



Trust. Understanding. Commitment.



# Real Estate Services for the Senior Care Industry

Our experience in assisted living — as developers, owners and operators — sets us apart from the competition. Simply stated, we leverage everything we know about operating, buying and selling senior care real estate and put this knowledge to work for you.

## A SPECIAL STORY

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In 1988, Senior Care Assisted Living opened its first assisted living facility in Monroe, Wisconsin. The family business grew throughout the 1990s, developing and successfully operating 21 facilities in the state. When the founders were ready to retire, the family decided to sell the business. However, they found that selling an assisted living company involved more than they expected. There were many unanswered questions.

- What was the business worth?
- Which buyers could be trusted?
- How could they keep the sale confidential?
- How would they turn over management to a buyer?

*This was new territory for them, as it would be for most.*

Advisors were hired, but they lacked good answers. Selling an assisted living facility, or an entire company, brought unique situations that most had not experienced. But over the course of a year, the company found a buyer, negotiated a fair price, resolved many issues and closed the deal. The founders settled into retirement, but one of the partners recognized the need for a new business.

## SENIOR CARE REALTY BEGINS

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Mike Collins formed Senior Care Realty in 1999. He brought his experiences as the chief financial officer and the seller of an assisted living company to his clients. The company provides real estate brokerage services to the senior care industry, bringing real-world experience to every deal.

Today, **Senior Care Realty** is a team of professionals with the skills and experience necessary to help buyers and sellers of senior care real estate nationwide.

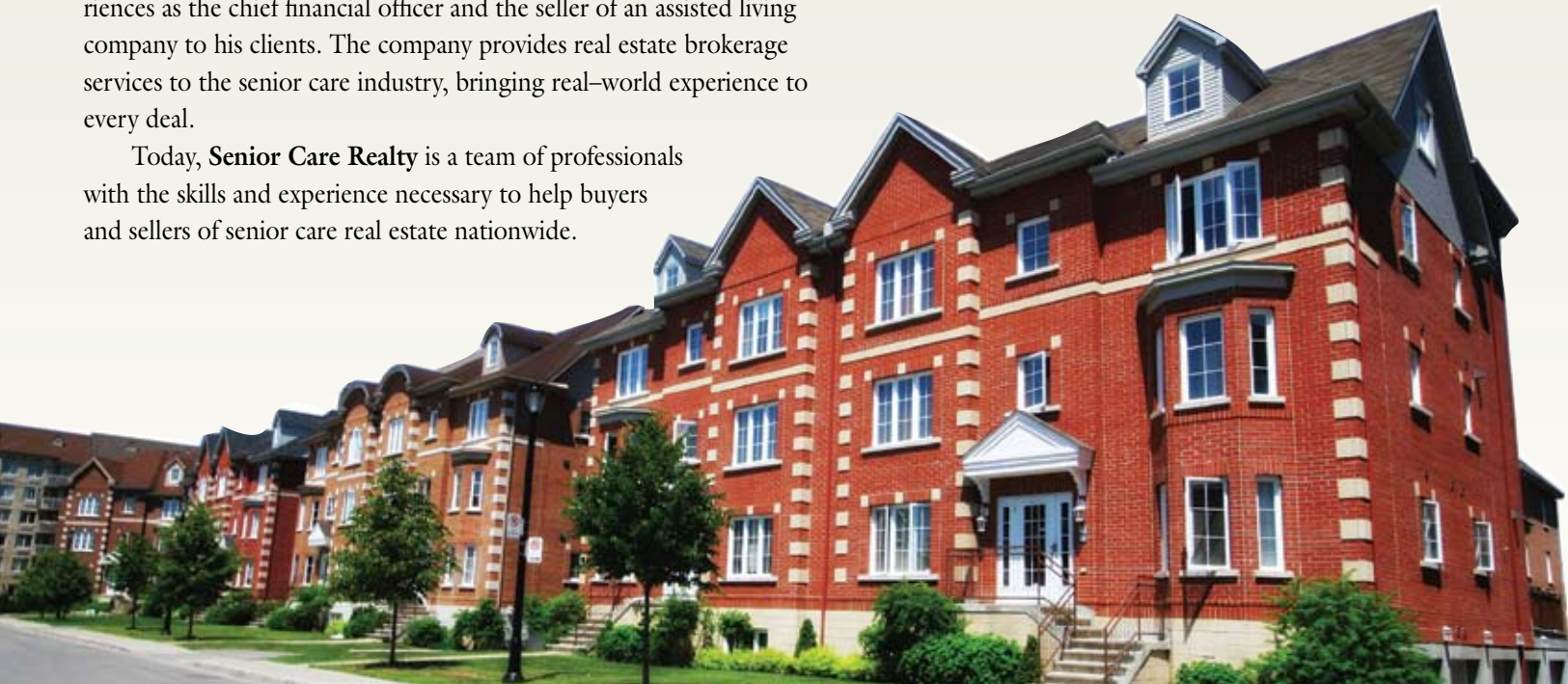


### Going Beyond Traditional Brokerage

Senior care transactions are about more than just finding a buyer. The real challenge is in all the other steps that lead to a successful closing.

### For buyers, Senior Care Realty Helps Businesses Grow

Senior Care Realty represents buyer clients, too. Buyers come to us because we can help them grow their business quickly and easily. Whether by acquisition or new development, our knowledge of the market allows clients to quickly and easily identify acquisition opportunities and sites for new development.



**If you are a potential seller,  
here are a few of the steps vital  
to a successful sale:**

**Valuation:**

Our team includes accounting and finance professionals who have experience in valuation of senior care businesses and real estate. Sellers need to know that their asking price is right for the market.

**Confidential Marketing:**

Most sellers are concerned about keeping a sale confidential. We make that happen by using special marketing techniques and by having an intimate knowledge of the marketplace.

**Contract Negotiation:**

What goes into a contract and what is left out are important. Our experience with this type of transaction benefits you and your attorney during contract negotiations.

**Due Diligence:**

Sellers do not want disruptions at their facilities. We take steps to help minimize the impact of property inspections. Preparation based on experience helps make the process as simple as possible.

**Financing:**

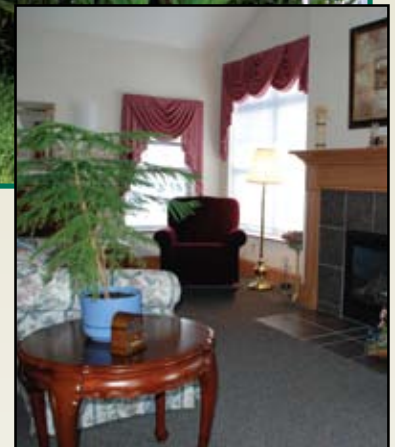
Assisted living facilities, skilled nursing facilities and independent living apartments are unique types of real estate. Our contacts among senior housing lenders helps ensure that your deal closes.

**Closing:**

Together, with your other advisors, we help you navigate the final steps in your sale. Having been through this process as a seller, we understand the tension that comes in those final days before closing. We can relate to your situation, and we help you make it through the challenges.

**Management Transition:**

Before and after closing, the transition of management raises many questions. Our experience provides answers to questions about transition and every phase of the sale process.



**Whether you are a buyer or a seller,  
remember our name: Senior Care Realty.  
Where everything we know about  
senior care guides our commitment to  
customer service.**



[seniorcarerealty.com](http://seniorcarerealty.com)

# Sometimes, developing forward-thinking services requires building on past successes.

Because we grew up in senior care, we understand the subtle nuances of the business. And now we're focused on helping sell and buy senior care real estate. It's all we do. We can help you with everything from an initial consultation to the dotted line.



Give us a call or visit our website for more information: [seniorcarerealty.com](http://seniorcarerealty.com). Our website contains lots of helpful information including a number of White Papers on valuation, real estate exchanges, and attracting buyers. You can also request a valuation and marketing proposal, and sign up for our monthly e-newsletter and new listing alerts.

## Senior Care Realty

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*“Our 8 assisted living facilities were sold to one buyer, but involved with that buyer was a management company. Mike and Daren walked us through all of this, making sure everything was coordinated with the buyers, ourselves, the management firm, and the attorneys involved.”*

DAWN SEBERT  
FORMER PRESIDENT,  
SENIOR RESIDENTIAL CARE

*“Our confidentiality in the sale was respected and maintained throughout. Senior Care Realty never even had to place us on their web site. They knew who the buyers were, got us all in touch, facilitated the deal, and we received our full asking price.”*

PAUL MORAN  
FORMER OWNER, CENTURY OAKS  
RESIDENTIAL CARE

*“Senior Care Realty had three offers within three weeks. Then they helped us evaluate the offers, how strong they were, how quickly they might close and how well the potential new owners would fit into the community.”*

BRADLEY J. SCHROEDER  
PRESIDENT & CEO,  
DMB COMMUNITY BANK

*“Senior Care Realty has a pool of investors, a pool of buyers, a pool of providers. They do not have to reach far to locate people to finance, buy, and operate your facility.”*

EDWARD P. MEIER, PRESIDENT,  
SENIOR SOLUTIONS, INC.

*“In every transaction, there are moments when things can slow down. Senior Care Realty understands the requirements and needs of all parties. For buyers, sellers or operators, I strongly recommend them.”*

JEFFREY A. DAVIS  
CHAIRMAN AND PRESIDENT,  
CAMBRIDGE REALTY  
CAPITAL COMPANIES

*“Their background in real estate and long-term care enabled us to get the best bang for our buck. Keep in mind, we sold when the market was heading toward a downturn, and we still managed to do very well.”*

MARY LAMOTHE  
FORMER VICE PRESIDENT  
OF OPERATIONS,  
HEARTRIDGE HOMES, INC.