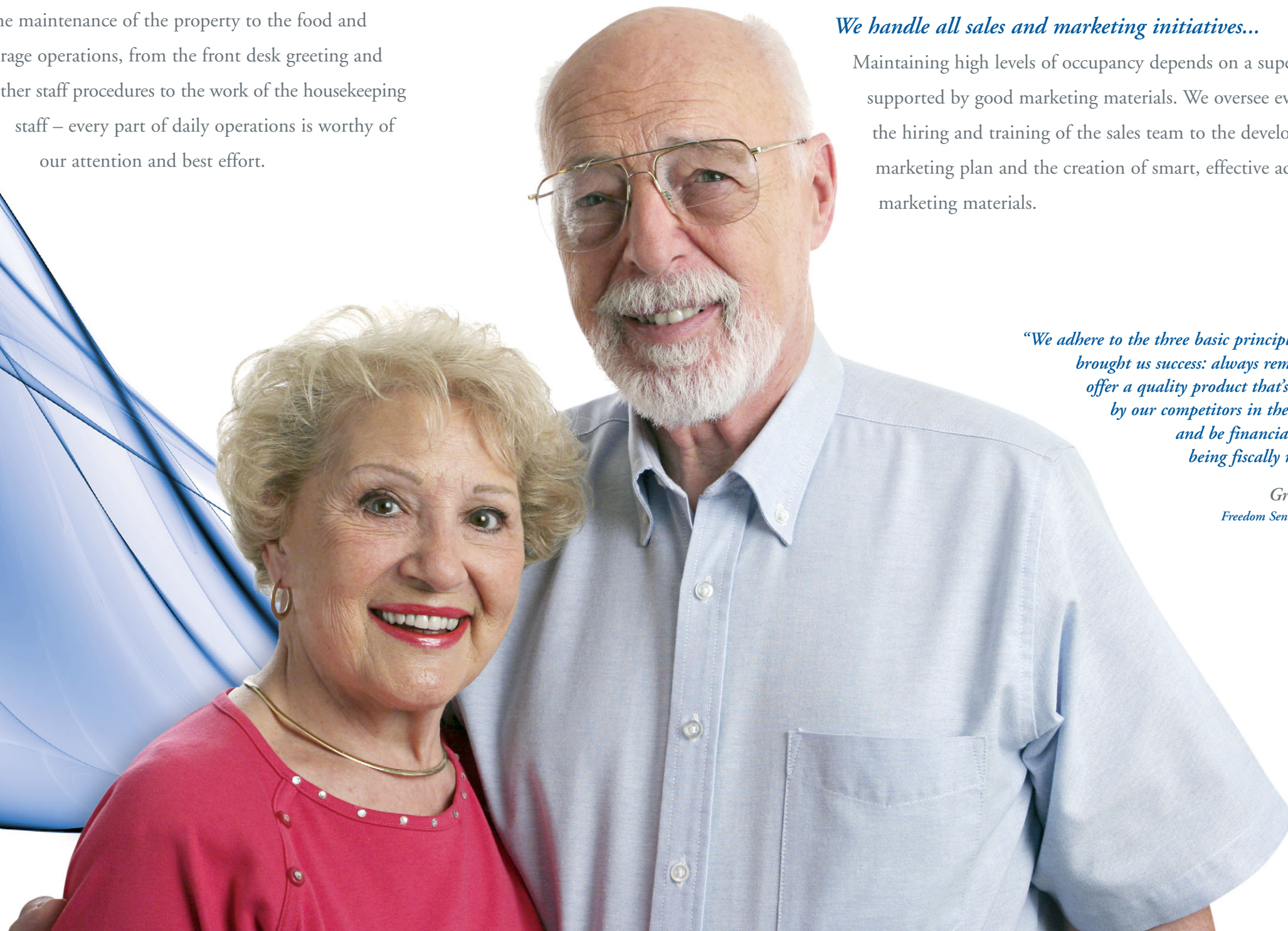
Getting the best from people takes more than a job description. It takes creating an environment where people work together as a team, nurturing, caring for and respecting one another. Where communication is open and ideas are implemented. Where they enjoy work and feel the possibility of personal fulfillment. Because we've learned that when people feel valued they take pride in what they do and they do their best.

We handle all sales and marketing initiatives...

Maintaining high levels of occupancy depends on a superior sales force supported by good marketing materials. We oversee everything from the hiring and training of the sales team to the development of your marketing plan and the creation of smart, effective advertising and marketing materials.

"We adhere to the three basic principles that have brought us success: always remain flexible, offer a quality product that's unmatched by our competitors in the community and be financially sound by being fiscally responsible."

*Greg Patterson
Freedom Senior Management*



We implement all necessary operating systems, policies, and procedures...

Having the right policies and procedures in place is the first step to having your operation run at peak efficiency. We make sure all policy and procedural manuals, employee manuals, resident agreements, accounting systems and external compliance reporting requirements are properly developed, installed, executed and maintained.

We manage your investment...

We prepare an annual budget, create an expenditure plan and obtain owner review and approval. We prepare monthly reports, keep accurate track of actual expenditures against budget allotments and issue variance reports. We keep balance sheets, income and cash flow statements, manage the general ledger, provide loan covenant summaries, and develop an interactive dashboard system that will be tailored to your needs.

"We have established relationships with the outstanding resources that we work with, independent partners with specific expertise in law, insurance, Medicare, housekeeping, dining, the arts & leisure, marketing and advertising and recruitment that can be engaged as necessary."

*Frank Herold
Freedom Senior Management*

We manage risk...

We make sure you have adequate insurance coverage and that it's kept current. We assess and monitor current and future risk and make sure it's in line with your risk tolerance.

Most importantly, we enrich the lives of residents, providing a family atmosphere of love, respect, support, security and enjoyment...

To see how Freedom Senior Management can fill your property management needs, contact us to set up a meeting to discuss your particular situation and let us show you how we can bring our Experience, Expertise, and Excellence to your community.





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