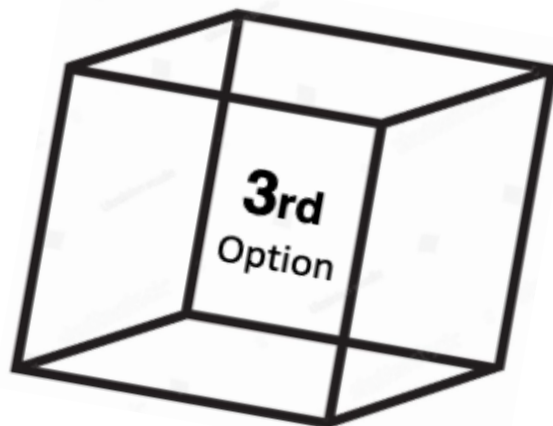


Point^{In}Time

Urban Active Adult Multidimensional Lifestyle

The Infinite 3rd Option.

The Point In Time Urban, Active, Adult, Multidimensional, Lifestyle is the detailed coordination of people, infrastructure, products, services, amenities, and technology that transform the aging experience and inspire the art of living well across all of life's journey for Middle-Market Solo-Agers through our exclusive winning formula multidimensional lifestyle, the **3rd Option**.



Did you know the U.S. population is aging and subsequently living longer? The over 65 demographic is set to double by 2050 reaching an unprecedented 91 million people.

In 2019 a middle-market housing study funded by the National Investment Center for Seniors Housing and Care performed at the University of Chicago by N.O.R.C. confirms that 54% of middle-market Boomers will not have the financial resources to go the distance and pay for traditional senior housing or in home care. To put that in perspective, 54% represents a population larger than the entire state of California.

These are people who have spent their careers as healthcare workers, teachers, government workers and trade union members. Per the study Middle-Market income ranges from \$24,000 to \$95,000.

The American Society on Aging reports that a growing number of Middle-Market Solo-Agers are facing unique challenges and are looking for an attainable, desirable lifestyle that provides solutions across all of their life's journey. Did you know that one-third of women over age 65 are Solo-Agers living alone for a multitude of reasons.

A study by Harvard Joint Center for Housing says, *"Many older adults will have to forgo needed care or rely on family and friends for assistance"*.

This hard-working middle-market has always wanted to pay their own way. They are not looking for a handout but a hand up. It is up to us, the 46% who have the resources to go the distance, to lend a hand.

The Middle-Market heart of America will certainly return the favor by sharing their knowledge, wisdom and expertise creating a perpetual flywheel of support across generations.

By the end of this current year, 2024, every Baby Boomer across the nation will be 60 or older. It is critical that we fully grasp the scope and complexity of the Middle-Market Solo Ager segment of the Baby Boom generation to understand the effect this large cohort will have on our society. *Solo-Agers are those aging alone due to a multitude of circumstances.*

If we, as a society fail to innovate, the aging middle-market will risk outliving their savings, threatening their quality of life and Medicaid's long-term sustainability. Simply stated, when people run out of money as they age, their only choice is Medicaid.

At Point In Time, we believe the boomers, the agents of change, still have one more legacy left in them and they will insist that we change the way we live into aging.

"The baby boomers, in short, will act as a sorting mechanism in the longevity economy, ruthlessly separating the companies that solve their real demands from those acting on a tired false idea of oldness." Joseph F Coughlin, Founder and Director of the MIT Age Lab, and Author of The Longevity Economy.

The thought leaders throughout the aging industry are concerned that the current models for supporting our aging society are antiquated and falling short in addressing today's needs.

John Cochrane, CEO of Human Good, a large senior living provider on the West coast, tells us, that: *“across the nation only 10% of older adults even consider some form of status quo senior living, with only 3% buying in. He goes on to say, 90% of the market is untapped because among other things, most people don't want to live in a healthcare facility. We've been too focused on the wrong job.”*

John says, *“consumers find themselves with only two options, staying home or moving into a status quo senior living community. Yet they continue to search for something they can't define and can't articulate.”*

What if there was a third option? **One that respects the human, multidimensional element** and is an option that allows people to thrive, that speaks to their hopes, dreams, aspirations and calms their fears.

Bob Kramer, Founder of the National Investment Center for Seniors Housing and Care stated: *“**There is a tremendous business opportunity** for innovators who find a winning middle-market formula, But, if a sustainable formula is not found, there could be a crisis for public health and government insurance programs.”*

Point In Time has developed “A” winning Middle-Market formula for older adults. This **3rd Option** provides a multidimensional lifestyle bridging the gap between remaining at home, devoid of support, or moving into a status quo senior living community.

This multidimensional winning formula is built around the adaptive reuse of neighborhood Catholic Convents. In 1916 forward thinking Catholics mapped the location of over 300 parishes in Chicago. Today, there are hundreds of underused convents throughout the Archdiocese of Chicago and thousands more across the nation.

The convents, left vacant by changing demographics, are the original hub, the tree of life within the neighborhoods and have been strategically placed and are the ideal size to once again support humanity.

The repositioned convent is a cutting-edge machine for living we refer to as a Collaborative Living Community. A conscious designed environment aware of and responsive to the needs and aspirations of its resident members.

The Point In Time lifestyle is the future. It is custom designed for Middle-Market Solo-Agers with input from the aging industry, the healthcare community, and aging boomers themselves.

The 90% untapped market John Cochrane is talking about is our market, our customer base if you will, the agents of change, the Baby Boomers. A large diverse demographic

searching for a better way to live into aging. We're not competing for part of the 10% but rather focusing our attention on the 90% who choose a different path and seek a different option.

The Point In Time Program, stable over time, is a big-picture, large scale, long-term solution for Middle-Market Solo-Agers.

Point In Time has a 50-year Master Development Agreement with the Archdiocese of Chicago to lease the convents. In the best interest of the Catholic Church, we always thought it would be better to lease the buildings allowing the church to maintain ownership and their neighborhood footprint for the future.

In many cases we also have the opportunity to purchase the convents outright. In great neighborhoods without convents, we have the option to adapt existing infrastructure and have looked into new construction.

The Point In Time Urban Active Adult Infinite Lifestyle is a hybrid active adult community. Many active adult communities are concerned with losing their independent appeal and do not allow care to be brought into the community for fear of driving off younger residents. They believe older residents will naturally age out, requiring another move at a most inopportune time in life's journey.

At Point In Time, within reason, our in-home care team provides attainable support enabling our resident members to remain in community with the camaraderie and mutual support of their friends across all of life's journey.

The Point In Time Collaborative Community Living is a 15-to-17-bedroom state of the art home that comes together around a group of like-minded people, 55 and over, living and working together to deliver a feeling of fellowship, camaraderie, and mutual support, sharing a common home, and growing together in pursuit of life with purpose.



This fun filled life with purpose encourages people to come together sooner, at a younger age, rather than later in life and enjoy their second half of life **on their terms, in their neighborhood** with the family they choose.

This is especially true for solo agers. Research tells us coming together sooner enables housemates to live into their inabilities together and thus confidently and comfortably provide mutual support for one another.

It is more than just a home, it's a feeling, an experience that adapts to our wants, needs, and budget across all of life's journey. It's close to being magic!

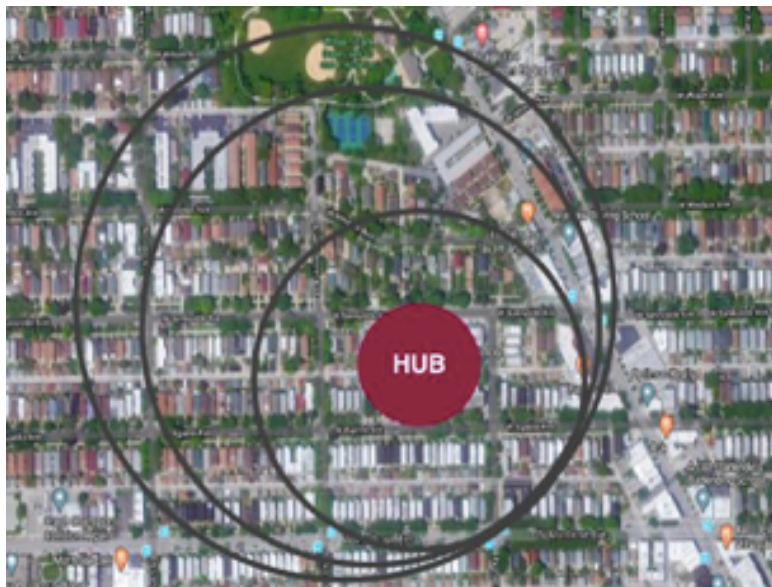


Place is the nucleus of life and essential in living longer healthier. For many Middle-Market, Solo Agers in Chicago, “place” is neighborhood where many have put down deep roots.

During a lifetime, people develop connections to “place” and form relationships with neighbors, shop keepers and become intimately familiar with the rhythm of their neighborhood. These associations provide value to

both the individual and the neighborhood that cannot be quickly or easily replicated in a new environment. In essence, they can play a pivotal role in successful aging.

Thus, the Point In Time Urban, Active, Adult Multidimensional Lifestyle, designed for Middle-Market Solo-Agers. However, to truly make a forever impact and transform the aging experience attainably, it is imperative that we move beyond the walls of our communities and focus on the entire surrounding neighborhood ecosystem.



This entirely new lifestyle, the 3rd Option is the first of its kind, middle-market solution that seamlessly brings together our neighborhood urban active adult communities and their surrounding neighborhood people.

As the Hub of the neighborhood our communities paired with the Wellness Cafe enable us to deliver attainability across diverse neighborhoods, desirability well beyond middle-

market standards. Above average profitability for the stakeholders with additional revenue available to be used as a resource to deliver an overall lower cost of living to both our resident and neighborhood members in a model sustainable for decades.

The Heirloom neighborhoods and sub neighborhoods of Chicago and urban cities across the nation may just be the final frontier to reconstruct the collective value of social networks that flow from trust, reciprocity, information cooperation, camaraderie, and mutual support. Within the Heirloom Neighborhoods, the seeds of social capital still exist. They just need to be nurtured, cultivated, and left to grow organically and harvested subliminally. The foundation for the winning Middle-Market Formula is the Wellness Café.



Wellness Cafe

The Wellness Café Winning Formula:

The International Council on Active Aging, President Colin Milner summed it up best, when he said, Wellness is a strategy for containing costs, generating additional revenue, and creating a positive environment where people want to live and work.

The Point In Time Wellness Café (neighborhood wellness centers) is a simplistic approach to wellbeing specifically designed into each neighborhood campus that takes what Colin Milner is touting to an entirely new level.

The Point In Time Neighborhood Wellness Café Team guides people on how to live into aging successfully by offering them access to the options to do so.

The Wellness Cafe team of professionals includes:

- A Life Path Coach, the liaison to life with purpose.
- A Wellness Coach helps achieve a better outcome across all of life's journey.
- Fitness Trainers & Nutritionist provide access to newfound energy.
- A primary wellbeing doctor and nurse practitioner build a partnership with members to facilitate wellbeing mind body and soul.

This is not sick care; it is preventive care that the health care community and aging network are desperately seeking.

The Wellness Café is the science behind the winning formula, for \$2.27 per day our members have access to the Wellness Café Team that contributes to living a longer, healthier life. Through simple, fun filled workouts custom designed to our members abilities and built around camaraderie and an enjoyable nutrition plan. The team keeps our members out of the more expensive less desirable options which intern leads to a lower cost of living.

The Point In Time Wellness Café generates multiple sources of revenue from multiple payers throughout the surrounding neighborhood, although attainable the cafe provides a profit to be used as a resource to keep cost in check on the essential programs, products, services, amenities, and technology required for daily living that leads to a lower cost of living.

The Wellness Café is a perpetual flywheel of health and wellbeing that begins with quality of life across all of life's journey enabling our members to go the distance and enjoy their gift of longevity.

At Point In Time, we don't ask Middle-market older adults as a single payer on a fixed income to bear the total retail cost, rather we have designed a co-operative neighborhood economy that functions on multiple sources of revenue from multiple payers throughout the surrounding neighborhood. The Point In Time neighborhood transaction platform employs the economies of scale, scope, and neighborhood network effects along with user generated marketing. Small amounts of money from large numbers of people who are promoting a better living experience.

The health care community and aging network tells us that demand for programs like the Wellness Café with our professional Life Path Coaches, Fitness Trainers, Wellness Coaches, and Nutritionist continues to grow fueled by the increasing rate of chronic diseases and the boomers desire to address them. Boomers are interested in programs and amenities that enable them to live a longer healthier life.

Anticipating a long life requires planning for the transition junctures along the journey. The Point In Time Wellness Team is there to help develop a long-term game plan around health and wellbeing that begins with quality of life.

Through the Point In Time Flywheel of Innovation there are other proprietary programs under development that will generate multiple sources of revenue from multiple payers. Today the subscription-based business model is growing 5 times faster than U.S. retail sales.

By having things right on the top line, the bottom line will follow. In essence, we have developed the right culture, have built, and continue to build the right team from across disciplines. We took our time to research, design and build the lifestyle the aging network, the healthcare community and aging boomers are asking for.

Through the power of the Collaborative Community (the Hub) paired with the Wellness Café employing the science behind the economies of scale, scope, and **neighborhood network effects** and built on a platform economy, we present the following financial perspective for a single Collaborative Community, year one:

- Cap Rate 28%, Fully remodeled communities in neighborhoods with solid demand create "A" Properties
- DSCR 3.55
- Profit Margin 58%
- Net Annual Profit After Debt Service \$813,009 annually.
- Valuation on a \$4,000,000 build out with an average Chicago Cap Rate of 5.5% is \$20,588,236.

- Point In Time does not incorporate a development or construction management fees in an effort to keep the lifestyle attainable.

Detailed proformas available upon request.

The potential exists for over \$400M in adaptive reuse across Chicago neighborhoods.

The National Investment Center for Seniors Housing & Care research tells us the average independent living cost across the nation is \$4712.

As the **3rd Option**, Point In Time is a completely new lifestyle. Our standard membership fee is \$3706 and is 21% less than the national average yet offers so much more value. We are somewhat comparing apples and oranges.

Profit as a Resource:

Series One comprised of 10 Collaborative Communities, paired with Wellness Cafés, generate a profit of over \$10M annually. It is at this point that we can use some of the profit as a resource to adjust the membership fees to meet the socioeconomics of the lower middle-market neighborhoods providing the same lifestyle for up to 70% less than the national average or a monthly membership fee of \$1425.

The Point In Time Team:

The Point In Time Urban Active Adult Infinite Lifestyle will continue to be designed, built, and managed by the same forward-thinking team of people that designed this creative lifestyle. There is no finish line.

Several Point In Time team members have played a leadership role in the status quo senior living arena and believe with 30 years being added to the average life expectancy, Point In Time will be the future of aging.

The Point In Time core team is focused on a new vision, a new way to live into aging and look to new team members to be part of the culture and help advance this just cause, something bigger than ourselves, a vision of the world we all hope to live in and commit to help build.

The Point In Time culture is intriguing to people passionate about their career choice but disenchanted with their work environment.

Many of our key team members have and will come from outside the aging industry. As an example, we have talked with potential CEOs from outside the aging industry with an entrepreneurial spirit and people focused background that want to be part of changing the way we live into aging.

“The true value of an organization is measured by the desire others have to contribute to that organization’s ability to keep succeeding.” Simon Sinek.

The Competition

Competition throughout the aging industry has historically been people remaining at home.

People who choose to remain at home in the surrounding neighborhood are not competition to Point In Time. On the contrary, they become our neighborhood members and part of the Point In Time lifestyle with access to a better living experience, attainably.

With only 15 to 17 people per community and the ability to adjust the rent to meet the socioeconomics of the neighborhood, demand will outpace supply.

Senior Living providers from across the country would certainly like a share of today's large middle-market cohort, but currently do not have a formula to reduce cost to a middle-market price point. They say it's a tough proposition and for most, a road they don't want to go down. With few providers competing in the middle-market, the Point In Time winning formula fills a need that has been left unaddressed for far too long.

Access to convents in neighborhoods, with a substantial number of adults 55 and over, is our unfair advantage and total addressable market. We control both supply and demand in the neighborhoods and all the ratios are far and above in our favor.

Marianne Kilkenny author, founder of Women Living in Community and consultant to Point In Time, told us that years of speaking and networking have proven to her that there is a real need and real desire for single women in their 50's, seeking their... HAPPILY EVER AFTER, to share a home and build community within community.

The Chicago neighborhood dynamics are certainly in our favor:

- There are over 600,000 people in Chicago over age 55.
- 263,000 middle market boomers
- 300,000 solo agers.
- More than 500,000 Catholics over age 65 reside in the Chicago metro area.
- Series 1, the first 10 communities, requires just 150 people.

The Catholic Perspective

The adaptive reuse of Catholic infrastructure is a win for the neighborhood, the parishes, and the Catholic Faithful as well. The adaptive reuse will ease the pain of consolidation, preserve history, revitalize neighborhoods, and minimize the environmental impact.

The Point In Time program removes the burden of these underused buildings from the parish, retains the Catholic footprint, and generates a substantial new source of revenue for each convent's parish.

We had the opportunity to visit over 100 parishes and meet with pastors, councils and laity who are anxious to get underused buildings off their back and parish books. With their support, our marketing program from the pulpit is second to none with marketing proformas representing 22 pre-leased communities in the first two years.

Although Point In Time communities are nondenominational, the pastor at one of the parishes we toured was very proud of his convent's chapel and asked if we would keep it as a chapel if he found a retired priest to reside there with the Catholic lay people and build a strong Catholic community within community.

We have developed a long list of potential convent locations across the Chicago neighborhoods and sub-neighborhoods. The program is designed to start in the upper Middle-Market and move across to the lower middle. Within reasonable logistics, the first ten communities will be identified as they are pre-leased. Point In Time is not a speculative program. Each convent is pre-leased prior to construction, thus the need for a full-scale model. The entire list of convents is available for review.

Moving beyond the walls creates an atmosphere for success.

The Point In Time Lifestyle provides a desirable, attainable living experience for Middle-Market Solo Aged, enabling them to live life with purpose and move beyond the walls of their community to share their time, talent, knowledge, wisdom, and expertise throughout the surrounding neighborhood supporting humanity across generations.

The Point In Time Lifestyle supports those who choose to remain at home in the surrounding neighborhood, providing an abundance of social capital and a lower cost of living enabling our neighborhood members to go the distance and enjoy their gift of longevity.

Point In Time supports the neighborhood Catholic parishes both intrinsically and financially helping to maintain the Catholic footprint.

Point In Time provides thousands of good neighborhood jobs with career paths, professional salaries, continued education, job sharing, profit sharing and childcare.

Point In Time leads the way with neighborhood revitalization.

Our Flywheel of Innovation Team works across disciplines including academia and the end users as both teacher and student to use our communities as open platforms for innovation and living micro research centers continually developing new components that deliver a better living experience.

Point In Time helps reduce hospital readmission.

The magic of this **Multidimensional Lifestyle** needs to be envisioned from within and shared with friends and new acquaintances building the foundation for camaraderie, mutual support, and an entirely new lifestyle.

Thank you for taking the time to learn more about the Point In Time program. We believe working together, our best ideas are still ahead of us and yet to surface. We hope you will contribute your verse as we all strive to make a forever impact in the lives of the people around us.

For more details see the [Point In Time Design Manual](#). [here](#)

Or go to the link on our website at www.pointintimellc.com

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Point In Time Team Biography

James A. Boyle, Licensed Nursing Home Administrator:

Point In Time team member and co-founder. Jim Boyle, as a Senior Living Administrator has a rich professional background in post-acute continuum of care. Jim has been in the health care Field for 50 years. He has been a Licensed Nursing Home Administrator for 43 years and has worked in various Housing Operations: Free Standing Skilled Nursing Facilities, Corporate Owned /Chain Facilities, CCRCs, For Profit and Non-Profit. Jim is also a consultant to the senior living field. Jim believes it is

time to reinvent the way we live into aging and blends new and innovative with his 50 years of experience in the aging industry.

Karen Tobin, Co-Founder and Coordinator for Professional Personal Assistants, Caregivers, and other staff members

Liz de Kanter, Executive Administrative Assistant

Barry Smith, Co-Founder, Multi-Media consultant: Barry Smith has spent the past two decades on the front lines of the pro-life movement with content creation and event media production. Barry is the founder and president of the International Catholic Media Association, a nonprofit production and marketing organization that provides educational and historical content through digital conversion of data from analog format. Barry is also the co-founder of Pro-Life Champions, a nonprofit pro-life media company that produced the documentary "40". Barry is committed to life from conception to natural death.

Barry is excited to be with Point in Time and the quality of life they offer in the adult living communities.

Michael R. Reschke: Founding Partner: Point In Time, LLC

Reschke General Contractors

Point In Time LLC

Mike has operated Reschke General Contractor's design-build custom home building business for over 30 years. RGC designs and builds homes that dove tail with the wants, needs and budgets of the clients, creating a home that fits their individual lifestyle.

As founder of Point In Time Mike Reschke believes in challenging the status quo and working across disciplines to deliver a better living experience and life with purpose through innovation.

Working closely with clients to address their inabilities and meeting their changing needs as they age up, led Mike and RGC to collaborate with Susan Mack, OTR/L, CAPS HOMES FOR EASY LIVING UNIVERSAL DESIGN CONSULTANTS. Together they developed The Art Human Centered Design Concept, the amenities and design details that make life easier, safer and adapt to changing abilities across life's journey. Human Centered Design is incorporated into every RGC home and used exclusively in all Point In Time Programs.

In 1992 RGC designed the Healthy Home Concept, combating indoor air pollution. The RGC single-family home Lease to Own Program helped many families obtain their first home. The Point In Time Life Lease enabled older adults' peace of mind as they aged up.

Mike's personal and professional philosophy is to build communities he

would be proud to have his own parents live in. Mike believes that RGC and Point In Time, create a lifestyle unique to the individual resident, building the home is just a tool to get there.

As a builder, Mike has contributed to the industry in many ways throughout his career. This includes participating in Illinois Home Builders government affairs program, being active in the Green Building Counsel, Past President of McHenry County Home Builders, as well as sitting on the board of the Northern IL Home Builders.

Thomas R. Smith, G.R.I. Founding Partner: Point In Time, LLC

An expert in the marketing of transitional real estate for the senior citizen, Tom has more than 39 years of real estate industry experience including development, sales and property management. As Co-Founder and partner of Point In Time, LLC he is responsible for monitoring daily scheduling and coordinating the workflow of each Point In Time division as well as coordinating the real estate activities of Moving Made Easy, the division of the Point In Time program that is responsible for all aspects of assisting resident members in transitioning from their current housing into their new community life in the renovated parish convent.

Tom is a Graduate of the Realtors Institute and holds a State of Illinois Real Estate Broker License. Tom has owned multiple real estate brokerage companies and managed teams of 40 agents and 10 administrative personnel serving diverse markets, primarily in the Northwest Suburban counties of the Chicagoland area.

Point In Time Construction Team

Gillespie Design Group, lead architect.

Future Firm, Chicago Consultants.

RTM, Engineering Consultants.

Henry Bros. General Contractor.

Frankies Consulting Co. Estimating Services.

Gremley & Biedermann, Surveyors.