

Salus Development Group, LLC

**Builder-Broker New Construction
Partnership Development**



SALUS
MARKETING, LLC

Index

- I. **Executive Summary**
- II. **Business Design**
- III. **Broker/Agent Support**
 - a. Market Evaluation
 - b. Marketing Program Management
 - c. Program Sales Training
 - d. Buyer Seminars
- IV. **Builder Support**
 - a. BuildZoom.com
 - *Builder Selection Services, Bid Services & Specification*
- V. **Builder Specification**
- VI. **Marketing**
 - a. Target Demographics
 - b. Demographics - Independent Seniors
 - c. Key Program Components
- VII. **Senior Resident Services**
 - a. Independent Home Medical Group
 - b. In-Home Senior Tech System
- VIII. **Appendices**
 - a. Development Team
 - *Bio & Past Projects*
 - b. Website: SalusDevelopment.com
 - c. Project Components
 - *Project Overview*
 - *Senior Housing Crisis*
 - *Investor Presentation*
 - *Baby Boomers/Millennials Presentation*
 - *Sales Support Manual*

I. Executive Summary

The following new construction single and small multi family Partnership Program addresses the biggest need in today's new construction industry: *affordability*.

Single Family Homes

- Cost plus whole wholesale building process
- Low bid builder selection process
- Similar production build as national builders

Small Multi-Family/Duplex

- Benefits associated with the Independent Senior Rental Pod Program
- Baby Boomers enhanced retirement income living in Florida
- Investor/landlords above average rental returns
- Millennials offset housing expenses

II. Business Design

Salus Marketing Consultants, LLC will be responsible for creating strategic partnerships in multiple predetermined market areas. Primary focus will be on creating an affordable living environment for Baby Boomers and Independent Seniors.

Key Elements:

- Define Market Demographics
- Define Homesite availability
- Qualified Builder selection – BuilderZoom.com
- Builders Trend – Construction Management Job Tracking System
- Prospective Buyer platform
 - MLS & Builders Update
- Align with Construction Perm Lender
 - Primary Buyers/Investors

III. Broker Agent Support

- a. Pre-Market Evaluation
- b. Marketing Management and Oversight
- c. Agent Sales Training Manual
- d. Promotions
 - SEO Media – SEO Discovery
 - Builders Update – BuildersUpdate.com
 - Multiple Listing Service – County, State
 - Buyer Seminars

IV. Builder Support

- a. **BuildZoom.com**
 - Prequal Builder info
 - Provide trade bids
- b. **BuildersTrend.com**
 - Job tracking – SMG
 - Owners job communication and updates
- c. **Provide Master Plans**
 - Entry Homes (Online Design Companies)
 - Luxury Homes (Architectural Plans or Online Design Company)
 - Duplex
 - Cali - Master Plan
 - Ana - Master Plan

V. Builder Specification

1. In business for over five years.
2. Experience: Remodeling as primary but with some Single Family Home building experience. Coming with their own crews for a lower cpsf is a positive, but not mandatory.
3. One to two builders with ability to permit and construction less than eight months for up to two unit starts per month.
4. Presentable office space.
5. Subs out permitting and purchasing. Not mandatory, but lowers staff costs and keeps overhead down.
6. Company Website. Prospective Buyer Reviews.
7. Builders Trend Construction Management App.
8. Builder approval for Construction Perm Lender.

VI. Marketing

a. Target Demographics

Entry Level Homes

This portion of the local populations are made up First-Time Home Buyers, retiring Baby Boomers, and Second Home Buyers.

Luxury Homes

This prospective buyer is looking for a Semi-Custom Home build with plans they find Online Design Companies or Architects plan. Seeking a low cost per square foot and satisfied with production grade construction systems.

Duplex/Villa

Prospects for this product will include Baby Boomers wanting to live in Florida and increase their retirement income, Millennials wanting to offset their household expenses, and Investors looking for above average rental returns. All three are able to reach these goals through the **Independent Senior Rental Pod program**.

VI. Marketing (cont.)

b. Independent Senior Demographics

The first wave of Baby Boomers (those born between 1946 and 1964) made it to the age of 65 in 2011. Now, a person turns 65 every 10-12 seconds. By 2020, the number of persons 65 and older will reach 55+/- million, and by 2040, 80+/- million.

Much of this enormous human wave will need affordable living options. But most middle-income boomers are not confident in having enough money to live comfortably in retirement. In an Associated Press poll, among families with incomes below \$50,000, only 35% said they felt financially ready for retirement.

A recent AARP Public Policy Institute study found that another daunting issue facing retirees is the cost of senior living options. "Senior Living" is a general term that includes all kinds of senior-centered housing, independent living, assisted living, nursing homes and home care.

Here is an example: For a senior living in Virginia and needing assisted living care, the median amount that senior would pay is \$41,775 a year. According to a Genworth Financial long-term care survey, in 10 years that senior would pay \$68,047. A private room in a Virginia nursing home would now cost \$82,125 a year. In 10 years, that price goes up to \$133,773.

c. Key Program Components

- Affordability – Up to 40% less cost than most Independent Senior Care Centers
- In-Home Health & Wellness services
- Cost of living reduction programs
- Residential Home atmosphere versus Institutional Independent Senior Housing
- Optional lifestyle activities
- Senior leasing program – "A Place for Mom"

VII. Senior Resident Services

a. In-Home Health & Wellness Services

- » In-Home Monthly Health & Wellness Coach Consults
- » Doctor Visit Transport
- » Prescription Management

b. Optional Lifestyle Activities

- » Public Golf Club
- » Bike Riding Club
- » Public Tennis Club
- » Social Club

c. Health & Wellness

- » In-Home Nutritional Tracking
- » In-Home Physical Therapy – Exercise Equipment

d. In-Home Tech System

- » Senior iPad
- » Face-to-Face Communication – Grandkids
- » TV & Internet
- » Online Banking
- » Shopping
- » Transportation – Uber
- » News & Weather
- » Food & Pharmacy Services
- » Entertainment

VIII. Appendices

I. Marketing Team Bios (upon request)

II. Development Team Past Projects (upon request)

III. Website | Salusdevelopment.com

Project Headings:

- Entry Homes
- Luxury Homes
- Duplex/Villas
- Alubond USA
 - Multi-Family & Commercial Projects

IV. Project Components

- Project Overview
- Senior Housing Crisis
- Investor Presentation
- Baby Boomers/Millennials Presentation
- Sales Support Manual

Builders/Brokers/Developers Request Program Information

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